

11-TTAG-019

Company Name	AGL Corporation
NAICS	334519
Address	2202 Redmond Road
City	Jacksonville
State	AR
ZIP	72076
County	Pulaski
Number of Employees	36
Year Established	1965
Company Web Site	Designs and Manufacturers Laser Leveling devices.
Contact Person	Jennifer Fairchild
Title	Director, Product Development
Phone	501-457-5581
Email Address	jennifer.fairchild@agl-lasers.com
Fax	501-982-0880
Secondary Contact Name	Honsley Snow
Secondary Contact Title	Site Manager and CFO
Secondary Contact Phone	501-982-4433
Secondary Contact Email	honsley.snow@agl-lasers.com
Resource Provider	CustomXM
RP Address	1724 Pike Avenue
RP City	North Little Rock
RP State	AR
RP ZIP	72114
RP County	Pulaski
RP Project Contact	Steve Davison

RP Title	Marketing and Sales
RP Phone	501-664-0200
RP Email	sdavison@customxm.com
RP Fax	501-375-1757
Project Area	Information Technology - 22 - Software Development
Project Area Brief Description	Implement a Customized Print Portal for customer use.
Federal Agency	- Not Applicable -
Project Title	11-TTAG-019 - AGL Customized Print Portal
Competitive Challenges	AGL's customers are becoming more "tech savvy" and expect to interface with AGL easily. In addition, current technology will allow even a small customer to create user specific documentation "on-demand".
Specific Problem	AGL is wasting money ordering literature that may or may not be used. The only way a customer can personalize their literature is by adding a stamp or sticker - not very professional in today's world. AGL needs to be able to offer a higher end literature choice that reflects the high-end products that are being sold.
Solution	Create a user interface on the web site and software that allows the customer to order customized documentation "on-demand".
Implementation Plan	CustomXM will create the interface and web site update.
Maintenance Plan	CustomXM will perform updates to the Portal as required. The web site interface will be structured such that AGL can update commonly changed items.
Step 1	Create AGL customer Print Portal
Step 1 Time	15.00
Step 1 Budget	\$1,500
Step 2	Develop web site design to accommodate the Print Portal and the documentation that will be offered.
Step 2 Time	40.00
Step 2 Budget	\$2,742
Step 3	Make changes as needed after initial review of the design.
Step 3 Time	11.00

Step 3 Budget	\$758
Increased Sales	\$120,000
Retained Sales	\$6,000,000
CS Inventory	\$3,500
CS Labor	\$5,200
CS Materials	\$520
CS Other	\$1,500
II Plant	\$0
II IS	\$0
II Workforce	\$0
II Research	\$0
II Other	\$0
AUI	\$0
SOI	\$0
Job Retention	36
Job Creation	2
YN 90Days	Yes
YN Affiliation	No
YN Agreement	Yes
YN Total Project Price	Yes
Explain Total Project Price	
YN Cash Match Agreement	Yes
Copied	No
TTAG ID	11-TTAG-019
Signature Panel - RP AR Name	Steve Davison
Signature Panel - RP AR Email	sdavison@customXM.com
Signature Panel -	Jennifer Fairchild

Enterprise AR Name	
Enterprise - Email
Signature Panel - Enterprise AR Email	jennifer.fairchild@agl-lasers.com
Include in Batch	Yes
Batch Number	NA
Application Status	Pending
Organization	AMS
BatchTest	Processed
Batch Date	
Set Batch Number	
Lvl4	Yes
Application Description	9-Information Technology
SBIR-STTR	No