

11-TTAG-020

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	AGL designs and manufactures laser leveling devices for the construction industry.
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	Update web site to add interface with customer and new material. Create a structure that can be updated by AGL personnel.
Federal Agency	- Not Applicable -
Project Title	11-TTAG-020 - Web Site Development and Update
Competitive Challenges	The current customer is becoming increasingly "tech savvy". At this time the AGL web site is outdated and has not user interface that collects information for possible future leads.
Specific Problem	The current web site does not meet our current customer needs and does not adequately attract new customers.
Solution	Create a website that incorporates user interaction to collect relevant data for future leads; add a structure that allows the use and update of videos and other on-line training tools; allow users to move through the site more easily; increase the speed in which the site loads.
Implementation Plan	AGL will work with CustomXM to create and launch a web site from a previously approved design.
Maintenance Plan	The structure of the site will allow AGL to update areas that commonly change.
Step 1	Create HTML files from a design generated previously.
Step 1 Time	15.00
Step 1 Budget	\$2,742
Step 2	Create the back end programming and finalize the design after customer review and feedback.
Step 2 Time	12.00
Step 2 Budget	\$823
Step 3	Launch the web site.
Step 3 Time	9.00

Step 3 Budget	\$613
Increased Sales	\$120,000
Retained Sales	\$6,000,000
CS Inventory	\$0
CS Labor	\$5,200
CS Materials	\$0
CS Other	\$0
II Plant	\$0
II IS	\$5,000
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-020
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	No
Batch Number	NA
Application Status	Closed-Rejected
Organization	
BatchTest	Unknown
Batch Date	
Set Batch Number	
Lvl4	No
Application Description	9-Information Technology
SBIR-STTR	No