



Case Study: RLH Equity

Presented By: Thy Nguyen

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Our company information:

Branch	Tekcetera, Inc.
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City, state, ZIP Code	Fountain Valley, CA. 92708
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Fax number	714.850.1532

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Title	Marketing Coordinator
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Customer profile

Customer name	RLH Equity
Address	10900 Wilshire Blvd. Suite 850
City, state, ZIP Code	Los Angeles, CA 90024
Phone number	310.405.7200
Fax number	310.405.7222
Web site address	http://www.rlhequity.com/

Industry	Venture Capital
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Company Profile

RLH Equity, a leading private equity firm based in Southern California, has a 25 year successful history in partnering with CEOs and leadership teams. RLH provides investments through equity capital, shareholder liquidity, recapitalizations, and management buyouts for high growth middle-market enterprises headquartered in the western U.S. Not only does RLH provide capital, but they also assist management teams as they navigate the opportunities and challenges of growth.

RLH Equity works with businesses from all different industries, traditionally business and financial services, high-value added manufacturing, special distribution, and healthcare.

Project Overview

RLH, a prestigious and highly valued private equity firm, needed a website that consistently displays its strong reputation. For this reason, Tekcetera was contracted to execute a complete website redesign.

Tkcetera's team of designers created a visually appealing website with easy to navigate pages, relevant data, downloadable information, engaging images, and soft layout colors.

With the new website, there are several features that would need to be updated regularly. This includes the company's team of employees, recent press releases and announcements, and its current portfolio companies. RLH will have access to this information through a content management system. This will allow authorized users to manually make changes as required.

Customers are now able to simply access any information related to RLH through their new website. They will be able to effortlessly locate the company's values and goals, team members and locations, answers to investment questions, and any recent press and announcement files. In addition, customers are able to sign-up for company email updates and monthly newsletters, and download company brochures.

Tkcetera's team of web designers created a new website for RLH Equity that is highly usable, well organized, and visually appealing that will help build customer relationships while generating new ones.

IT Solutions Tekcetera Implemented

Graphic design
.Net development
SQL Server 2005
Admin control panel.
Custom timer based auto responder
Javascript, AJAX, DHTML, HTML.

