



History

LogicalSolutions.net is a full service Internet company that has experienced significant growth in the competitive web site application and development marketplace. The company is at the forefront of Internet design and development, and offers a variety of innovative products and services to organizations. Founded in 1995 in Rochester, New York, LogicalSolutions.net is ranked among the top Internet service providers and web site design firms in the area. CEO James Salviski and his team work closely with clients to develop Internet programs that seamlessly integrate all marketing and design elements to reach key, target audiences. LogicalSolutions.net conveys its vision through a simple motto—expect results. This commitment to results is reflected in the quality and timeliness of the company’s services, helping them to provide the best marketing assistance possible.

LogicalSolutions.net identified a critical need in the Internet marketplace, and sought to serve organizations in the community with solutions to a core problem—generating tangible results and return on investment from the Internet. The team at LogicalSolutions.net understood that most businesses did not merely want “traffic” to their web site. Clients today demand a more thoughtful approach to the Internet, with key, qualified customers visiting their web site. By offering customized Internet solutions, LogicalSolutions.net is able to offer site optimization and affiliate marketing to address the needs of a rapidly changing marketplace.

Background

LogicalSolutions.net knew that there would be challenges establishing an Internet company that would be able to stand out from a number of similar companies founded in the mid-1990s. The need to differentiate the company from competitors, while responding to a clear need for certain niche Internet services was apparent from the outset. CEO Jim Salviski brought together a core team of Internet and marketing professionals to build a strong foundation for LogicalSolutions.net. Jim and co-manager Terry Owen understood that his company would stand apart by demonstrating a clear commitment to customer service. While many viewed Internet and online interactions as impersonal, LogicalSolutions.net wanted to take a very personal approach to customer relations and web development. Terry brought a significant marketing, sales, and business experience to Logical Solutions when he joined the company in the late 1990s. The breadth and depth of experience demonstrated by the Logical Solutions team set the company apart from its competitors.

The company's motto – expect results – reflected a commitment to delivering and exceeding client expectations. The team at LogicalSolutions.net recognized that customers needed to increase communications with their clients without increasing their workload. Most clients did not have in-house IT departments who could oversee or monitor the web site, so they wished for another vendor to handle this for them. LogicalSolutions.net specializes in building custom software applications using Internet-based technology that seamlessly integrates into a client's existing business. It is custom built specifically for a customer's needs, so additions or changes can be made whenever a client needs to alter something, and not just when a vendor decides to come out with an upgrade.

LogicalSolutions.net was also an early proponent of eCommerce strategies, helping to pave the way for hundreds of companies and organizations to integrate eCommerce into their web sites. The flexibility offered by LogicalSolutions.net enables clients large and small to get involved in eCommerce. The rapid growth of eCommerce reflects customer desire for quick access to purchasing and secure transactions. LogicalSolutions.net's team of web experts works with clients to build eCommerce components that are intuitive, secure, and easily updated.

Situation Analysis

LogicalSolutions.net sought to capture the momentum of the Internet market by developing a core team in Rochester, with satellite offices in Buffalo, New York and Washington, D.C. The company recruited top area talent to develop the best web sites available, in a very competitive marketplace. While many "dot coms" and web companies experienced an early boom and quickly faded, LogicalSolutions.net has maintained a leading position as one of the area's top Internet companies. In the face of strong competition and economic challenges, the company has seen a pattern of steady, strategic growth. While the company has experienced double and triple-digit growth over the past eight years, they have done so profitably each year.

This growth reflects a commitment to customer satisfaction on all levels.

LogicalSolutions.net works with a variety of corporate and not-for-profit firms, and gives an attention to detail for every project no matter the budget or timing. The wide variety of clients illustrates the unique approach that the company takes to its clients, drawing on creativity, flexibility, and a commitment to results. The American Heart Association, Frontier Communications, Infinity Radio Group, High Falls Brewing Company, WROC-TV8, Harris RF, Rochester Institute of Technology, Environmental Law Institute, The American Red Cross, Faber Homes, Pierre Foods, Deerfield Country Club, and the Platinum Marketing Group are among LogicalSolutions.net's clients. The quality and timeliness of services delivered by LogicalSolutions.net is a critical part of the company's success.

Conclusion

LogicalSolutions.net established a strong niche in the area Internet marketplace by a commitment to solid results and strong customer service. By carefully building a solid foundation of a core team of Internet professionals, and analyzing the needs of the

marketplace, LogicalSolutions.net was able to develop a successful, dedicated team. With the growth of the Internet marketplace, LogicalSolution.net's ability to adapt to change is a critical part of the company's success.

Focusing on the local needs in the Internet marketplace, as well as team of employees demonstrating the region's highly skilled workforce and top technology talent, LogicalSolutions.net is a true leader in web site and application development, hosting, and marketing solutions. The team is dedicated to designing, developing, and maintaining top quality Internet services, as well as providing the best marketing assistance possible.