



Contact:

Mr. Marc Hansche
President
Advanced Computer Engineering Services, Inc.
San Marcos, CA
Phone: 866.321.ACES
E-Mail: sales@aces4hire.com

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ACES Celebrates the Successful Redesign of the Software Industry Council's Website

Summary

Advanced Computer Engineering Services, Inc. (ACES) recently celebrated the launch of www.sdsic.org, a website for the San Diego Software Industry Council (SDSIC), one of the nation's most important technology networks. The comprehensive redesign strategy improved the online popularity of the organization and created a critical interface for technology entrepreneurs in the greater San Diego area.

(San Marcos, CA) – Advanced Computer Engineering Services, Inc. (ACES) recently celebrated the launch of www.sdsic.org, a website for the San Diego Software Industry Council (SDSIC), one of the nation's most important technology networks. The comprehensive redesign strategy improved the online popularity of the organization and created a critical interface for technology entrepreneurs in the greater San Diego area.

"The SDSIC is an important player in California's technology community," said Marc Hansche, President of ACES and concept designer for the SDSIC project. The group supports the networking needs of nearly 200 online companies and several thousand employees. Its website redesign was strategically crafted to improve the popularity of the site on the World Wide Web while providing communication resources to the Valley's vast number of web-based businesses. In addition to online event management functions and an electronic directory, the site provides users with the ability to apply for membership in the group or register live for upcoming SDSIC events.

The Council's website traffic rivals that of some of the country's most important news outlets, so ensuring that the site met the needs of both the client and its customers was a critical component in its development phase. "I needed to design a customized structure for the site which not only helped to strategically improve the group's online presence but also directly supported the needs of the thousands of members which use its tools to improve their core businesses."

Hansche explained the strategy with which he approached the SDSIC project. "The Software Industry Council needed a resource that enhanced the networking and collaboration across its current base of customers and provided a platform on which to increase its membership. Therefore, I studied the traffic patterns of the group's online visitors and customized their site's design to provide simple navigation, enroll new members and improve the group's page rank."

For Hansche, though, the challenges afforded by this strategic project also provided him with an opportunity to showcase his company's online consulting talents. Since 1991, Hansche's clients have included prestigious companies within a variety of industries. He has provided custom software solutions for companies including Fox Sports, the Academy Awards Program, Paramount Theme Parks, AT&T Broadband and KB Home.

Most importantly, the results of the ACES redesign indicate that Hansche achieved his strategic goal for the Software Industry Council. According to Alexa Traffic Rankings, the SDSIC site has increased its traffic rank by nearly 100% over the past three months and currently ranks as one of San Diego's top 5 most popular sites for business and economy based on Google's page rank.