



## WHO WE ARE

Crocodile Digital is an **innovation partner** focused on helping traditional businesses of all sizes achieve BIG visions in the digital age. The company was founded in 2010 by former Microsoft Principal Engineer and Regional Director, Stephen Fulcher, to provide .NET web application development and consulting services. Since then, we have expanded our team and capabilities to include iOS / Android / Windows mobile application development and agency services for online marketing & advertising.

## OUR VALUE PROPOSITION

### 1) WE'RE A ONE-STOP SHOP FOR DIGITAL SERVICES.

We deliver fully integrated digital solutions that include custom software development and targeted online marketing campaigns. This is a key differentiator from many of our competitors because it enables us to evaluate your business potential from a diversified perspective and then help you make decisions that will have the greatest contribution to your strategic goals.

### 2) WE'RE LEAN.

Our mission and passion is to see sky high visions become a reality on down to earth budgets. That's why we've worked hard to eliminate traditional agency overhead and approach every engagement with a single focus on the solutions that will achieve the greatest return on investment for our clients.

### 3) WE'RE SCALABLE.

Our team is growing, which means that we're able to take on larger projects for larger organizations. In cases where we need more manpower, we have established relationships with trusted U.S. based and off-shore delivery partners who help us minimize traditional overhead costs while adding additional skills and developers to your project. As a result, we're able to partner with and deliver innovative digital solutions to businesses of all sizes.

## OUR CAPABILITIES

### WEB & MOBILE DEVELOPMENT

- ♥ Custom Web Design
- ♥ Ecommerce Website Design
- ♥ .NET / PHP Web Application Development
- ♥ .NET Web Application Performance Testing
- ♥ .NET Web Application Security & Session Management



- ♥ iOS / Android / Windows Mobile App Development
- ♥ SQL Server / MySQL Database Administration

## ONLINE MARKETING & ADVERTISING

- ♥ Google AdWords / Bing Ads PPC Campaigns
- ♥ Remarketing / Retargeting Campaigns
- ♥ Facebook / LinkedIn / Foursquare Advertising Campaigns
- ♥ Email Marketing Campaigns
- ♥ Search Engine Optimization (SEO) Campaigns
- ♥ Direct Mail Advertising
- ♥ Brand Identity & Graphic Design
- ♥ Photography & Video Production
- ♥ Social Media Content Marketing
- ♥ Online Reputation Management

## KEY LEADERSHIP PROFILES



**Stephen Fulcher**  
FOUNDER & CEO

Stephen is a serial entrepreneur focused on delivering technology products and services that transform business models. After working with Microsoft as a Principal Engineer and Regional Director, Stephen founded Crocodile Digital to bring game-changing technology to smaller businesses as an affordable provider. Over the course of his career, he has been a speaker at numerous technology conferences, developer meetings and product launches. He currently works to drive innovation and maximize ROI for Crocodile Digital clients by helping to envision and then deliver digital solutions that achieve strategic business goals.



**Cameron Fulcher**  
PRESIDENT

Cameron is a self-educated online marketer with a passion for helping entrepreneurs grow their businesses. Since joining Crocodile Digital in 2012, he has focused on delivering exceptional user experiences and helping clients take advantage of high ROI "growth hacking" opportunities to attract new customers online. Cameron holds undergraduate degrees in Finance and Spanish from The University of Texas at Austin.



**Gaurav Murghai**  
DEVELOPMENT DIRECTOR

Gaurav leads a team of experienced developers in Chandigarh, India who specialize in the development of custom web & mobile applications. Gaurav is a highly capable and friendly partner who helps us deliver sophisticated business applications and websites with excellence.



**Jeremy Grassman**  
ART & MEDIA DIRECTOR

Jeremy is a creative director, strategic thinker, old-school designer, and typographer with 20 years of advertising experience with various firms including DDB Needham, the Richards Group, Targetbase, and Indoor Direct, a media agency Jeremy helped launch which was later sold to Premier Retail Networks, LLC (PRN), a global leader in digital place-based media services including Walmart's in-house advertising network. Jeremy has a contagiously positive personal outlook and marketing lens. He holds an MFA in graphic design from LSU and is also a professor at Nicholls State University.

## CLIENT REFERENCES

Jodie Burnham

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Jim Ziegler

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*Medical Metrics*  
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Victoria Markowitz

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## RECENT WORK EXAMPLES

### United Airlines Web Application Development

#### CHALLENGE

United Airlines is a global Fortune 100 and well known leader in the airline industry. United's software development team needed specialized help re-developing core back-end web application components, including architectural and security components of the [www.united.com](http://www.united.com) customer-facing website.

#### SOLUTION

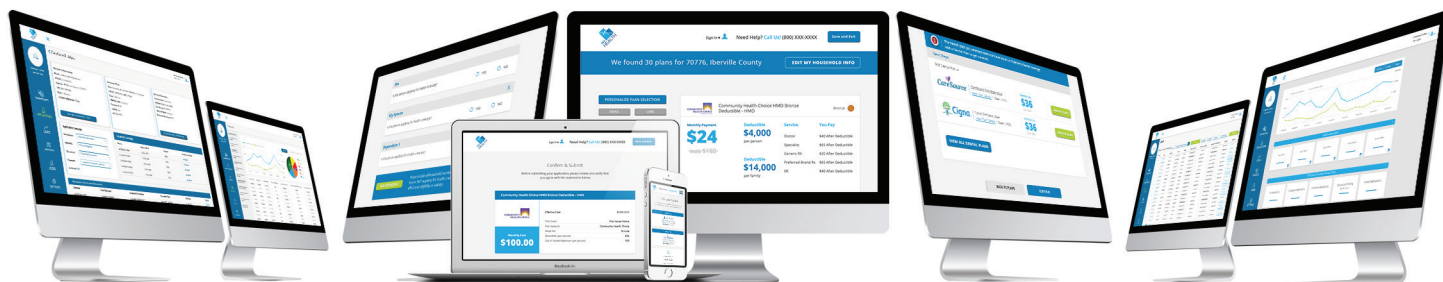
We led and assisted United's team in developing the following technology solutions:

- ❖ The common web service providing security, session management, state management, instrumentation and tracing for all customer facing applications, including the airport and contact center agent applications, the mobile application suite and [www.united.com](http://www.united.com) web site, together supporting over 30,000 concurrent users and processing over 2000 requests per second.
- ❖ A foundational session state service to enable shared state per session across applications. The service allows applications to share session and state using shared tokens. The service is leveraged by all of the major channels and all of the business web services, with performance testing successfully completed on a 55 node server farm.
- ❖ A claims-based security solution for the client's reservation center agent portal for handling calls. The solution includes a management application to maintain the claim value data and mappings to user groups and users. The solution also includes the ability for approved users to create temporary claim value overrides for elevated privileges during crisis situations.
- ❖ The component for runtime instrumentation to record system activity with a view toward speeding up reactions to critical scenarios such as exception conditions and security violations. All of the core business web services leverage the instrumentation component.
- ❖ Windows service to monitor the business REST WebAPI web services. The monitoring service uses metadata understand which services to monitor and which operations to call on each service. It calls them on intervals and supports a limited configuration to determine when a notification should occur. Notifications occur via email and text messages and report alerts and recoveries.
- ❖ A configuration management component that allows applications to centralize their configuration information
- ❖ As part of our development, we conducted various performance tests of these solutions using a large and complex performance testing environment of 30 server farm nodes, which mirrored the production environment. The performance tests included specific mock and test instances of key infrastructure elements such as the IBM mainframe, ORACLE, third party web services and other critical systems. Throughout the tests, we typically pursued an iterative style of test, analyze, tune, re-test and evaluate in order to deliver optimized, production-ready solutions.





## GetHealth USA Web Application Development



### CHALLENGE

GetHealth USA is a Houston technology startup focused on improving the way people buy and sell health insurance. GetHealth USA wanted to develop a private exchange platform that integrated with Healthcare.gov's Federally Facilitated Marketplace (FFM) to support online enrollment in individual health insurance plans. GetHealth USA wanted a modern consumer experience that made it easy for consumers to incorporate public health benefits into private plan quotes and applications, as well as a modern enrollment management experience for brokers that gave them the tools to track and accelerate the complete enrollment process.

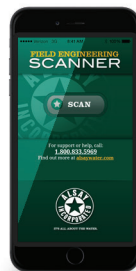
### SOLUTION

We developed the GetHealth USA web application and assisted with the design of the GetHealth USA brand identity. The web application was developed with the ASP.NET framework, is fully responsive to mobile devices, and includes the following capabilities:

- ❖ Easily determine eligibility for public health benefits like Medicaid / CHIP, Advanced Premium Tax Credits, and Cost Sharing Reductions
- ❖ Seamlessly incorporate premium subsidies, enhanced coverage, and other public health benefits into all private insurance plan quotes
- ❖ Sort, filter, and compare any health and dental plans available on the FFM, which supports 39 states
- ❖ Apply for plans, pay plan premiums, and complete enrollment online through the FFM integration with Healthcare.gov. The FFM integration utilizes SAML tokens for all communications, and CMS requires companies using the integration to meet security and privacy standards.
- ❖ Brokers have access to an extensive management portal where they can customize the enrollment process and application branding, track leads and customer applications, manage users, and assist customers at any stage of the enrollment process.



## Alsay Mobile App Development



### CHALLENGE

Alsay is an established provider of water and wastewater services in Houston. Alsay's service include well drilling & repair, wastewater services, pump installation & repair, and rental equipment. As part of regular operations, Alsay engineers perform regular checks and maintenance on field equipment, and they require access to the latest information / spec sheets on each piece of equipment prior to performing maintenance activities. The status quo process for providing field engineers with this information required secretaries and employees in the main office to print out and fax the relevant information sheet to the engineers, which was very time consuming, labor-intensive, and resulted in unnecessary operations delays.

### SOLUTION

In order to streamline Alsay's field operations and free-up office employees to perform more valuable tasks, we developed two native mobile applications (for iPhone and Android phones) to serve as a resource to field engineers and enable self-service access to equipment information. Each application includes a custom barcode scanner which is integrated with the Alsay equipment database. The scanner and can be used to scan barcodes on field equipment and display to engineers the latest spec sheet for the scanned equipment, directly and instantaneously from the field. As a result, Alsay engineers no longer waste time procuring equipment information and are able to perform their duties with greater efficiency and lower costs.

## Medical Metrics Web Application Development

### CHALLENGE

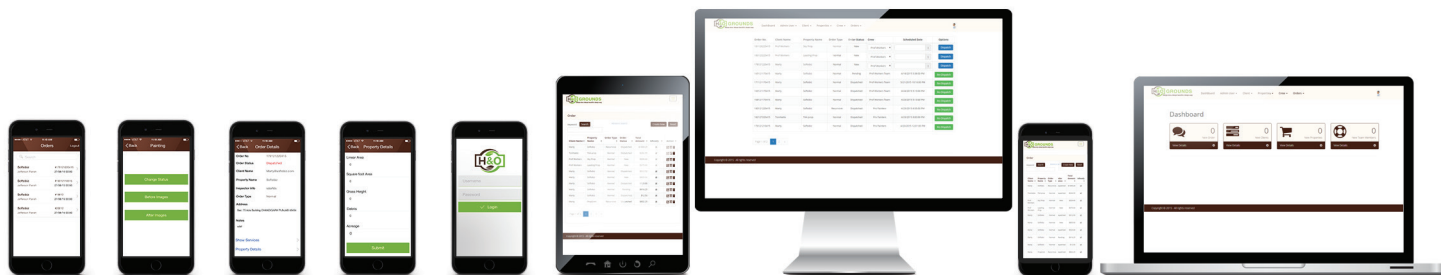
Medical Metrics (MMI) is a provider of radiology core laboratory services for global, multi-center clinical trials. MMI's services include imaging protocol development, medical image management, independent image review, and scientific consulting. MMI identified the need to better align its business divisions and IT strategy, and develop new tools for its customers, who as medical device manufacturers require specialized assistance in obtaining FDA approval.

### SOLUTION

We helped MMI design and implement an innovative IT strategy with new business processes, and we helped develop the technology to support those processes. Specifically, our technology solutions included several integrated applications which aid customers during the FDA approval process and enable them to quickly transfer large volumes of clinical trial images and data to MMI for processing. These applications and their development lifecycles required compliance with various FDA regulations surrounding medical device approval, including the security regulation 21 CFR Part 11.



## H&O Web Application & Mobile App Development



### CHALLENGE

H&O is an established landscaping and lawn maintenance services company serving businesses and local parishes throughout Louisiana. They were using an off-the-shelf property management software system, costing them thousands of dollars per month in licensing fees. The property management system was only able to manage a portion of their operations, and it was not built for H&O's specific business processes and personnel. H&O management wanted a proprietary custom software solution developed to eliminate the licensing fees and optimize employee productivity.

### SOLUTION

We developed a complete set of custom software applications that fully manage H&O service fulfillment operations. Our developments included three ASP.NET MVC 5 web applications, a native iOS mobile application for field crew productivity, and a Windows service for work order management. All four applications share web services built with ASP.NET Web API and a SQL Server database. The developed web and mobile applications include:

- ❖ A complete operations console application, which manages all clients, work orders, properties, crews, and invoicing.
- ❖ A security studio application, which is a sophisticated user permissions and roles administration solution.
- ❖ An iPhone application that provides the tools for field crews to better manage production activities and also attach before and after pictures to completed work orders.

H&O's complete fulfillment operations solution not only increases employee productivity, it also lays an essential foundation for H&O's strategic growth and expansion goals.

### View Additional Web & Mobile Application Screenshots

<http://www.crocodiledigital.net/portfolio-items/ho-web-application-mobile-app-development/>



## Pizza L'Vino Web Design & Digital Marketing



### CHALLENGE

Pizza L'Vino is a pizza delivery restaurant in Houston with multiple locations. Pizza L'Vino had a great product – fresh, delicious, slow-baked pizzas – but it needed help attracting new customers online and letting them know about its award-winning pizza.

### SOLUTION

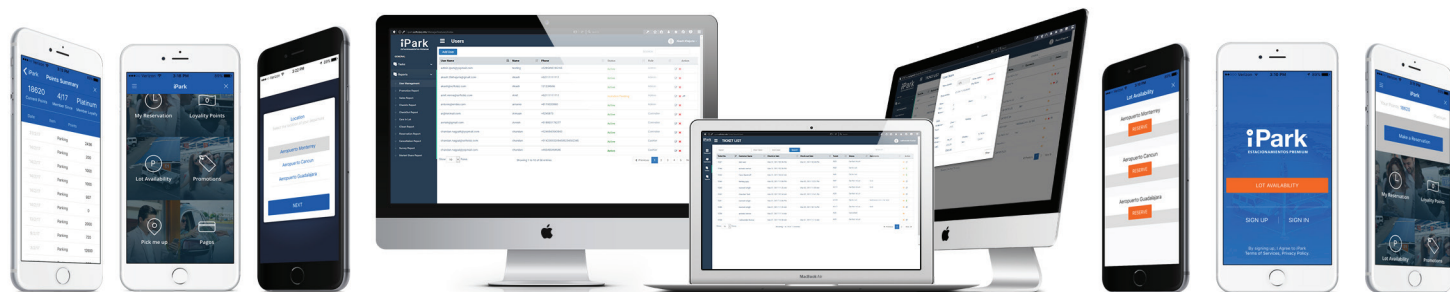
We created and implemented a growth strategy for Pizza L'Vino, which focused on a modernization of its online assets and product presentation. Specifically, our solutions included:

- ❖ A refreshed, responsive website design, which included product photos and videos prominently displayed throughout the site.
- ❖ A responsive email campaign template for customer loyalty promotions
- ❖ Facebook and Instagram video content that featured Pizza L'Vino products and interviews with team members
- ❖ Facebook and Instagram video ad campaigns targeted at local pizza lovers
- ❖ Facebook, Instagram, and AdWords video and display remarketing campaigns to re-target recent website visitors
- ❖ Local SEO campaigns to optimize Pizza L'Vino's Google Maps and Bing Places listings, and build local citations across the web, which significantly improved local search engine rankings for "pizza" related keywords
- ❖ Online reputation management campaigns, which included monitoring online review sites and responding to negative reviews, as well as in-store business card displays and email campaigns to generate positive reviews from customers on Google, Yelp, and other sites. Our campaigns increased Pizza L'Vino's online reputation from an average rating of 3.4 stars to 4.0 stars





## iPark Web Application & Mobile App Development



### CHALLENGE

iPark is an airport parking service with several locations in Mexico and plans for U.S. expansion. iPark wanted to beat its competitors to the market with an innovative customer loyalty mobile application, and had tried unsuccessfully for over a year to develop it with a software development vendor in Mexico. iPark also wanted to create additional solutions that optimized both internal operations and customer experiences.

### SOLUTION

We developed a complete applications suite that improved iPark's existing technologies, added new capabilities, and connected the operations and sales processes. several connected mobile and web applications for iPark:

- ❖ Consumer-facing iOS and Android mobile apps with customer loyalty programs, online reservations, ecommerce-enabled check-ins / check-outs, GPS-enabled "pick me up", and related features
- ❖ Consumer-facing ASP.NET web application extending the mobile app features to the iPark website
- ❖ Employee-facing iOS and Android mobile apps to support driver operations and GPS-enabled "pick me up" features
- ❖ Employee-facing ASP.NET web application to support parking attendant operations
- ❖ Employee-facing ASP.NET web application to support manager operations and analysis



## University Oaks Dental Web Design & Digital Marketing



### CHALLENGE

University Oaks Dental is a new cosmetic dentistry practice in Houston. University Oaks needed a brand and an online marketing strategy to attract new patients.

### SOLUTION

We designed the University Oaks brand and implemented several marketing campaigns to increase local brand awareness and new patient appointments. Specifically, our solutions included:

- ❖ The University Oaks logo and style guide design
- ❖ Professional brand videos and photos promoting the University Oaks office and interviews with team members and patients
- ❖ A responsive website design featuring the University Oaks videos and photos, with custom copywriting
- ❖ A responsive email campaign template for new patient welcome emails and promotions
- ❖ Facebook, Instagram, and AdWords video and display remarketing campaigns to re-target recent website visitors
- ❖ AdWords and Bing Ads search ad campaigns targeting cosmetic dentistry keywords in local zip codes
- ❖ Local SEO campaigns to create and optimize University Oak's Google Maps and Bing Places listings, and build local citations across the web, which improved local search engine rankings for "cosmetic dentistry" related keywords
- ❖ Online reputation management campaigns, which included in-office business card displays and team member training to generate positive reviews from patients on Google and Yelp