

E INVESTMENT BANK

E Investment Bank is the online investment bank of Wedbush Morgan Securities. E InvestmentBank harnesses the power and advantages of the emerging online capital markets. Entrepreneurs and corporate issuers can raise capital effectively and efficiently with E InvestmentBank.

Background

Wedbush Morgan sought to extend its leadership position in the banking industry and establish the E InvestmentBank brand online.

Insight

E InvestmentBank is a powerful force in the arena of online investing. E InvestmentBank realized that it needed to use digital delivery to provide critical investing opportunities to its customers. Zinc worked with the E InvestmentBank team to determine strategy, objectives, and design guidelines

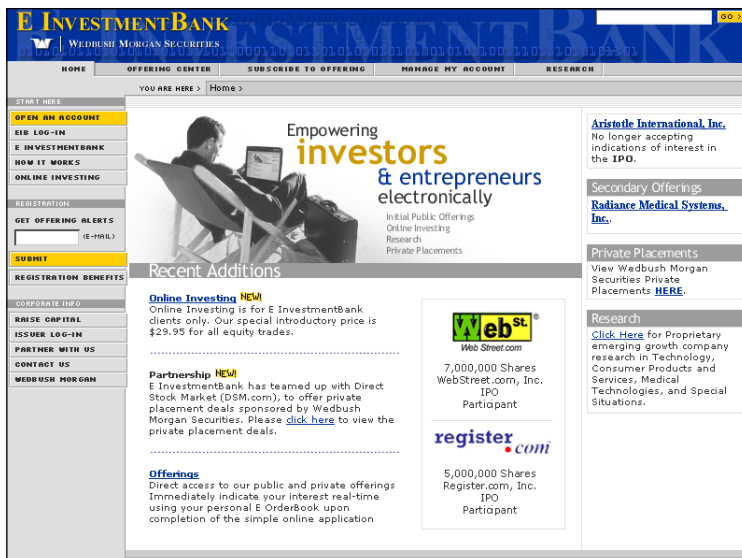
for the design of einvestmentbank.com as well as for individual sections and features. This effort led to the development of a consistent user experience that more clearly communicates E InvestmentBank's diverse products and service offerings and highlights E InvestmentBank's brand characteristics.

Actions

Zinc developed other features, including the E InvestmentBank Administrative intranet and has designed the EIB Online Research. E InvestmentBank Offering Center, one of the premier features accessible via the E InvestmentBank home page, allows users to review EIB's current offerings and invest accordingly. The Instant Online Application streamlines E InvestmentBank's application functions and allows customers immediate access to investment opportunities and their account information in an online setting. Zinc is continually working to improve the organization of the EIB content, optimize the navigation, enhance its functionality, and create a more compelling user experience that is consistent and strongly represents E InvestmentBank's online brand positioning.

Results

Zinc Solutions' efforts allow E InvestmentBank to attain and better service online customer accounts via digital technology, streamlines E InvestmentBank's business functions, presents services and tools that educate and empower E InvestmentBank's customers.



Our Company

Zinc Solutions is an Internet professional services firm. By delivering an integrated set of services including, business strategy, creative design, technology and project management ZINC effectively creates and implements innovative solutions that help companies realize their vision to build stronger, more profitable relationships with their customers, business partners, and employees.

For more information, please contact sales@zinc solutions.com
or call 949.719.4950.

Service Bullets

Business Development

Strategy

Brand Strategy and Design

Website Design and Development

Backend Strategy and Development

Hosting and Maintenance Solutions