



Web developer Deadline wins new clients with value-adding focus

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SA-based software development company, Deadline, has kicked off 2011 with new clients and many soon to be launched projects.

Deadline, which creates custom online software for a variety of businesses, has signed new clients including T&R Pastoral, Hamilton Holden and Eyre Iron.

T&R Pastoral appointed Deadline to develop an online portal to purchase cattle from stockyards. The traditional, manual process will be automated to streamline purchasing, greatly improving efficiency and sales turn-around times.

Hamilton Holden has engaged Deadline to create a mobile web app - the first of its kind in SA - for customers to check out services as well as browse new and used cars from anywhere, using their preferred mobile device.

After creating a brand for newly formed joint venture management company, Eyre Iron, Deadline also produced its website to provide community based information such as upcoming events and consultation sessions.

Deadline MD, Sean Heylen says custom design ensures each project is unique and can meet the diverse situations and needs of each client.

"The key to what we do is help businesses improve efficiencies or help to streamline processes or tasks. You can do anything online, but not everything is profitable, so our job is to come up with creative ideas that will deliver a strong return on investment," Sean says.

In addition to signing new clients, Deadline plans to launch several new projects including The Style Set, an online shop for exclusive and coveted designer clothes.

Also planned is an online trading portal for long standing client, Total Quality Certification Services International (TQCSI) that will allow international quality certified companies to trade with other certified companies via a worldwide portal.

While Deadline has had a busy start to the year with a range of new clients and diverse projects, it has also continued working with its major, long standing clients including Prescott Securities and Community CPS Australia credit union, both of which have both worked with the Deadline for more than a decade.