

## **Stefanutti Stocks goes live with revamped, rejuvenated website**

Syncrony (Pty) Ltd., a Gauteng-based provider of Web design and content management services, has completed the reconstruction and refurbishment of Web presence belonging to its client Stefanutti Stocks Holdings Limited.

The result, the [www.stefstocks.com](http://www.stefstocks.com) portal, has been well received by executive management at the Group, a holding company incorporating multidisciplinary construction business units and divisions.

The design and introduction of this portal represented a core requirement for the Group as it sought to consolidate several websites into one.

The portal also represented a means of reviving online connectivity with a growing market and customer base and to generate valuable exposure online.

These websites included [www.stefstocks.com](http://www.stefstocks.com); [www.civilandcoastal.co.za](http://www.civilandcoastal.co.za), [www.ecmp.co.za](http://www.ecmp.co.za) and [www.sp.co.za](http://www.sp.co.za). The wholly owned subsidiaries of Civil and Coastal, ECMP as well as Skelton & Plummer have been rebranded to Stefanutti Stocks and were thus included within the main Stefanutti Stocks site.

“We have been very impressed with the level of service and overall capability of our services provider partner, Syncrony. From the outset they have demonstrated a thorough knowledge of the online environment and an eagerness to shape our online environment to accurately and effectively reflect our business,” says Willie Meyburgh, CEO at Stefanutti Stocks Holdings Limited.

Howard Rybko, CEO at Syncrony, described the project as a significant undertaking, but one that has resulted in an equal measure of satisfaction.

“The refurbishment of the main site included content and navigation. We also had to then bring in the other websites and this required careful overall assessment and effective application of resources. We are very proud of our association with Stefanutti Stocks and we are confident the portal will serve as a powerful platform from which to engage the market online,” says Rybko.

For more information go to <http://www.syncrony.com>

**END**

### **About Syncrony**

Syncrony (Pty) Ltd. is a locally established and Gauteng-based Web design and content management company. Syncrony also provide custom software solutions built on Microsoft technology and the DotNetNuke CMS.

The service provider’s offering covers an extensive list of considerations pivotal to business development and online strategy; including:

- § Web Design & Development
- § Content Management & Site Updating Services
- § Search Engine Optimization
- § Online marketing including Google AdWords campaigns and bulk mailers
- § Custom Software Development
- § DotNetNuke Module creation
- § Online Reputation Management Consulting
- § Intranets
- § Specialized Hosting

Originally conceived as a data integration and software development company, Synchrony has expanded its services - in line with its initial offerings and vast Internet and Web development experience - to include Website graphic design and development including web portals.

Synchrony, as one of the foremost developers of web and custom software solutions on the Microsoft ASP.NET DotNetNuke platform, has received acclaim by winning a graphics skin design competition open to thousands of DNN developers worldwide.

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