

FOR IMMEDIATE RELEASE:

The BCT Group Launches New Website Platform to Challenge Industry Standards and Benchmarks

Leading Website Developer Releases “Ultimate Business Website” Platform

FALLS CHURCH, VA, December 18, 2013 — [The BCT Group](#), a website and communications company, announced today that it launched a new website platform to break industry performance and price boundaries, while setting new standards for delivery. The BCT Group has now adopted the same high-performance platform that it offers to its clients.

The new, *Ultimate Business Website*® platform was designed to significantly challenge industry benchmarks for delivery time, cost, and performance. “Our goals were set extremely high. We wanted to cut time and cost benchmarks by half, while essentially doubling performance standards,” said Blair Harsh, Vice President of Communications at The BCT Group. “Industry website development standards average three to five months. We wanted to develop our websites in 30-45 days and we succeeded. We’re excited about driving incremental and significant growth by changing the game and transforming the way businesses view websites.”

Teams of engineers, user experience and branding experts worked together to come up with the right mix of design, functionality and technology. Each high-performance platform also leverages responsive-design based engineering, optimal for mobile rendering, meaning clients can simultaneously address mobile-based strategies. The team tested industry leading databases, content management, search indexing, and analytics tools to see which ones performed best together. The BCT Group advises its clients against proprietary build-out when there is alternative, industry-leading software or a plug-in that can cost-effectively meet the same performance and business objectives.

“We’d recommend The BCT Group to anyone who wants to be smarter about their business,” said Frans Hansen, President of The Cruise Web, Inc. (Calverton MD). Robyn Jackson, PhD, President of Mindsteps, Inc. (Washington DC), another website development client of The BCT Group added “...[they] delivered it more quickly and less expensively than I ever imagined was possible.” Mindsteps received a high-performance website leveraging numerous technologies for a new offering in a competitive, educational space.

The BCT Group was able to consistently achieve an average of 30-40% cost savings over its competitors. The targeted goal of 50% average savings was achieved only for companies leveraging more technology. Blair Harsh concedes “we’d like to see average cost savings go even lower but, for companies to get this much power, design, and flexibility, we’re pretty happy with what we’re now able to deliver to clients.”

The BCT Group is a leading website and communications company assisting Mid-Atlantic businesses with growth acceleration and competitiveness. Its unique offerings combine premier branding and communications services with technology solutions, providing a one-stop shop for its clients. Clients also enjoy 20-30% savings over most competitors via The BCT Group’s superior delivery model. To learn more, please visit www.theBCTgroup.com.

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