A comprehensive introduction to Lilo/2009-10
01. Company Profile
02. What we do
03. Processes
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05. Key Personnel
06. Our Work
/01. company profile

Lilo has a global footprint with offices in Bloomsbury, London, Cape Town, South Africa and more recently Perth, Australia.

Lilo is a solutions-led agency, focused on your business objectives. We utilise great web design, functional website development and dynamic Internet marketing solutions, making sure you reach your full online potential.

Immersing ourselves in your business, we get to know your target market, explore your needs and expectations – combine it with creative thinking, original ideas and a pinch of personality – to present you with web development solutions that are unique and groundbreaking.

We have extended our global footprint to fully understand the world wide market, with offices in Bloomsbury - Central London - UK, Cape Town-South Africa and Perth / Sydney-Australia, providing 24/7 support no matter where you are in the world.

Our USP’s are Skill, Speed, Flexibility, Quality and Price.

We are creative thinkers, we are specialists, we are problem solvers, we are capable and we are committed.
/01. company profile

About Lilo

Background

The core team at Lilo have worked together for nearly ten years and have co-laboured on numerous projects for major household names. Our commercial experience has helped us to stand firm amidst the original dot com and telecom booms and busts.

The team operates under three brands: Lilo, Minuco, and Webrepro, each focusing on slightly different commercial aspects. The Lilo brand focuses on small, medium and large sized projects as well as specialist web based projects, the Minuco brand focuses on large, primarily telecommunication orientated projects and Webrepro on smaller projects.

Knowledge Base

Our collective strength as a company comes from a team of highly qualified individuals who have ample experience in software, design and development. We’ve worked on a variety of projects, treating each one uniquely and learning something new every time.

Understand all Viewpoints

“The bigger picture” is important to us and that’s why we make certain that the team at Lilo have a multi-angled approach where all the aspects of development are dealt with. We look at every possible driver when we are approached with a proposition. This means we endeavour to fully understand why a prospective client requires help in implementing a project. This helps us to understand what the client really wants.
Personality

The “Lilo personality” is a culmination of the traits and characteristics of the individual team members. We are a small, international team of just over 30 members who are located in three different offices, so team dynamic is very important to us. We believe that people should do business with people, not faceless corporations, so we won’t portray a facade that’s fabricated. What you see is what you get. In light of that, principal Lilo won’t hide behind corporate speak.

If there is a technical or commercial issue that needs to be addressed, we’ll convey this to the people who need to know as soon as we can get the message to them. Finally we don’t run away from responsibility, if something has gone wrong on our watch we’ll admit it, we don’t employ anyone with slippery shoulders, in this way issues get managed quickly and the project moves on.
Project Management

Lilo use a flexible approach to PRINCE 2 Project Management, as no two customers or projects have the same requirements. Each project is analysed and the suitable methodology employed. A number of factors are considered:

- Type of project
- Complexity of development & design
- Delivery timescales and other related constraints
- The customer’s project management experience

For this project we would recommend a slim-line PRINCE 2 structure, which includes the following:

- Project Initiation Document
- Key Stage Reporting (Risks / Issues / Actions / Progress against Plan)
- Project Closure (Handover to BAU / Lessons Learned)

Lilo templates for PID, KS Reporting and Project Closure are available for review on request.

We would also recommend the client initiate a Project Board, which has responsibility for overseeing the project. This should include:

- Project Sponsor (Senior member of organization)
- Senior Supplier (Technical representative for the solution)
- Senior Customer (Principle user of the solution)
- Project Manager (Customer PM)
- Vendor (Option representation from Lilo if required)
Lilo intend to break down the project as follows:

**Phase 1A**
- Benchmark + Requirements Review (in and out list)

**Phase 1B**
- Functional Specification – Draft (Create / Review / Signoff)
- Design and Usability – Draft (Create / Review / Signoff)
- Key element prototype
- Review prototype results

**Phase 1C**
- Full Functional specification (Create / Review / Signoff)
- Full Design & Usability specification (Create / Review / Signoff)
- Test Plan development (Create / Review / Signoff)
- Design site and templates (Create / Review / Signoff)

**Phase 1D**
- Core Implementation (Including Testing)
- Module Implementation (Including Testing)
- Core and module modifications / development (Including Testing)
- Integration (Including Testing)
- Platform implementation
- System Testing

**Phase 1E**
- User documentation (Signoff)
- Customer Acceptance Tests (Signoff)
- Delivery complete – sign off stage
Testing

Lilo take the testing process extremely seriously and as such recommend the following test route:

Unit Testing
Testing each element of functionality to ensure that the requirement has been met at the lowest level. This will often be carried out by the developer and/or validated by a professional tester.

Design Testing
This is a review of the design (as implemented) against the original agreed design. This is carried out on an ongoing basis by the designer responsible, but is also validated by the Project Manager and/or Business Analyst assigned to the project.

System Testing
This is a thorough check of the functional scenarios and system as a whole. This is always carried out by a professional tester and validated by the Project Manager.

User Acceptance Testing (UAT)
This is a process of validation for all aspects of the project by the customer. Defects and issues are raised and logged within Lilo Fault Management Software. Once logged an action and delivery plan can be created.

UAT is completed when the customer signs off on the project, which can then proceed to Go-Live.

Additional Testing
Additional tests, including Soak and Stress Testing can be arranged depending on requirements.
Documentation

The following key documents will be produced during the project, additional documents may also be created and amended during the life of the project:

- Statement of Work –
  (With the PID this becomes the core of the supplier Contract)
- Project Initiation Document (PID)
- Functional Specification
- Design & Usability specification
- Project plan - detailing the Milestones, Tasks and Dependencies
- Key Stage Reporting (Periodic Status Reporting)
- Test Plan
- Design Presentation
- User Documentation (Including agreed training documentation)
- Closure Report (Including Business As Usual Handover)

Maintenance

Lilo can supply systems support and maintenance to the supplied implementation. The level of maintenance need to be defined against the final implementation and will be based around an SLA agreed between Enterprise and Lilo.

The SLA will outline the following: -

- Products and services covered within the SLA
- Contact Points and escalation routes
- Severity levels and definitions
- Response times
- Reporting and management issues (Including agreed KPIs)

SLA's are a standard means of managing maintenance and support for many types of product and service. Lilo currently operate multiple SLAs and can provide a template for review upon request.
## /01. company profile

### Lilo Global

- **Deon Beckley (MD)**

### Lilo UK

- **Ben Lynch (UK)**
  - BA/PM: Ben, Martin, Janice, Elodie, Rodrigo
  - Design: Joachim, Ling, Alex
  - Development: Darren, Yang, Waqas, Simon, Greg

### Lilo SA

- **Roger Ewing (SA)**
  - BA/PM: Yvette, Vanessa, Haazim
  - Design: Roger, Antoine, Andrea, Shanaaz
  - Development: Ty, Wilrich, Deon C, Mark, Ivan, Simon, Fabion

### Lilo Aus

- **Deon Beckley (Aus)**
  - PM: Paul
  - BA/PM: Deon
  - Development: Dave

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Interactive Design & Marketing
London, Cape Town, Perth
Lilo provides a wide range of services. Since Lilo’s inception, our service offerings have grown year on year, helping us to fulfill the needs of our clients while maintaining our competitive edge.
/02. Our skill set

Network & system

Programming languages/tools
C++, Java, .NET platforms, Visual Basic, XML, MS Visual Interdev, ASP, PHP.

Design software
Fireworks, Flash, Photoshop, Freehand, Illustrator, Quarkxpress, Indesign, Premiere

Application/data design
Requirements gathering
Conceptual, logical and physical design, Data normalization, Database optimisation and performance tuning.

Database platforms
MS SQL server, Oracle, MS Access, MY SQL, Postgress SQL

Internet/intranet development
HTML, Vbscript, Javascript, ASP, ASP.NET, JSP, IIS, DHTML, Homesite, Dreamweaver

Interactive Design & Marketing
London, Cape Town, Perth,
/03. Our processes

Front End Development

All of our interface designs are a product of the following processes, which have been developed over the span of several years.

Briefing / Discovery Phase:
During this phase Lilo will facilitate a briefing and discovery session with the client. The results of this meeting will be compiled into a coherent creative brief. The briefing and discovery phase is similar to a structured brainstorming session and provides us with a unique vantage point from where we can view the project from a variety of angles.

Benchmarking and Data Analysis:
After analysing the results gathered during the abovementioned session, we proceed to compile a PowerPoint presentation of our findings. Generally we look at industries and sites that more or less resemble the client’s current and future brand/ business objectives. This benchmarking process is very useful and helps us to create a solution that will make our client’s product or service stand out among strong competition. We will concentrate on the site’s strengths and weaknesses with particular focus being paid to the following:

- Functionality / Usability
- Ease of navigation
- Clarity of information
- General look and feel
- Market Positioning

Usability and Planning:
The data gathered from the benchmarking phase will help us to implement the best suitable site structure for the client’s unique product or service. During the usability and planning phase we will evaluate the site structure and streamline the content to work more efficiently. The result of this phase will be a site map for the client’s approval and sign-off, as well as a wire-frame of the homepage. The wire frame is helpful because it presents various aspects of the site in a logical way. Brand placement, imagery, site tone, various call to actions (such as promotional items), up and coming events and other elements are presented on the sitemap to give clients a structured illustration of the site’s entire layout.
/03. Our processes

The Wire Frame will focus on the following:

- Branding Placement
- Imagery
- Content
- Navigation bar
- Special Offers

Once all the above phases are complete then the real design work can begin.

Concept Designs and Positioning:
This is the first phase of the physical development process. All the planning done during pre-production now enables us to physically develop concepts and themes through the use of illustrations and other inspirational resources. These concepts and illustrations are later digitised and three to five concepts will be presented to the client (usually in black and white to avoid the clashing of colour personality too early on in the process).

In cases where colours and various brand specifications have been pre-determined by the client, Lilo will make certain to incorporate those colours and elements from the initial production phase.

Design Focus and Colouring:
The initial concepts will be presented to the client in the form of printed literature or in an online version. The client’s feedback will then be analysed and one or more of the designs will be developed into a final design, ready to be coloured. At this point colour swatches will be investigated and a range of selected swatches will be presented to the client and integrated into the designs.
Over the years Lilo has built strong relationships with a wide range of companies and brands, both large and small.

We work alongside our clients to ensure their project goals are reached, and delivered on time and most importantly on budget. Our clients include a wide array of global household brands, such as ENI, Cable and Wireless, BT, Philips, Investec Asset Management, Capita Symonds, ABTA, KFH, Loaded and Enterprise IG to name but a few.
/05. key personnel

Deon Beckley / Business
Deon has been involved in Web Development for over ten years. Prior to joining Lilo Deon trained as a Graphic Designer, Deon then moved into Consultancy and Web Development, for companies such as EMAP, BBC, The Economist, Granada Media and many other blue chip organisations. Deon is responsible for the direction and management of Lilo.

Ben Lynch / Business Development
Educated at Imperial College and University of Paris XI. Ben has ten years experience in bespoke software development having previously held various management positions in an R&D company specializing in unique ID and holographic recognition systems (where he won a DTI SMART award for innovation). Ben is currently responsible for Lilo’s business Development & corporate planning and strategy.

Jim Capolongo MBA / Business Advisor
Jim has spent most of his career working in the automotive industry, originally employed by Chrysler as an engineer and moving to Ford early in his career. At Ford Jim worked with Lee Iacocca on the Mustang project moving on to head up the Fiesta Project in Europe. Jim became President of Ford Trucks followed by being promoted to President of Ford Europe. Jim left Ford in the mid 1980’s to set up a number of other ventures in the automotive industry and computing. Jim is currently Chairman of Norec Facilities and Project Management.

Elodie Berland / Account Management
Elodie graduated in Arts and Literature in her native France before moving to London. She studied Law and English before gaining a BA Hon in Modern Drama. Elodie joined the Freever/ Buongiorno marketing team. For the past 5 years she specialised in SMS & WAP Community marketing, content and promotion.

Vanessa Rossouw / Project Manager
Vanessa has over ten years new media experience working on projects ranging from multimedia CD’s and training programmes through to scoping out, designing and developing websites, bespoke CMS systems and e-mail campaigns. In her spare time she practices bedroom DJ’ing, various sports and many other activities.
**/05. key personnel**

**Martin Jarvis / Project Manager**
It is said that in every generation there is one man born for greatness. A man destined to lead and by his very presence inspire great things in others. Martin is not that man, although he did see Gladiator at the cinema. Born just after the 2nd World War and again in the 1960s Martin has always loved sports and can often be found playing ...

**Roger Ewing / Design**
Roger studied Graphic Design, and has been working in the print and design industry for 10 years. Beginning his career in the commercial print industry he then moved into the world of advertising prior to embarking on a career in interactive web development and design. Roger heads up the design team and is responsible for all that is creative.

**Joachim Djavadi / Design**
Joachim studied design at St Martin’s, whilst not wanting to give away his age, we can tell you that Jo has worked in the design industry for over 20 years. Jo has a wide range of talents from being a conceptualiser to both digital and print.

**Tyrone Watt / Technical**
Tyrone has been working in Web Development for fourteen years. Tyrone has a degree in Information Technology. Tyrone has worked with companies such as BT, Ladbrokes, Barclaycard, Vodaphone, Cable and Wirless and HHM among others. Tyrone is skilled in a variety of programming languages including .Net, ASP, PHP, Java, C++, CGI, Flash and Coldfusion, and developed on SCO, Linux and Windows operating Systems.
Sequoia

OUR OBJECTIVE IS TO OFFER OUR CLIENTS AND INVESTORS NON-BIASED FINANCIAL ADVICE AND A COMPETITIVE RISK-ADJUSTED INTERNAL RATE OF RETURN CONSISTENT WITH A PRUDENTLY MANAGED PORTFOLIO.
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Philosophy

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> Public Sector >>
> Development & Regeneration >>
06. our work

websites

The Enterprise

Welcome to The Enterprise

About The Enterprise
The Enterprise is a beautiful old Victorian pub that has had many of its original fixtures lovingly restored by its new owners, who are passionate about the look and feel of the pub.

The pub has a wonderful warm and cozy atmosphere in the winter but is light and airy in the summer.

The beer garden has been re-designed and replanted and now has a canopy and heating lights so that it may be used most of the year.

The staff are friendly and courteous and even though the bar gets very busy especially towards the end of the week in the evenings it is very rare that you have to wait very long for a drink.
/06. our work
websites

Planet Digimag
Bacon's College

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06. our work
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  - RAF help stranded passengers. News reports state that Lithuania’s national carrier... Read more
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Details of the travel consumer protection market and what is covered by this policy.
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Web Development by Lilo

Interactive Design & Marketing
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/06. our work
ecommerce

Soecs-Store
/06. our work
flash

British Council

Ruth Carruthers

My name is Ruth Carruthers. I'm from Scotland, but currently live in Cornwall (England) where I work for a not-for-profit organisation called Surfers Against Sewage. I have a writing and photography background and spend much of my time writing about environmental matters for a variety of publications.

The organisation I work for campaign vigorously on climate issues.

I am the Environmental Correspondent for a magazine website called Muck, and write regularly about climate matters for them, whilst raising the subject to the headlines and interests of their readership.

I have carried out a large amount of volunteer work in previous years with various organisations that campaign against climate change.
/06. our work
flash

Baker Tilley
/06. our work

flash

Xtrakter
/06. our work

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Kinetic
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Wellcome Trust
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Philips
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QBE

IT'S OUR POLICY TO SEE THINGS DIFFERENTLY

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06. our work
flash

Museum Of London

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<th>1901</th>
<th>1909</th>
<th>1913</th>
<th>1915</th>
<th>1918</th>
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<tr>
<td>Death of Queen Victoria</td>
<td>Selfridges opens</td>
<td>Suffragettes hunger strikes</td>
<td>Democly bombing begins</td>
<td>Wembley Stadium</td>
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<th>1966</th>
<th>1968</th>
<th>1917</th>
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<td>Picadilly Line opens</td>
<td>Olympic Games</td>
<td>Silverton explosion</td>
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<th>1909</th>
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<td>Dockes nationalized</td>
<td>Radiocasting begins</td>
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International Events

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<th>1900</th>
<th>1907</th>
<th>1912</th>
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<td>First nonplanes flight</td>
<td>Titanic sinks</td>
<td>Russian Revolution</td>
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<th>1903</th>
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<td>First World War starts</td>
<td>Iran Free</td>
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/06. our work
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ICMA

Headlines

**ABBL proposes revised European System of Financial Supervision**
Extending the scope of the ESFS to all cross-border banks would be marginally beneficial to financial stability, compared to the significant supervisory costs incurred combined with a bulky and expensive supervisory infrastructure, ABBL argues.

**EFR - de Larosière report needs further clarifications**
The EFR generally welcomes the de Larosière report but criticises that several proposals need further clarification. In particular, the composition of the ESRC and the early warning mechanism will have to be reconsidered.

**Article: G20 confirmed the limits of multilateral decision-making.**

ICMA Announcements:

**ICMA has now completed the GMRA legal opinion update exercise for 2009**
The 2009 GMRA Opinions have been obtained for the benefit of ICMA, its members and associate members and cover the 1995 and 2000 versions of the GMRA, as well as the GMRA 1995 as amended by the Amendment Agreement to the GMRA 1995.

**Response to the international financial crisis**
As official responses to help ensure the stability of the international financial system keep being issued, ICMA continues to maintain its page of links to recent announcements - mainly by authorities in Europe and the international standard setters.

Access this page
06. our work branding

Sainsbury's

Self-Service Optimisation

Sainsbury
/06. our work
branding

Nationwide (Quickbank)


Proposal

**Total Managed solution**
Overall partnership approach with Total up to and including sign off by all departments.

**Day to Day**
- No TOTAL UK Staff Involvement
- No TOTAL UK cash requirement
- Regular performance reviews
- 98% total network availability.
Below are testimonials from our clients, we will be happy to provide references upon request.

**Investec**  
www.investec.com

“I would like to thank Lilo for once again producing work of an extremely high standard. As always the process was thorough, open and iterative - with delivery on time, and to budget. With Lilo we have a partner with both the technical and creative flair to translate our exacting business requirements into a polished final product.”

Alistair Blevins / Investec Asset Management

**Click4Group**  
www.click4warranty.co.uk

Many thanks ‘Lilo’ for yet another website that again surpassed our brief. Our customers have consistently given positive feedback on our site commenting specifically on its ease of use, clear and accurate design and simple purchase process.

Jan Smith / Managing Director, Click4Group
/07. testimonials

**CWP**

www.youandyourfamily.co.uk

“Our online presence needs to reflect the high quality of our magazines... And that’s exactly what we got, with our websites going from boring and clunky to dazzling and functional. A pleasure working with your team of professionals.”

Jo Schulz / CW Publishing Group

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**Flame**

www.flametv.co.uk

We are delighted with the finished site - exactly what we wanted... It is a great feeling to no longer feel ashamed of our web presence! Thanks again and I will certainly be recommending your services.

Julius ODowd / Flame TV

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**Philosophy**

www.philosophy.co.uk

From our days at Saatchi’s we wanted to work with like minded creatives who add value to our business. I see them as an extension of our creative team here – they advise, create, develop and programme to a level which is rare to find in London these days”

Sara Woods / Philosophy Design
/07. testimonials

Sit Up
www.rockabuybabytv.com

‘I am so pleased with the work that your team has done! Even with switching functionality, your team was brilliant – flexible, responsible and creative. Thanks to you and all’.

Pam Card / Sit-Up Channels

PLANET digimag
www.planetdigimag.com

“To Deon, Vanessa and the seriously talented Lilo team. Just a quick note to thank you for helping us create a fantastic web site on a very tight budget, and for doing so in such good spirit. We thoroughly enjoyed working with you guys and will have no hesitation in doing so again, soon. The web site is exactly what we wanted - due largely to your design, technical and project management skills and also your high degree of flexibility. After all, as client we reserve the right to move the goalposts now and then!”

Simon Espley / PLANET digimag