



# Case Studies

## **Global Investment House – Portal Project**

### **Background**

Global Investment House is a Kuwaiti investment company with a capital of KD15.805 million (US\$50 million). The company is licensed by the Central Bank of Kuwait. The organization was set up to meet the sophisticated demands of local and international clients as well as shareholders, enhance Kuwait's investment services industry and implement the ambitious objectives of a highly experienced management team.

### **The Challenge**

Global commissioned FAPCO to develop a professional web presence that:-

- incorporated an interactive and dynamic portal
- utilized an admin tool for content update
- possessed a tool to host additional features and services such as: regional market prices; Global indices; ticker; research report
- could supply new functionality required by Global staff.

#### **Technology Utilized**

**Development:** ASP

**Database:** Microsoft SQL Server 2000

**Admin Tool:** FAPCO Proprietary

### **The Solution**

FAPCO redeveloped the original portal (which it had, in fact, originally designed) and the new admin tool using ASP technology. The online tool:-

- allows easy secured access to website content
- provides an 'easy to use' graphic interface for changing content
- allows web pages to be added and documents/images uploaded
- facilitates design changes
- calculates using formulas for various indices
- allow attachment of PDF files for downloads
- build global customer base and mass email comparison for its researcher local & global

The upgraded site and tool effectively differentiates Global from its competitors by constantly providing updated financial information to registered and new site users. Just as significantly, it has helped the company move towards meeting its broader corporate and financial objectives.



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## The Benefits

The new site and tool.....

- ✓ Provides accurate, real-time financial information
- ✓ Offers secure online access
- ✓ Gives Global a highly visible and professional presence on the web
- ✓ Creates public awareness of the company's online services
- ✓ Is simple and 'user-friendly' – enabling non-IT staff to be responsible for updates.

### **About FAPCO:**

*Fahad Al-Ghunaim and Partners Co. (FAPCO) is an Internet services and solutions company established in January 1996. The company has become a leader in the Internet Technology in the State of Kuwait through its dedication towards the pursuit of excellence. FAPCO's growth has been the result of a dedicated professional approach to its business during its years of operation. The company offers state-of-the-art Internet technologies, supported by strong partners and alliances in the USA and Europe. FAPCO was able to position itself as a one-stop-Internet-shop offering a full range of distinguished Internet services and solutions to its biggest client portfolio in Kuwait.*