



# J.J. Barnicke

J.J. BARNICKE LIMITED  
WEB SITE

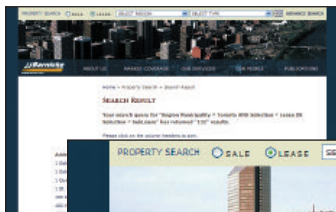
POINT ALLIANCE

TORONTO, CANADA T: 416.943.0001 WWW.POINTALLIANCE.COM



## COMPANY INFORMATION:

Founded over 40 years ago by its Chairman, Joseph J. Barnicke, the company continues to provide sound advice and superior customer service through more than 20 offices and over 300 sales professionals and consultants across Canada.



J.J. Barnicke Limited is a participant in all major realty sectors including office, industrial, investment, retail, hospitality, and corporate services.



## THE BUSINESS ISSUE

J.J. Barnicke Limited wanted to give their web site a fresh new look and feel. In doing so, they also wanted to replace the legacy content management system they were using and improve the response time of their site.

The new solution would need to be able to support their new design as well as minimize the amount of work in migrating and integrating their existing content.

## THE SOLUTION

Point Alliance worked with J.J. Barnicke Limited to implement the new web site design and centralize the web content using Point Alliance's Launch Pad for Web (LP4W) product. By using LP4W, Point Alliance was able to greatly reduce the time and cost involved in completing this project.

A key component of this solution was to decentralize the management of the web content. For J.J. Barnicke, this means that administrative staff in their regional offices are easily able to maintain the available property information.

## THE OUTCOME

www.jjb.com is the new J.J. Barnicke Limited web site. The web site now has a consistent look and feel throughout and is easy and intuitive for employees, real estate brokers and the general public to navigate.

Users are quickly able to locate available properties for lease or sale in their market of choice, as well as reviewing J.J. Barnicke corporate information.



“Point Alliance made our migration painless. The simplicity of Launch Pad for Web has enabled us to push out content management of our web site to our business users. We were very impressed with Point Alliance's planning and execution of this project and were extremely happy with the end result.”

**MARIO KOVACEVIC**  
Vice President, Information Technology  
and E-Business  
J.J. BARNICKE LIMITED

