



POINT ALLIANCE

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Sceptre

SCEPTRE INVESTMENT COUNSEL LIMITED WEB SITE



COMPANY INFORMATION:

Sceptre Investment Counsel Limited was incorporated in 1955 and became an independent investment counselling firm in 1971. Sceptre is one of Canada's oldest institutional fund managers and one of the few remaining independent investment managers.



Sceptre manages segregated and pooled fund portfolios for pension and other savings plans of corporations, government sponsored funds, universities, unions, charitable foundations, endowments and reserve funds of insurance companies. Additionally, our Private Asset Management Group provides individual investment management products including a full range of mutual funds as well as segregated account management.



At September 30, 2006, Sceptre managed client assets of \$7.6 billion.



LAUNCH PAD FOR WEB
LP4W

“LP4W allows our marketing people to maintain the web site easily without worrying about having any html knowledge. The level of comfort and confidence it provides to the people responsible for the content is immeasurable.”

ART SKIBICKI

Assistant Vice-President, Information Technology

SCEPTRE INVESTMENT COUNSEL LIMITED

THE BUSINESS ISSUE

Sceptre Investment Counsel Limited's (Sceptre) website, which was a modest web project established in 1997, was initially intended as an information source to their clients, prospective clients and investors. Unfortunately, the site had become unwieldy and had lost its focus with many sections buried and content difficult to find.

The overall design was dated and no longer reflected the image Sceptre would like to project. Further, the content management platform was not flexible enough to incorporate some of the enhanced features Sceptre was interested in presenting on their new web site.

THE SOLUTION

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

The key objectives of this solution were to support Sceptre's strategic plan & branding and to provide simple content creation and management.

THE OUTCOME

www.sceptre.ca is the new Sceptre Investment Counsel Limited web site. The web site now has a consistent look and feel reflecting Sceptre's new branding and is easy and intuitive for clients, prospective clients and investors to navigate.

Users are quickly able to locate fund objectives and performance, as well as reviewing Sceptre corporate and investment team information.