**Practice Simulation 1: Text**

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Welcome

With innovative approaches and advanced methodologies, Vecta Corporation provides scalable business solutions to help companies achieve success through revenue increase, cost management, and user satisfaction. Our approach stems from the three most important business growth aspects: helping companies reach prospects, assist in converting prospects to customers, and assist in retaining those customers. This is accomplished through our interactive solutions and expertise in providing a memorable and positive user experience.

Our Solutions

vProspect 2.0

Define and research your target audience, define your strategy to reach that audience and present a strong and memorable brand to that audience.

vConvert 2.0

Create a highly user-friendly and easy-to-navigate information architecture that will help your prospects interact with the company on a highly interactive level.

vRetain 1.0

Build on existing customer relationships to improve productivity and maximize customer loyalty, while growing revenues.

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**Solutions Page:**

Our Solutions

vProspect 2.0

Define and research your target audience, define your strategy to reach that audience and present a strong and memorable brand to that audience. vProspect can help your business:

Define your target audience and competition.

Research your competition and your target audience's behavior, needs, technical know-how level, etc.

Establish a conceptual and visual identity that corresponds to the defined direction of the company.

vConvert 2.0

Create a highly user-friendly and easy-to-navigate information architecture that will help your prospects interact with the company on a highly interactive level. vConvert can help your business:

Build a visual and functional user front end that focuses exclusively on providing an exceptional user experience while conveying company, service and product information.

Cause the desired emotional response in a user to facilitate conversion to a client.

Build sites that move beyond merely conveying information. They advertise, motivate, excite and inspire. Users are more likely to remember and recommend your site.

vRetain 1.0

Build on existing customer relationships to improve productivity and maximize customer loyalty, while growing revenues. vRetain can help your business:

Streamline existing business infrastructures by utilizing technology for automation, information centralization, and information sharing among all business units and departments, as well as efficient prospect & customer tracking and interaction within the company.

Collect crucial information, data and statistics that allow a company to keep in touch with users in a very customized, highly targeted way.

Analyze site visitor behavior through traffic analysis, usability studies and interactive polling. Recommending and making site and application adjustments to improve usability and user experience.

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**About Us Page:**

Company Overview

With innovative approaches and advanced methodologies, Vecta Corp. provides scalable business solutions to help companies achieve success through revenue increase, cost management and user satisfaction. Our approach stems from the three most important business growth aspects: helping companies reach prospects, assist in converting prospects to customers, and assist in retaining those customers. This is accomplished through our interactive solutions and expertise in providing a memorable and positive user experience.In order to effectively prospect, convert and retain, the user experience is placed at the center of all our development projects. Providing unique, memorable and positive experiences, striking the appropriate emotional connection and reducing mental effort required to interact with the site ultimately results in higher prospect conversion and customer retention figures.

Management Team

Mike

Vice President, Sales and Marketing

Mike serves as the Vice President of Sales and Marketing for Vecta Corp. In this role Mike oversees Vecta Corp's marketing and corporate communications efforts worldwide. Mike joined Vecta Corp. in early 2006 and worked in business development roles prior to being assigned to lead Vecta Corp's global vSolutions sales and marketing team in the summer of 2013. He initiated Vecta Corp's global branding and marketing campaigns as vSolutions global director and then Vice President of Marketing.

Wilbur

Founder and CEO

While Wilbur is the founder and CEO of Vecta Corp, he is primarily known for being the pioneer and world leader of creating vSolutions. Wilbur has led the commercialization of vSolution technology and its success as the world’s fastest-growing, most advanced technologies in its respective industry. Now used by tens of millions of consumers worldwide, vSolutions have been the technology of choice for governments and private organizations for nearly a decade.

Careers

We are always looking for educated and motivated people to join our team. Do you have what it takes to build best-of-breed vSolutions? Submit your resume.

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