



## Alberta E-Business Success Stories

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## What Makes eBusiness Successful

- A good plan with a clear set of objectives
- An integrated plan – ebusiness is part of the overall business
- A creative idea or approach
- A personal investment in time by people involved
- Marketing online and offline.

## Agri-trend Agrology (www.agritrend.com)

**the Science of Growth**

Agri-Trend Agrology Ltd is an independent knowledge-based firm that designs professional agronomic and business growth strategies for farmers, agronomists and retailers.

Agri-Trend Agrology...**"THE SCIENCE OF GROWTH"**

Our mission is "to build the most credible, independent agronomic consulting firm in North America by providing profitable leadership to our clients."

Farming is big business and continues to increase in complexity. Our expertise lies in the development, design and implementation of professional nutrient management plans with a focus on soil chemistry, plant physiology, crop nutrition and environmental sustainability.

**What's New**

- Jan, 6 2003 [Mike Carr Joins as Agri-Coach for Western Saskatchewan](#)
- Dec, 12 2002 [Announcing Agri-Coach Darwin Kells](#)
- Dec, 4 2002 [Agri-Trend Wins E-Business Award!](#)
- Sep, 30 2002 [Agri-Trend Offers Bioassay Testing for Herbicide Residues.](#)

**Winner**

**E-Business Of The Year**  
Agrivalue

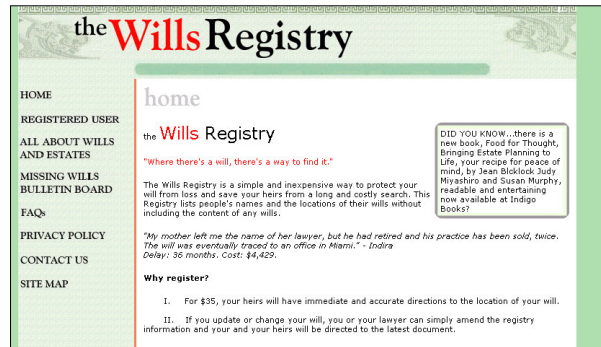
**MYSEP LOGIN**

USERNAME  
PASSWORD  
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## Agri-trend Agrology

- The opportunity or challenge
  - Expand using agents, coaches, consultants
  - Maintain quality of services
  - Extend geographical reach
- The solution
  - MySCP™ - a fully integrated online management system for crop planning and tracking
  - Supports agri-coaches in delivering the Agri-trend methodology
- The Benefit
  - Expansion throughout Alberta and moving further
  - 500,000 acres under the program
  - Quality control maintained with 12 coaches

## Wills Registry (www.wherismywill.com)



## Wills Registry

- The opportunity or challenge
  - Add a complimentary revenue stream
  - Support, not compete with other lawyers
- The solution
  - Build a simple database of will information (actual wills not entered)
  - Create a network of advisors to enter and track info
  - Make it cheap (\$35)
- The Benefit
  - Supporting agents around North America
  - Hiring 3 new sales reps to promote the product

## Healthy Kids (www.healthykids.ca)

HealthyKids with Dr. Nieman

Home Sample Seminars HealthyKids Seminars Why Subscribe Subscribe Articles Q & A About Dr. Nieman

Welcome to **HealthyKids with Dr. Nieman**

Dear Parents,

My hope with **HealthyKids** is to provide you with the support, information and resources you need to maintain and improve the health of your children.

**HealthyKids** is an interactive online initiative made up of three components to serve you. First, I develop and record a monthly seminar that you can access at your convenience. Second, I write two articles every month that you can easily access. Third, we have developed a Questions & Answers (Q&A) area that will enable me to address topics that are important to you.

The seminars, articles and Q&A area are meant to address important and current health issues related to children. In addition to communicating with me directly through the seminars and the Q&A area, you may also see questions and answers on topics that affect other parents and their children. Please note that privacy is very important, so we ensure all questions are posted anonymously.

If you need information on topics that affect you and your children's health in a timely and effective manner, I hope **HealthyKids** helps you.

Sincerely,  
Dr. Peter Nieman

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HealthyKids Seminars

**Excessive Milk Consumption**  
When babies drink too much milk, they pay a price. That price may lead to iron deficiency, diarrhea and colic, both serious problems. Learn how to keep your toddler free from the dangers of too much milk.  
[View Seminars](#)

**Upcoming Seminars**

**Headaches in Children**  
Learn how to diagnose and prevent a common problem in childhood.

**Allergies in Infancy**  
Can we prevent allergies or can we only modify the intensity?  
[Read More](#)

**Articles**

**Headaches in Children**  
Hundreds of children experience about headaches so severe they need to seek medical attention at some point during childhood.  
[Read More](#)

**Members Sign In Here**

## Healthy Kids

- The opportunity or challenge
  - Add another distribution medium to deliver message
  - Add a revenue stream for passive income
  - Extend geographical reach
- The solution
  - Establish a subscription service and deliver online presentations for parents.
  - Add a new 30-60min session monthly along with articles and other valuable information
  - Market it with support from local media (A Channel)
- The Benefit
  - Early stages, have arrangement with A Channel for monthly update.

## Blitzprint (www.blitzprint.com)



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## Blitzprint

- The opportunity or challenge
  - Expand business from traditional print shop to digital print shop
  - Provide a solution to the publishing industry problem regarding short run book printing
  - Serve more customers
- The solution
  - Build a website to accept manuscripts in “acceptable form”
  - Add information of interest to self-published authors – attract them early and bring them along using web-based tools.
- The Benefit
  - Expansion to self-published authors and new markets in USA
  - Expanded business locally

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## Spark Communication (www.parkcommunication.com)



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## Spark Communication

- The opportunity or challenge
  - Deliver speaking samples to bureaus and companies hiring speakers
  - Update message as the market changes
  - Present an example of integrated marketing
- The solution
  - Marketing oriented website
  - 6 brief video clips of talk introductions
  - Personal promotion of the site to clients and prospects
- The Benefit
  - New business because of samples
  - Reduced cost to deliver marketing collaterals.
  - Improved customer satisfaction from additional resources

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## Hi-Way Service

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## Hi-way Service

- The opportunity or challenge
  - Better support of customers
  - Contain costs of service and inventories
- The solution
  - Online parts inventory
- The Benefit
  - Agricultural parts and service
  - Reduced overhead costs with increase customer satisfaction
  - Real time access to inventories and new parts

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## BioVision Seed Labs (www.biovision.ca)

## BioVision Seed Labs

- The opportunity or challenge
  - Improve customer service
  - Be the only testing lab in Canada with online sample status and results
- The solution
  - Enter and track all samples from start of process thru each step
  - Allow client to see progress and results immediately
- The Benefit
  - Results accessible anywhere in the world
  - Improved security of data and sample traceability



## Flagworks (www.flagworks.com)



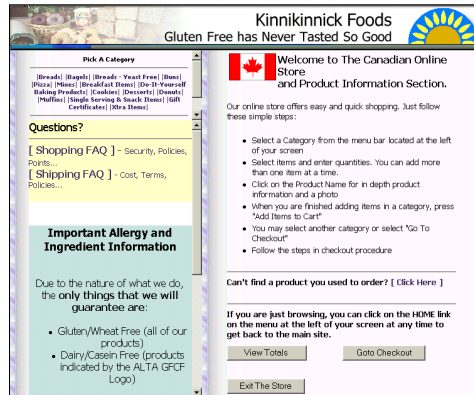
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## Flagworks

- The opportunity or challenge
  - Expand retail operations
  - Add more corporate customers and programs
  - Extend geographical reach
- The solution
  - Online presence
  - Corporate catalogue tailored to each customer's needs
- The Benefit
  - Major expansion into the corporate marketplace around North America
  - Major portion of the business now online.

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## Kinnikinnick Foods (www.kinnikinnick.ca)



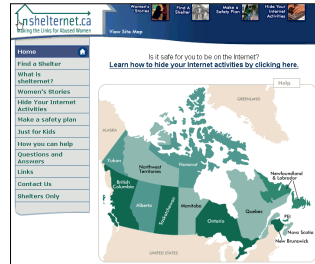
## Kinnikinnick Foods

- The opportunity or challenge
  - Expand sales of gluten-free baking beyond farmers markets in Alberta
  - Create a process to deliver fresh goods to focused market around North America
- The solution
  - Web-based business with North American reach
  - Full ecommerce capabilities
  - Support retail partners as well as direct sales
- The Benefit
  - 500% growth over 3 years
  - 10,000 customers in North America
  - Online sales now 50% of the business

## Not-for-profits – White Ribbon Campaign and Shelternet



[www.whiteribbon.ca](http://www.whiteribbon.ca)



[www.shelternet.ca](http://www.shelternet.ca)

## White Ribbon and Shelternet

- The opportunity or challenge
  - Get the message of the program to as many people as possible
  - Spend as little as possible of the funds in promotion and admin
  - Add information and services available 24 hour per day
- The solution
  - Simple online sites with basic information
  - Partnerships with sponsors to fund the complex and expensive items (Shelternet and Telus)
  - Get maximum visibility thru online and offline promotion
- The Benefit
  - Major growth for White Ribbon
  - Extensive network for Shelternet

## Successful Development Companies

- Alberta has some of the most successful development companies with clients around North America and the World
  - Critical Mass
  - Pangaea Systems
  - Pandell Technology Corporation
  - ko interactive
  - Red Engine
  - Media Dog Productions
  - Advanta Design Group
  - Tera-Byte – hosting services
- What is your experience locally?

## Got a success story?

- Consider entering it in the Alberta E-Business Leadership Awards
  - Entries August to September
  - Celebration in October
  - Visit [www.albertaawards.com](http://www.albertaawards.com) and send an email requesting information
- Consider nominating it for new books about success in Alberta
  - “Compete in a Globally Connected Marketplace – small biz wins at ebiz”
  - “E-Business Success in Alberta”
  - Contact Bob Gardiner [bob.gardiner@eleadership.ca](mailto:bob.gardiner@eleadership.ca)

# Questions?

# It all clicks @ [www.e-future.ca](http://www.e-future.ca)

