



▶ **Company Overview**

Blackfly Interactive, founded in 2004 by Jeff Palleiko and Nancy Draper, is an award-winning, full-service Website development and graphic design firm. Our projects have ranged from corporate identity to full-scale, database-driven websites with custom content management systems.

▶ **Our Development Team**

Nancy Draper · Partner / Technology Director

Nancy is responsible for the design and development of software systems ranging from intranets to global applications for publicly held companies. Nancy specializes in Microsoft SQL Server databases and ASP.NET web applications. She has real-world experience using the latest technologies, such as AJAX, mobile development, and semantic data tools. Nancy brings over 13-years of hands-on experience managing teams in both Fortune 500 and start-up companies. She has a *Master of Science* degree from Boston College.

Jeff Palleiko · Partner / Creative Director

Jeff serves as the chief creative director of Blackfly Interactive, assisting clients with the concept, design, and front-end Website development. Additionally Jeff has extensive expertise in corporate branding and web marketing. Website projects focus on integrating strong design and clean interfaces with standards-based methodology. Jeff is proficient in XHTML, CSS, and integrating these web technologies with ASP.NET applications and open-source platforms such as PHP. Jeff brings over 20-years of professional experience working with technology, healthcare, biotech, advertising agencies, and smaller startup companies. He has a *Bachelors of Fine Arts* degree from Rhode Island School of Design, *Summa Cum Laude*.

Christine Weatherwax · Information Architect / Art Director

Christine brings thorough understanding of how people access information. By listening to clients needs, expectations, and concerns she has become an expert in streamlining complex layers of data into clean and intuitive front-end interfaces. She has 17-years of design experience working with non-profits, universities, hospitals, and healthcare organizations. Christine has a *Bachelors of Fine Arts* degree from Rhode Island School of Design.

Kristen Werner · Copywriter / Project Manager

Kristen works with clients creating and assisting with copywriting and project content. She also assists with project management and general Website production. Kristen has a *Bachelor of Science* degree in *Biochemistry and Genetics* from the University of New Hampshire.



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▶ **Recent Websites Developed, Hosted, and Supported by Blackfly**

- Thermo Scientific Laboratory Equipment Parts – <http://www.labequipmentparts.com/>
- New Art Center – <http://www.newartcenter.org/>
- Theracycle – <http://www.theracycle.com>
- APP – Affiliated Pediatrics – <http://www.affiliatedpediatrics.com>
- Thermo Scientific Lifecycle Instrument Parts – <http://www.scientificinstrumentparts.com/>
- Snappies™ Containers – <http://www.snappiescontainers.com>

▶ **Other Sites Developed and Supported by Blackfly**

- Rare Cancer Genitics Registry, Massachusetts General Hospital Biostatistics Center – <http://hedwig.mgh.harvard.edu/rcgr/>
- Union Biometrica – <http://www.unionbio.com>
- Partners Radiology – <http://www.partnersradiology.org>
- Partners HealthCare System, Quality and Safety Website – <http://qualityandsafety.partners.org>
- Waverley Software – <http://www.waverleysoftware.com>

▶ **Website Technologies**

We specialize in websites that utilize the latest Microsoft® ASP.NET Framework coupled with Windows Server and Microsoft SQL Server. We can also develop in open source platforms such as MySQL, and PHP. All of our current websites conform to the latest W3C specifications for HTML and CSS (XHTML 1.0 Transitional and CSS 2.1).

▶ **Website Hosting**

Performance, availability and application platforms encompass the foundation of our hosting services. Our web servers are e-commerce ready—Blackfly provides full internet support and application management—including database and security services. All of our web servers are full industrial-grade, 100% Intel Pentium-class Dell computers designed for rugged 24/7 operation. Additionally our web servers support current steaming media protocols such as UDP (User Datagram Protocol), MMS (Microsoft Media Services, and RTSP/RTP (Real Time Streaming Protocol/Real Time Transport Protocol). Both websites and their respective databases are backed up on a weekly basis to a network-attached storage (NAS) device. In addition to server back-ups, all websites hosted by Blackfly live locally on our internal computer network, allowing for fast and reliable Website recovery in the event any site or file issue.

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Blackfly can also assist with your web-based marketing initiatives including, domain name management, search engine optimization, e-mail marketing, and Website tracking reports.

Connectivity

Our hosting facility ensures maximum uptime:

- Multiple, redundant DS-3 Internet connections
- Diverse routes to Internet Backbone; North and South
- Ethernet handoff; 10, 100 or 1000 Base-T
- Redundant Cisco 156 switches
- Redundant Cisco 10, 100 or 1000 Base-T 7206 Routers; fail-over ISP & router
- Intrusion Detection System
- Hosting facility features 3 megawatts of total available power
- Servers are protected by UPS system, which in turn is on-line with a diesel generator
- State-of-the-art HVAC with constant 70° +/- 5° temperature, with a 45% to 55% relative humidity

Password Protection and Storage

All passwords are encrypted using the Secure Hashing Algorithm prior to storage in the database. Secure Hashing Algorithm is a one-way encryption, which means the passwords cannot be decrypted. In addition, secure sockets layer (SSL) is used to provide secure communication between the web browser and the web server.

▶ **References**

References are available upon request

▶ **Contact Us**

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