



Proskauer Rose LLP

"We first hired Animus Rex in the Fall of 2001 during the reconstruction of our public site, proskauer.com and have relied on their quality work ever since. Animus Rex was quick to understand our vision and objectives. They were able to understand and optimize existing firm processes and execute efficiencies, such as automating several sections of the site, on time and on budget. At the end of the process, they delivered a site that surpassed our expectations. It reflected our brand, properly positioned and promoted the depth and breadth of our expertise, and continues to be one of the Firm's key marketing and recruiting tools.

"We were so pleased with Animus Rex's work, that we hired them to redo our Intranet. Our internal site was a much larger challenge. It would need to accommodate tens of thousands of records ranging from Firm news to calendar items, to associate manuals, to templates, to the lunch menu. It would need to comprehensively bridge, for the very first time, our offices, practice groups, administrative departments and our existing knowledge base.

"Animus Rex worked tirelessly to keep things on-course and to help us keep track of the countless details that make or break a project of this magnitude. They helped us refine and prioritize the site features, worked through issues as they arose, and created solutions that seemed undoable at first glance. The new Intranet was successfully launched last Spring and has become an invaluable tool we use each day.

"Our sites have been extremely well received by discerning and disparate audiences. We believe that this is due, in no small part, to our ability to manage all of the content internally. Animus Rex's content management system enabled us to distribute maintenance responsibilities to each area's stakeholder. They worked with us to define the groups and processes by which this happened, and then trained over 50 content managers. Their training was informative and effective, and the materials were impeccable.

"Aside from being consummate professionals, the team at Animus Rex has the unique ability to see both detail and the big picture, plan for the future, and provide solutions that actually work in the real world."

Paul Webb
Former Director of Business Development
Proskauer Rose LLP
(Currently Director of Marketing at Young Conaway Stargatt & Taylor, LLP)

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