

THEY DESIGN INTERACTIVE EXPERIENCES FOR THEIR CUSTOMERS

Hanson, Inc.
Steve Hanson, President and CEO
Toledo, Ohio

Hanson, Inc. is one of the world's leading interactive media developers offering everything from web development to video work to staging. Located in the heart of downtown Toledo, Ohio, this firm designs innovative, engaging interactive experiences and customized online marketing solutions that help clients meet their business objectives.

"Our company started as a video, film, and photographic production resource in 1991," said Steve Hanson, president of Hanson, Inc. "Then, we had seven employees. In 1996, we focused more of our efforts on the Internet. Unlike many dot.com companies, we decided not to rush into the consumer market. Instead, we focused our Internet efforts on business-to-business communications. That has been the key to our survival and growth."



Today, Hanson, Inc. has more than 30 employees with customers from around the world. Some of their longstanding customers are Owens Corning, IBM, Merillat, and Wix Filters (Dana Corporation). "We are an interactive agency that excels in web infrastructure and application design," said Steve. "Our expertise lies in helping customers find innovative ways to build their business. For example, we developed a particular technology we call visualization.

It allows building product and paint companies to show off their different products on houses and interiors online. We capture the product digitally and put it through a unique application that runs on a desktop, kiosk...anywhere."

Also, with the addition of the Informational Systems Consulting Group in 1999, Hanson, Inc. provides clients with turnkey interactive solutions that extend to network consultation, system integration, and deployment.

"People are our company's most important asset," said Steve. "Our staff is intellectually driven and very creative. We have many key employees, including my wife, Kim, who is vice president of Client Solutions. To retain, recruit, and reward associates, I have to offer excellent compensation and employee benefits. Several years ago, Sean Savage of Savage & Associates, Inc. met with me and asked if he could be our strategic partner in health insurance. Even though I was a small company at the time, Sean didn't treat me like a small customer. He provided excellent products, advice, and service.

"Today, Sean is my personal advisor and assists me with my insurance and retirement planning. He is helping my wife and me to become financially secure. Like our business, the culture at Savage & Associates is unique. Sean and the professionals at Savage & Associates provide a high level of customer service, while at the same time developing creative solutions to their clients' needs."

