



**Big Bang LLC**  
Our Name is Your Certification

1110 N. Old World 3<sup>rd</sup> St. Suite 215  
Milwaukee, WI 53203  
Phone: 414-225-9075  
Fax: 414-225-9603

Perhaps the greatest testament to the skills of Al Sikora and the associates of Waterford Design Technologies is the number of compliments we receive regarding our websites – [www.ghosttraining.com](http://www.ghosttraining.com), [www.bigbangtraining.com](http://www.bigbangtraining.com), and [www.bigbangllc.com](http://www.bigbangllc.com). Our customers find them easy to navigate, full of useful information, and aesthetically appealing, all of which are critical to a business website. They're not filled with flash graphics and sound and other distracting features. They are simple, efficient, attractive, and they drive potential customers to our business!

Nearly all of our customers find us via our web sites. We do no local advertising, nor print, radio, or television. Since having our site completely redesigned and developed by WDT, our sales have increased from \$60,000.00 annually in 2002 with our old web site, to \$120,000.00 in 2003, to \$600,000.00 in 2004, and are on target for over \$2,000,000.00 in 2005. The sites are easy to use and understand for our customers, and the underlying keywords and technical functionality make us rise to the top of web search engines like Google and Yahoo!.

Additionally, the sites are easy for us to maintain and make simple modifications to. Again, it drives business when we can quickly and easily put up the information that our customers are looking for. When we need a more substantial modification made, a quick email or phone call to WDT has Al working on it in short order, and we have done this to him several times over the last three years, often times with a tight deadline. The turn around time has always met our needs. His support staff of technical programmers and graphic designers has helped us tremendously. We handle online orders, support email forms, automatic software downloads, and back side administrative functions through our sites, all of which were developed by WDT. The graphics on our site, and even our Big Bang logo were created or suggested by WDT, and our customers appreciate them.

We have worked closely with WDT for nearly three years, and despite now being in a position where we could have an internal web developer on staff, we have no intention of doing so. WDT has created, modified, and maintained our sites extremely well, and I believe we would be hard pressed to bring someone in who could match the technical skills, design creativity, and dedication of WDT.

Sincerely,

Adam C. Murphy  
President  
Big Bang LLC