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LEADING WEB DEVELOPMENT COMPANIES Ranked by full-time Web developers in metro Detroit

Rank	Name, address, phone, top executive, Web site	Number of full-time Web developers 2000	Number of full-time Web developers 1999	Revenue from Web development (\$000,000) 1999	Revenue from Web development (\$000,000) 1998	Top clients	Specialties
1	Compware Corp. 31440 Northwestern Highway, Farmington Hills 48334 (248) 737-7300; Peter Karmanos, chairman and CEO www.compware.com	225	125	\$385.9	\$209.7	The Lee Co., www.leejeans.com; Little Tikes, www.littletikes.com; Hallmark Entertainment, www.hallmarkentertainment.com	E-commerce services and products for Web development
2	AppNet Inc. 690 Avis Drive, Suite 100, Ann Arbor 48104 (800) 448-1568; Jack Reinelt, president-Midwest operations; www.appnet.com	220	50	34	8.4	Delphi Automotive Systems Corp., www.delphiauto.com; Buick, www.buick.com; Black Entertainment Television, www.bet.com	Strategy consulting, interactive marketing, e-business integration, e-business application development, e-business outsourcing
3	Fry Multimedia Inc. 3971 S. Research Park Drive, Ann Arbor 48108 (734) 741-0640; David Fry, president and CEO www.frymuli.com	160	80	21	8.1	1-800-Flowers.com, www.1800flowers.com; Eddie Bauer, www.eddiebauer.com; Spiegel, www.spiegel.com	E-commerce, e-strategy, online branding, creative design, application development, hosting and maintenance, e-consulting, business-to-business, business-to-consumer, intranet and extranet, legacy system integration
4	Rare Medium Inc. 21 E. Long Lake, Suite 102, Bloomfield Hills 48304 (248) 433-0900; Rob Hillman, vice president www.raremedium.com	112	53	3.5	1	ePrize, www.ePrize.net; Competition Accessories, www.competitionaccessories.com; Broder Bros., www.broderbros.com	End-to-end Internet development including business and marketing strategy, design and development
5	Great Lakes Technologies Group 26999 Central Park Blvd., Suite 380, Southfield 48076 (248) 352-6740; George Molanen Sr., CEO www.glg.com	108	52	8.8	5.1	Ford Motor Co., www.ford.com; General Motors Corp., www.gm.com; IBM, www.ibm.com	Application development, project management, strategic planning, Web-to-legacy integration
6	Sequoia Net.com 107 S. Squirrel Road, Auburn Hills 48326 (248) 299-4220; John Bamberger, CEO www.sequoiainet.com	90	40	6.4	2	USA Federal Credit Union, www.usafcu.org; Modern Engineering, www.modernengineering.com; Ford Motor Co., www.ownernconnection.com	Business-to-business, business consulting and re-engineering, Web-enabling existing legacy systems, Flash, Java, ASP, portal development
7	Campbell-Ewald Digital 30400 Van Dyke Ave., Warren 48093 (810) 575-9400; Anthony Hopp, chairman and CEO www.campbell-ewald.com	78	51	14.2	6.1	Chevrolet, www.chevrolet.com; adcelco, www.adcelco.com; OnStar, www.onstar.com	Full-service strategy, development, implementation & measurement for integrated campaigns and standalone applications
8	MSI International Inc. 28333 Telegraph Road, Suite 400, Southfield 48034 (248) 304-7546 Thomas Staalkamp, vice chairman and CEO; www.msi.com	75	40	20	10.8	General Motors Corp., www.gm.com; Ford Motor Co., www.ford.com; HomeNetworkOnline.com, www.homenetworkonline.com	Web site development, end-to-end e-commerce solutions, technical and dot-com consulting, global development teams, certified development process, leading-edge technologies, systems integration, Web site hosting
9	4-See Inc. 4700 Rochester Road, Troy 48098 (248) 680-9400; Juan Vasquez, president www.4-see.com	69	21	6.5	2.5	Ford Motor Co., www.fordmod.com; Motor Publishing, www.motor.com; Native American Business Alliance, www.nativeamerican-business.org	Web design, Web site maintenance, image development including scanning and design, training, consulting, Internet marketing strategy and analysis
10	Logic Solutions Inc. 2929 Plymouth Road, Suite 207, Ann Arbor 48105 (734) 930-0009; Jimmy Hsiao, CEO www.logiclink.com	60	28	2.2	1.2	Mitsubishi Electric Automotive America, www.meaa.meaa.com; Harmony Com, www.harmonycom.com; FoxConn Electronics, www.foxconn.net	Web sites, e-commerce, and intranet applications with a strong business-to-business focus. Strategic Web consulting, content development, graphic design, information architecture, project management, programming, back-end integration, marketing
11	MTC Global Services Inc. 28588 Northwestern Highway, Suite 450, Southfield 48034; (248) 355-2500 Madhava Reddy, president and CEO; www.mtci.com	50	30	2.5	0.8	Bell & Howell Information and Learning, www.porequest.umi.com; Express Scripts, www.express-scripts.com; Nano.com, www.nano.com	E-commerce, applications outsourcing, data warehousing, client-server applications, global software development and support, fixed price development, migration projects
12	Sv3 Media Group 439 Main St., Suite 201, Rochester 48307 (248) 601-2000; Richard Purdy, president www.sv3.com	46	27	NA	4.5	North American International Auto Show, www.naias.com; Detroit Red Wings, www.detroitredwings.com	Streaming audio and video, live Webcasting, Flash and 3D animation, business-to-business e-commerce, Java, ASP, SQL server database, e-mail database, e-mail response systems, hosting
13	Computer Consultants of America Inc. 24901 Northwestern Highway, Suite 601, Southfield 48075; (800) 693-1066; Joyce Wheeland, president www.computer-consultants.com	45	36	3.1	0.39	Mott Community College, www.mcc.edu; DaimlerChrysler AG, www.daimlerchrysler.com; Visual Services Inc., www.vsi-holding.com	E-commerce, CRM, e-business intelligence, intranet and extranet Web hosting
14	Relational Technologies Inc. 30000 Northwestern Highway, Farmington Hills 48334 (248) 626-6800; Wayne Somers, president www.raltco.com	40	35	5	2	eServices L.L.C., www.vip-id.com; Great Lakes Gas Corp., www.glg.com; Gage Marketing, www.gage.com	Database services, database administration, Web application development for intranets, extranets, business-to-business planning, ERM and CRM on Web
14	The Collective L.L.C. 500 Town Center, Suite 125, Dearborn 48126 (313) 441-9999; Paul Schutt, president www.thecollective.com	40	18	1.8	1.2	Travel Michigan, www.michigan.org; General Motors Corp., www.gm.com; Dow Corning, www.dowcorning.com	Business strategy, custom business applications, information architecture and Web design, intranets, extranets, business-to-business and consumer e-commerce, personalized sites, knowledge management, system integration, hosting, Web marketing
16	NetPlanet L.L.C. 2300 W. Big Beaver Road, Suite 1, Troy 48064 (248) 816-0600; Geoffrey Langdon, president www.net-planet.com	35	25	NA	NA	Visteon Automotive, www.visteon.com; Flagstar Bank, www.bankave.com; Harmony House, www.harmonyhouse.com	Marketing, Internet advertising, media planning and buying, Web development and management, hosting
17	Media Genesis Inc. 2701 Troy Center Drive, Suite 201, Troy 48064 (248) 244-9100; Brad Frederick, president and CEO www.medtag.com	33	22	NA	3.4	General Motors Corp., www.chevrolet.com; DaimlerChrysler AG, www.daimlerchrysler.com; Planet Promote, www.planetpromote.com	E-business, database development, dot-com ventures
18	Internet Operations Center Inc. 200 Galleria Office Centre, Suite 109, Southfield 48034 (248) 204-6800; Bill Wallis, president www.iocenter.net	32	26	5.7	3.4	Visteon Corp., www.visteon.com; Ford Motor Co., www.ford.com; Crain Communications, www.automotivenews.com	Managed Internet services covering Web development, e-commerce and complex Web hosting
18	Web Elite Inc. 10 S. Fifth Ave., Ann Arbor 48104 (734) 998-1031; Jacques Habro, CEO www.webelite.com	32	9	1.6	0.5	Sun Microsystems, www.sun.com; Wells Fargo Bank, www.wellsfargo.com; Bell & Howell, www.bellhowell.infolnaming.com	E-business consulting, sales extranet development, Java, HTML, interface design, Oracle, Lotus, SQL development and integration
20	Immersant Inc. 101 N. Main St., Suite 525, Ann Arbor 48104 (734) 622-8073; Mark Fontana, general manager www.immersant.com	25	NA	NA	NA	Fleet Bank Boston, www.fleet.com; Ferro Corp., www.ferro.com; Bank One, www.bankone.com	Business-to-business Internet development and consulting services
20	Rootlevel Inc. 743 Beaubien, Suite 300, Detroit 48170 (313) 961-4407; John Lauer, CEO www.rootlevel.com	25	36	0.8	0.4	General Motors Corp., www.gm.com; Ford Motor Co., www.ford.com	Applications provider

This is a list of Web development companies in Wayne, Oakland, Macomb, Washtenaw and Livingston counties. This is not a complete listing but the most comprehensive available. Unless otherwise noted, information was provided by the companies. Envision Technologies Inc., which ranked No. 7 last year, no longer has a Detroit presence. Big Net Inc., which ranked No. 16 last year, is no longer in Web development. NA = Not available.

Ⓞ Formerly Idah! Digital Solutions.
Ⓞ Formerly 4th Generation Services Inc.
Ⓞ Formerly Bowne Internet Solutions.

LIST RESEARCHED BY RAEVYN LESSARD, TOM MILLIKAN AND JACOB WHEELER



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