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.. [Home Page](#)

"What Does Scsi Do -- exactly?" Page of Sonoff Consulting Services, Inc.'s Productivity and Knowledge Transfer Web Site

For your convenience, the major headings provided on this Web page are listed immediately below:

- ["Problem Solvers" is perhaps the simplest Label for What Scsi Does Best](#)
- [Web Site Assessments and Testing Services](#)
- [What are some of Scsi's additional Areas of Expertise?](#)
- [Which of the following topics would you like to read about next?](#)

NOTE: Relevant hyperlinks are included within the associated paragraphs to make your browsing session productive and all the more enjoyable.

"Problem Solvers" is perhaps the simplest Label for What Scsi Does Best

What is the problem that you are facing?

Most people seem comfortable when they are able to pin a descriptive label on things. So, for what Sonoff Consulting Services, Inc. does best, use the phrase "problem solvers" as a good place to start with defining what Scsi can do for you.

What possible solutions have you come up with and are they proving inadequate?

Take this matter to the next level, and you will begin to appreciate the complexity underlying the seemingly simple statement: "People prefer problems they understand to solutions they don't." How can this be explained? Quite easily. When problems arise, most companies want to have solutions implemented, and they really don't want to go through the intensive process of climbing what is usually a steep learning curve to find out how to solve the stated problem. What the management and staff at most companies really do want is to first be apprised of a solution -- a quickly discerned and implemented solution that solves the specific problem once and for all time, period.

Why should you turn to Sonoff Consulting Services, Inc. (Scsi) for professional assistance?

Finding a resource that has the experience, talent, skill sets, and ability to figure things out on behalf of its clients is the "real problem" that Scsi has been solving for clients for more than 20 years.

What is an example of a real-world solution that Scsi can readily demonstrate and that you can verify for yourself?

To give you one specific example is easy, namely: How has "Productivity Focus" led to the Scsi Productivity and Knowledge Transfer Web site achieving a World Class Level Web Site -- the first and only one of its kind to date? If you will just take some time to [view Scsi's Productivity Focus diagram](#) -- shown below if graphics are enabled, you will quickly become able to relate concepts (listed inside closed boxes) to actual Web page implementations, explanations, and examples as to where Sonoff Consulting Services, Inc. can provide you with workable, effective, and productive solutions to "problem solving dilemmas." -- including discerning that they exist if you are currently not aware of their presence.



What is an example of "asking the right questions" to pin down what problems exist and how they should be addressed?

[Learn and prove for yourself](#) -- both quickly and quantitatively using Scsi's Test Criteria Evaluation Worksheet (STCEW) Tool --



What to do with the STCEW Tool?

Once this one-pager PDF file is launched, you will immediately be presented with a straightforward checklist of ten specific things to look for -- and grade for yourself -- regarding any selected Web page on any Web site. The ten items listed comprise Scsi's set of ten Best Practices that any World Class Level Web Site should strive to provide its visitors/customers/prospects/users. As a noteworthy benchmark for comparison purposes, all ten of [Scsi's Best Practices](#): are incorporated on every one of Scsi's P&KT Web site's pages -- scoring 100 out of 100. Unfortunately, nearly all of today's Web sites -- even those that are supposedly well-designed and may have received Web site design awards -- generally exhibit degree-of-conformance scores of 30 or less, including zero in many cases.

How to interpret the score(s) you determine for a Web site page

Scsi guarantees that your completing the Scsi STCEW Tool Web page evaluation exercise for even just one Web page on whatever Web site(s) you choose should prove to be an eye-opening experience. For once you measure and quantify the assessment, you will be enlightened as to the vast amount of "room for improvement" that exists.

Moreover, when and if you work through the STCEW Tools' ten Yes-or-No choice questions for any of the Scsi P&KT Web site's pages, you will truly "see for yourself" that a degree of conformance score of 100 is the result you will obtain. Only then must you conclude and will begin to appreciate that a workable, effective, and productive solution is not only possible but has been clearly demonstrated to exist within the entire sonoffconsulting.com domain.

The obvious next question becomes, "Why don't other Web sites demonstrate at least a significant number of [Scsi's Best Practices](#): -- given that [Scsi's Best Practices](#): are both achievable, implemented, and can be easily demonstrated throughout the Scsi P&KT Web site?" That is, of course, precisely what needs to be discussed further in the paragraphs that follow.

What is the root cause for such problems, anyway?

Scsi believes that this fact -- poorly designed Web sites are the norm and not the exception -- reflects the lack of focus or serious attention upon in-depth addressing of both [Web usability](#) and [Web accessibility](#) issues -- matters that should be incorporated in as seamless a manner as possible -- to benefit every Web site visitor.

Scsi's TOTAL ACCESS Design is a first-pass solution for Ubiquitous Web Access

[Scsi's TOTAL ACCESS design and implementation](#) aims toward achieving a first-pass solution for Ubiquitous Web Access. Scsi's P&KT Web site is clearly focused on serving as an exemplary working model that clearly and convincingly demonstrates what "[The Ubiquitous Web Domain](#)" describes as a goal to strive to reach.

What actions can you take to solve this and other problems you are facing?

Please read on for more specifics as to where Scsi can assist companies to achieve their goals and objectives through focusing on productivity -- individually and collectively.

Web Site Assessments and Testing Services

Scsi's principal focus is to provide clients with productivity-driven Web page validation testing and [Web site assessment](#) services.

So, if Web site-related matters of Web accessibility and Web usability are exactly what you are looking for assistance with at this moment, that's great, because Scsi can certainly help you address these most important customer-centric issues.

These expert services are exemplified by [Scsi's "Perfect 10" Web Site Standard](#) and currently encompass three major areas:

[Customer-centric Productivity](#)

- Addressing matters relating to [Web site usability](#), [Web site accessibility](#), and [Web page validation](#) -- each a critically important facet that so many Web site managers, designers, and content developers continue to overlook or perhaps neglect intentionally.
- Assisting and training individuals to learn-by-doing approaches to become better informed, organized, and self-sufficient in performing their daily work-related activities.

Company- and Corporate-centric Productivity and Knowledge Transfer

- Transferring knowledge regarding the essential concepts, understanding, relevance, and practical implementation of [productivity-related principles](#) that are critical to learn in order to achieve substantial improvements in the overall effectiveness of any company's personnel and its associated Web site(s).
- Assisting and training corporations' staff and management personnel to work more effectively and efficiently toward completing specific tasks and projects and to establish workable plans for reaching both near- and longer-term goals and objectives.

By counting on Scsi's expertise in these matters, productivity-driven companies will become better informed, trained, and remain focused on how to maximize their [return on investment](#).

For example, by implementing [Scsi's World Class Level Web Site Best Practices](#) companies will [increase the overall effectiveness](#) of their corporate Web site designs. In short, companies must strive to find professional resources from which they can learn for themselves how to recognize, address, and thereby significantly reduce the pervasive issue of "silent losses."

Substantial lost revenues often result from dissatisfied prospective customers or returning customers who decide to give up on completing an order-entry process. This may be due to confusion, inability to find specific items or explanatory information, or whatever anywhere along the way. All of these matters reflect the Web site's lack of customer-centric values -- something that patrons will always expect to be present, regardless of the medium of communication employed by any business.

Silent losses represent a major economic issue that Web site personnel or corporate management will never resolve without learning how to address its many-sided set of underlying root causes. And, that is precisely where Scsi can best serve its clients -- by training company personnel to first learn how to "see the canvas before trying to paint the big picture" -- as to what are the set of problems that are now understood by all parties as having to be addressed.

The importance of applying critical thinking to any problem -- long before beginning any attempts toward becoming immersed in solutions-related details -- cannot be overstated. For only after a high-level view of a feasible solution becomes clearly established does it make sense to undertake creation of an overall plan for solving intricately complex problems. Moreover, participants will be empowered to proceed with their respective assignments with increased confidence when a unified focus on a common goal is in place.

Information Dissemination of Productivity-related Matters

- Providing periodical newsletters -- referred to as [Scsi's WebKISS™ Guides](#) -- that both clearly outline and describe in detail the specifics regarding the topic at hand. Refer to the list below for specific examples of this knowledge dissemination effort.
- Providing in-house Productivity and Knowledge Transfer Consulting Services

Here is a listing of Scsi's WebKISS™ Guides that you can view and download at any time.

- Scsi's WebKISS™ Guide #1: [Why Validate a Web Site's Pages?](#)
- Scsi's WebKISS™ Guide #2: [Why 100% Accessibility?](#)
- Scsi's WebKISS™ Guide #3: [Why use more than one Web browser?](#)
- Scsi's WebKISS™ Guide #4: [What could Management learn?](#)
- Scsi's WebKISS™ Guide #5: [How does Adherence to Web Standards Save Both Time and Money?](#)
- Scsi's WebKISS™ Guide #6: [What's the Return-On-Investment Rationale for adopting Scsi's World Class Level Best Practices?](#)
- Scsi's WebKISS™ Guide #7: [What are the strengths and weaknesses of search tools and engines?](#)
- Scsi's WebKISS™ Guide #8: [Want to Increase Your Search Engine Rankings?](#)
- Scsi's WebKISS™ Guide #9: [How Productivity-focused is your Web Site?](#)
- Scsi's WebKISS™ Guide #10: [Want a Free STCEW Tool-based Evaluation of Your Web Site's Pages?](#)
- Scsi's WebKISS™ Guide #11: [TOTAL ACCESS ... So What?](#)
- Scsi's WebKISS™ Guide #12: [#12: What Does Your Company Web Site Convey About Customer-Centric Focus?](#)

These are all examples of [resources](#) made available to anyone who visits the Scsi P&KT Web site.

What are some of Scsi's additional Areas of Expertise?

Since its incorporation in 1985, Sonoff Consulting Services, Inc. has provided its [clients](#) with numerous professional consulting services, a few of which are listed below:

- Technical assessments of procedures, processes, and flow-through operations
 - Recommendations and in-house training on PC [productivity](#) tools, techniques, and methods
 - Software testing of both stand-alone and Web-based software applications
 - Creation, editing, or conversion of diverse types of [technical documentation](#)
-

Which of the following topics would you like to read about next?

- What does Sonoff Consulting Services, Inc. do -- exactly?
 - [Focusing on Productivity](#)
 - [Proof that this is a "World Class level" Web site](#)
 - [Need Professional Assistance?](#)
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Web Page Validation and Contact Information

This "What Does Scsi Do -- exactly?" Page of Sonoff Consulting Services, Inc.'s Productivity and Knowledge Transfer Web Site was last updated, validated -- to assure full conformance to W3C's [XHTML 1.0 Strict](#), screen medium cascading style sheet ([CSS](#)), and [WCAG Accessibility](#) (Priorities 1, 2, and 3, inclusive) recommendations -- and uploaded on Saturday, November 15, 2008 at 3:20 p.m. EST by [Raymond Sonoff](#), President of Sonoff Consulting Services, Inc., 271 Saxony Drive, Crestview Hills, KY 41017 USA: Telephone: (859) 261-5908.

Remember: If you have some questions to ask, wish to request additional information about specific topics, or want to send a request for

proposal, Scsi will always welcome your inquiries and respond promptly -- often the very same day -- to your [e-mail](#) communications. --



[Sonoff Consulting Services, Inc.](#) (Scsi) -- [Productivity](#) and [Knowledge Transfer](#) Specialists

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Shortcut Text	Internet Address
Raymond Sonoff	http://sonoffconsulting.com/filters/scsi_corp/rsonoff_scsi_profile.html
Sonoff Consulting Services, Inc.	http://sonoffconsulting.com/filters/scsi_corp/scsi_corp.html
NAVIGATION	http://sonoffconsulting.com/scsi_pkt_navigation.html
MAIN HEADING	http://sonoffconsulting.com/what_scsi_pkt_does.html#SkipToHeading1
view or download	http://sonoffconsulting.com/what_scsi_pkt_does_exactly_with_hyperlinks.pdf
BOTTOM	http://sonoffconsulting.com/what_scsi_pkt_does.html#bottompage
Home	http://sonoffconsulting.com/
Expanded Home	http://sonoffconsulting.com/index_expanded.html
Graphics-based Home	http://sonoffconsulting.com/index_graphics_mapped_version_3.html
Site Map	http://sonoffconsulting.com/site_map/site_map.html
Productivity	http://sonoffconsulting.com/filters/productivity/productivity.html
Scsi's WebKISS™ Guides	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_webkiss_guides_page.html
Other Web Sites	http://sonoffconsulting.com/filters/url_links/url_links.html
Contact Us	http://sonoffconsulting.com/filters/contact_us/contact_us.html
Scsi's Access Keys	http://sonoffconsulting.com/access_keys.html
need professional assistance	http://sonoffconsulting.com/need_professional_assistance.html
e-mail	mailto:info@sonoffconsulting.com
	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_11_total_access_so_what.html
Home Page	http://sonoffconsulting.com/index.html
#8: Want to Increase Your Search Engine Rankings?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html
#9: How Productivity-focused is your Web Site?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_9_how_productivity-focused_is_your_web_site.html
#10: Want a Free STCEW Tool-based Evaluation of Your Web Site's Pages?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_10_want_a_free_stcew_tool-based_evaluation_of_your_web_site_pages.html
#12: What Does Your Company Web Site Convey About Customer-Centric Focus?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_12_what_does_your_company_web_site_convey_about_customer-centric_focus.html
Focusing on Productivity	http://sonoffconsulting.com/scsi_focus_on_productivity.html
"Your WebKISS™ Guide Resource" Page	http://sonoffconsulting.com/your_webkiss_guide_resource_tagline.html
Proof that this is a "World Class level" Web site	http://sonoffconsulting.com/scsi_proof_of_world_class_level.html
Scsi's "Perfect 10" Web Site Standard	http://sonoffconsulting.com/unique_features.html
Part 1	http://sonoffconsulting.com/unique_features_part1.html
Part 2	http://sonoffconsulting.com/unique_features_part2.html
Part 3	http://sonoffconsulting.com/unique_features_part3.html
Scsi's Best Practices	http://sonoffconsulting.com/unique_features_part2.html#h3_3
#1	http://sonoffconsulting.com/unique_features_1_of_10.html
#2	http://sonoffconsulting.com/unique_features_2_of_10.html
#3	http://sonoffconsulting.com/unique_features_3_of_10.html
#4	http://sonoffconsulting.com/unique_features_4_of_10.html
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#10	http://sonoffconsulting.com/unique_features_10_of_10.html

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Tips and Notes	http://sonoffconsulting.com/tips.html
Scsi's Privacy Policy	http://sonoffconsulting.com/w3c/scsi_pkt_p3p.html
Clients	http://sonoffconsulting.com/filters/scsi_corp/clients/client_list.html
Desktop	http://sonoffconsulting.com/filters/productivity/desktop_tools/desktop_tools.html
Editors and Viewers	http://sonoffconsulting.com/filters/productivity/editors_and_viewers/editors_and_viewers.html
eLearning and Web-based Collaboration	http://sonoffconsulting.com/filters/productivity/elearning_and_collaboration/elearning_and_collaboration.html
High-end Technology	http://sonoffconsulting.com/filters/productivity/high-end_technology/high-end_technology.html
Mail Programs	http://sonoffconsulting.com/filters/productivity/mail_programs/mail_programs.html
System Utilities	http://sonoffconsulting.com/filters/productivity/system_utilities/system_utilities.html
Web Usability	http://sonoffconsulting.com/filters/productivity/web_usability/web_usability.html
Miscellaneous	http://sonoffconsulting.com/filters/productivity/miscellaneous/miscellaneous.html
Recommended Reading	http://sonoffconsulting.com/filters/productivity/gotm_resources/gotm_books.html
#1: Why Validate a Web Site's Pages?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_why_val_web_site.html
#2: Why 100% Accessibility?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_why_100_accessibility.html
#3: Why use more than one Web browser?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_why_use_more_than_one_browser.html
#4: What could Management learn ...?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_what_could_management_learn.html
#5: How does Adherence to Web Standards Save Both Time and Money?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_5_how_web_stds_save_time_and_money.html
#6: What's the Return-On-Investment Rationale for adopting Scsi's World Class Level Best Practices?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_6_what_is_roi_rationale_for_adopting_scsi_best_practices.html
#7: What are the strengths and weaknesses of search tools and engines?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_7_search_tools_and_engines.html
"Problem Solvers" is perhaps the simplest Label for What Scsi Does Best	http://sonoffconsulting.com/what_scsi_pkt_does.html#h2_1
Web Site Assessments and Testing Services	http://sonoffconsulting.com/what_scsi_pkt_does.html#h2_2
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Which of the following topics would you like to read about next?	http://sonoffconsulting.com/what_scsi_pkt_does.html#h2_4
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The Ubiquitous Web Domain	http://www.w3.org/UbiWeb/
Customer-centric Productivity	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_12_what_does_your_company_web_site_convey_about_customer-centric_focus.html#SkipToHeading1
XHTML 1.0 Strict	http://validator.w3.org/check?uri=http://sonoffconsulting.com/what_scsi_pkt_does.html
CSS	http://jigsaw.w3.org/css-validator/validator?uri=http://sonoffconsulting.com/code/scsi_style2005a_sern.css
WCAG Accessibility	http://www.contentquality.com/Default.asp

Shortcut Text	Internet Address
TOP	http://sonoffconsulting.com/what_scsi_pkt_does.html#toppage