

Skip to [MAIN HEADING](#) of this page, [view or download](#) a PDF version of this Web page's main contents (including associated hyperlinks), jump to this Page's [Major Navigation Hyperlinks](#), or jump to the [BOTTOM](#) of this page.

Telephone (859) 261-5908 to immediately reach [Raymond Sonoff](#), President of [Sonoff Consulting Services, Inc.](#), 271 Saxony Drive, Crestview Hills, KY 41017-2294 USA.

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



... return to Scsi's [Portal Page](#), [Home Page](#), or send an [e-mail](#) message to Scsi: 

Major Headings for Scsi's "What Does Scsi Do -- exactly?" Page

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

Among the many possible questions to be asked and addressed are the following:

- What is the problem that you are facing?
- What possible solutions have you come up with and are they proving inadequate?
- Why should you turn to Sonoff Consulting Services, Inc. (Scsi) for professional assistance?
- What is an example of a real-world solution that Scsi can readily demonstrate and that you can verify for yourself?

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.

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?

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.

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, namely:

- Customer-centric Productivity
 - Company- and Corporate-centric Productivity and Knowledge Transfer
 - Information Dissemination of Productivity-related Matters
-

Customer-centric Productivity

- [Customer-centric Productivity](#) includes 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.

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?](#)

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 Sunday, May 22, 2010 at 6:40 p.m. ET by [Raymond Sonoff](#), President of Sonoff Consulting Services, Inc., 271 Saxony Drive, Crestview Hills, KY 41017-2294 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 always welcomes inquiries and will respond promptly (often the very same day) once you select

either of these hyperlinks -- [e-mail](#) or  -- then compose and send your message to us.

Major Navigation Hyperlinks of "What Does Scsi Do -- exactly?" Page

Skip to [MAIN HEADING](#) of this page, [view or download](#) a PDF version of this Web page's main contents (including associated hyperlinks), jump to [TOP](#) of this page, or go to the [Portal](#), [Home](#), [Expanded Home](#), [Graphics-based Home](#), [About Scsi](#), [Site Map](#), [Productivity](#), [Scsi's WebKISS™ Guides](#), [Other Web Sites](#), or [Contact Us](#) page of the Scsi P&KT Web Site.

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

Copyright © 2002-2010 Sonoff Consulting Services, Inc. -- All rights reserved -- [Scsi's Privacy Policy](#)

Shortcut Text	Internet Address
MAIN HEADING	http://sonoffconsulting.com/what_scsi_pkt_does.html#SkipToHeading2
view or download	http://sonoffconsulting.com/what_scsi_pkt_does_exactly_with_hyperlinks.pdf
Major Navigation Hyperlinks	http://sonoffconsulting.com/what_scsi_pkt_does.html#h2_5
BOTTOM	http://sonoffconsulting.com/index.html#bottompage
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
	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_11_total_access_so_what.html
Portal Page	http://sonoffconsulting.com/portal.html
Home Page	http://sonoffconsulting.com/home.html
e-mail	mailto:info@sonoffconsulting.com
NAVIGATION	http://sonoffconsulting.com/scsi_pkt_navigation.html
Expanded Home Page	http://sonoffconsulting.com/index_expanded.html
Graphics-based Home Page	http://sonoffconsulting.com/index_graphics_mapped_version_3.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
Need Professional Assistance?	http://sonoffconsulting.com/need_professional_assistance.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
Sesi'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
#5	http://sonoffconsulting.com/unique_features_5_of_10.html
#6	http://sonoffconsulting.com/unique_features_6_of_10.html
#7	http://sonoffconsulting.com/unique_features_7_of_10.html
#8	http://sonoffconsulting.com/unique_features_8_of_10.html
#9	http://sonoffconsulting.com/unique_features_9_of_10.html
#10	http://sonoffconsulting.com/unique_features_10_of_10.html
Use Any Browser -- by Design!	http://sonoffconsulting.com/any_browser.html
Tips and Notes	http://sonoffconsulting.com/tips.html
Scsi's Access Keys	http://sonoffconsulting.com/access_keys.html

Shortcut Text	Internet Address
Scsi's Privacy Policy	http://sonoffconsulting.com/w3c/scsi_pkt_p3p.html
Clients	http://sonoffconsulting.com/filters/scsi_corp/clients/client_list.html
Site Map	http://sonoffconsulting.com/site_map/site_map.html
Productivity	http://sonoffconsulting.com/filters/productivity/productivity.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
Scsi's WebKISS™ Guides	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_webkiss_guides_page.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
#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	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_10_want_a_free_stcew_tool-based_evaluation_of_your_web_site_pages.html

Shortcut Text	Internet Address
Your Web Site's Pages?	
#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
Other Web Sites	http://sonoffconsulting.com/filters/url_links/url_links.html
Contact Us	http://sonoffconsulting.com/filters/contact_us/contact_us.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
What are some of Scsi's additional Areas of Expertise?	http://sonoffconsulting.com/what_scsi_pkt_does.html#h2_3
Which of the following topics would you like to read about next?	http://sonoffconsulting.com/what_scsi_pkt_does.html#h2_4
TOP	http://sonoffconsulting.com/what_scsi_pkt_does.html#toppage
view Scsi's Productivity Focus diagram	http://sonoffconsulting.com/productivity_focus_with_hyperlinks.pdf
Learn and prove for yourself	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_what_could_management_learn.html#h2_4
	http://sonoffconsulting.com/perfect_10_conformity_checklist.pdf
Scsi's TOTAL ACCESS design and implementation	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_11_total_access_so_what.html#h3_2
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_style2009c_scrn.css
WCAG Accessibility	http://www.contentquality.com/Default.asp