



How to manage your e-business

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WARNING!

Having a website is not enough!

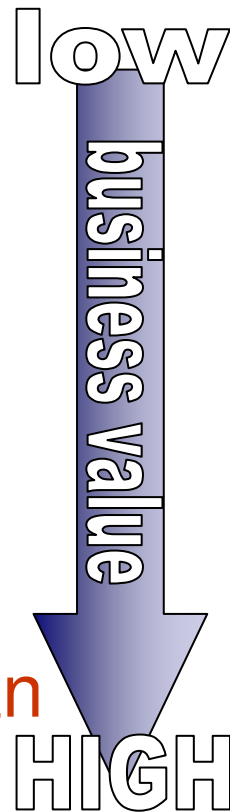
- The Internet is the broadcasting medium of the future, where almost anything is possible.
- However, most websites are nothing more than electronic brochures online, which often prove to be more of a corporate embarrassment than an e-business solution.

**To be successful on the Internet,
you must understand the strategy of
e-business success.**

Do you have an e-business strategy?

There are several stages to a real e-business solution

- 0. You are aware of the Internet's power but have no website yet.
- 1. You have a static website with no concrete strategy implemented.
- 2. You have a dynamic website with little business process integration.
- 3. Your dynamic website is fully integrated in your daily business: **You have implemented an e-business strategy!**



The typical e-business „strategy“

The majority of companies who have implemented an e-business „strategy“ are stuck in stage 1!

- Stage 1: You have a static website with no concrete strategy implemented.





What does a real strategy contain?

The right strategy should answer the following questions:

- What is my business about?
- Which processes does my business consist of?
- Which processes can be done via e-business?
- Who are my customers (partners)?
- How can I access or integrate my customers (partners / staff) via e-business?



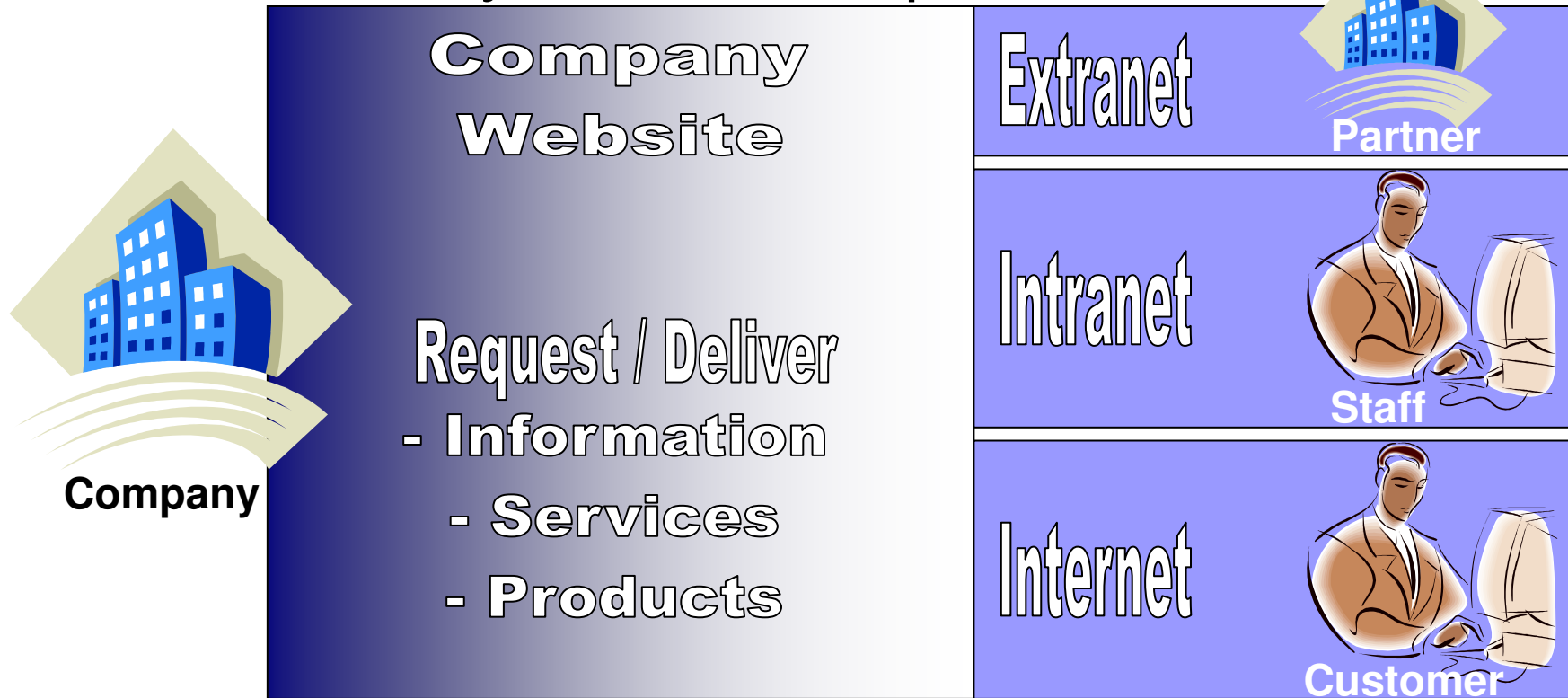
The ideal e-business

The ideal e-business is an fully integrated system, that

- Simplifies and supports your business process
- Attracts new visitors from around the globe
- Turns prospects into customers
- Maintains and supports clients
- Allows you to make accurate business decisions
- Makes a fast reaction to market changes possible

The ideal e-business structure

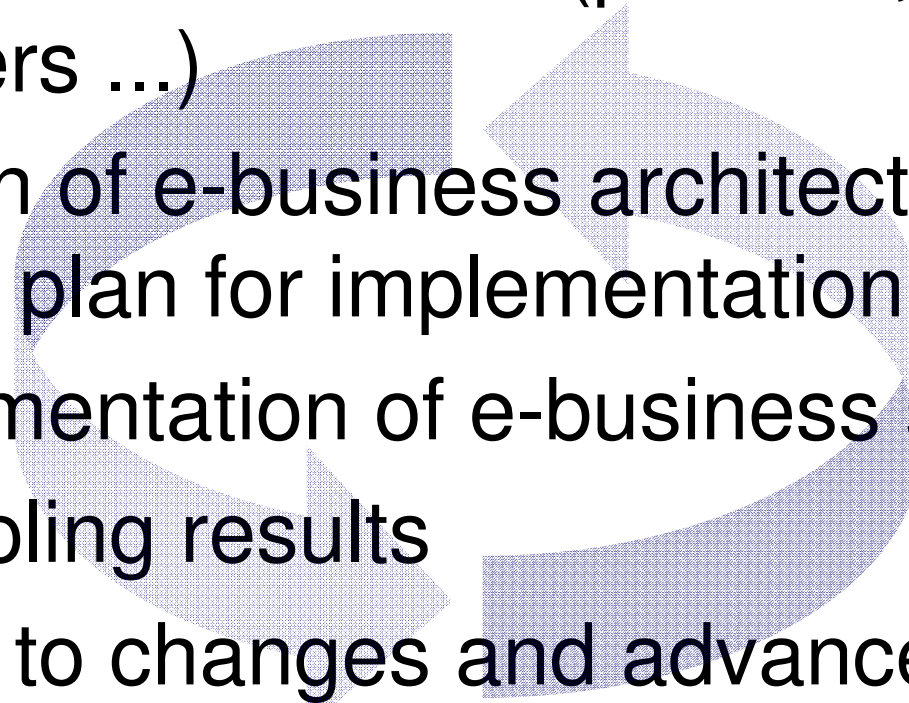
In an ideal e-business structure your website acts as an interface between your company, your customers, your staff and partners!





Our approach:

The advanced e-business building process

1. Analysis of business (process, customers, partners ...)
 2. Design of e-business architecture and action plan for implementation
 3. Implementation of e-business system
 4. Controlling results
 5. Adapt to changes and advanced requirements (next cycle)
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Advanced Technology

Let us fulfill your e-business strategy through our advanced technology:

- Dynamic websites through DB integration
- Chat module for better customer interaction
- Highly customizable CRM, ERP and shop systems
- Flexible business portals for an integrated e-business with intranet, extranet and internet



Being found

Regardless of how technologically a website is: If no one knows about it, there is no reason for having one!

Our services will prevent you from being lost in cyberspace:

- Visitor tracking and behavior analysis
- Search engine optimization
- Advanced Google Adwords techniques
- Phantom scripting



Consulting and Education

Delivering an effective Internet solution requires the integration of consulting and education throughout the various stages of our business relationship.

Education is required in order to assist you and your staff in recognizing the magnitude of the Internet's potential to impact your business.

- Explore all aspects of your business and how they can be implemented in an e-business solution
- Learn how to configure and maintain your e-business so you can stay on top of your competition
- Get educated in vendor specific solutions such as Microsoft Office, Norton Internet Security etc.



How much is a great strategy?

Get your competitive edge at \$495

■ Starter Package

- Business process analysis (half day)
- Website (3 pages) with your text and photos
- Individual header
- Search engine submission
- + ongoing fee for webhosting and maintenance

■ Individual Packages

- Ask for a quote