



Imagine IT

TECHNOLOGY SOLUTIONS FOR BUSINESS

Developers of



Web Backoffice Technology

LiveWeb eBusiness



Imagine IT!

Technology Solutions
for Business

Systems Analysis & Design

Application Development

Client Server & Web
Programming

Internet/Intranet

Database Experts

Graphic Design & Media
Services

Multimedia Specialists

Dear Professional:

As you may know Imagine IT is a software development and consulting firm specializing in business websites. Our technology focus includes advanced Web development, database development, multimedia/digital technologies and custom programming. We have the tools, knowledge and resources to ensure the success of your business website.

Our highly skilled development team offers:

- Experience building applications using proven, award-winning programming languages and development tools from Microsoft.
- Advanced Web programming and development services, including applications that employ Active Server Pages, relational databases, and provide dynamic information retrieval, highly efficient site maintenance, "live" online administration, and custom reporting features
- Professional graphics design including flash & gif animations. Copywriting, editing and proofreading services also available

Highly refined LiveWeb™ modules & building blocks:

- **eBusiness Basic** – includes user database & management tools, user authentication, sophisticated user activity tracking facilitates management decisions & workflow management tools to manage incoming information (e.g., feedback, service & appt. request, special orders, applications, etc.)
- **eBusiness Plus** – Choose from a wide variety of proven dynamic publishing tools: news/article manager, calendar/event manager, press-release manager, faq manager, link management tools, resource/upload management, photo album/gallery, workflow management tools, report & document distribution, banner manager, lead management, sales support.
- **eCommerce Solution** – all the features of eBusiness Basic, but adds product management tools (e.g., add, update & cross reference products, categories & product types), full-featured shopping cart & order wizard. In addition, our sophisticated order management system allows administrative users to update tracking#, review automatically charged orders/charge credit cards, perform fulfillment, order status updates sends emails and updates the customer's order status page. Also, for interfacing with other systems, you can export orders. The user can also modify AutoMessage email templates, shipping & tax options.

Also, ask us about our eCommerce Solution & MLM/Affiliate Management Tools.

If you have any questions, please do not hesitate to call me at (818) 368-2604.

Sincerely,

Jared Gerber
Senior Account Consultant

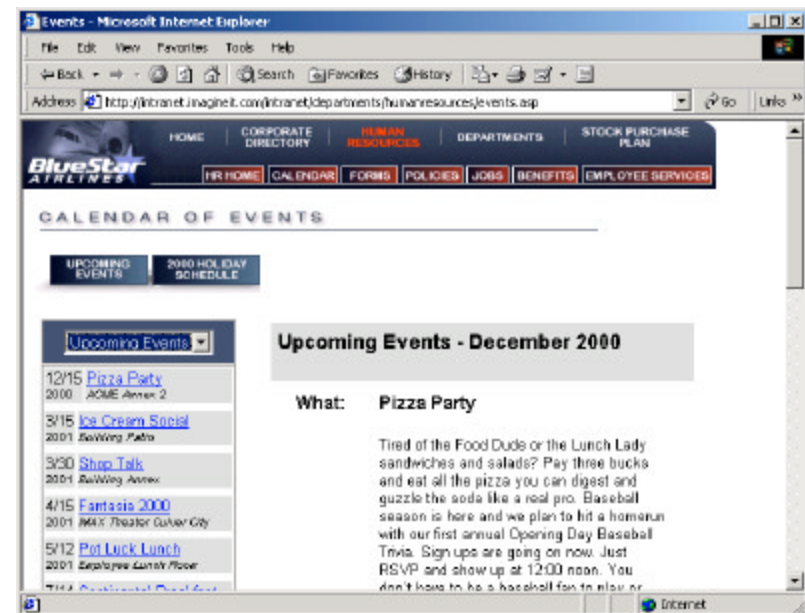
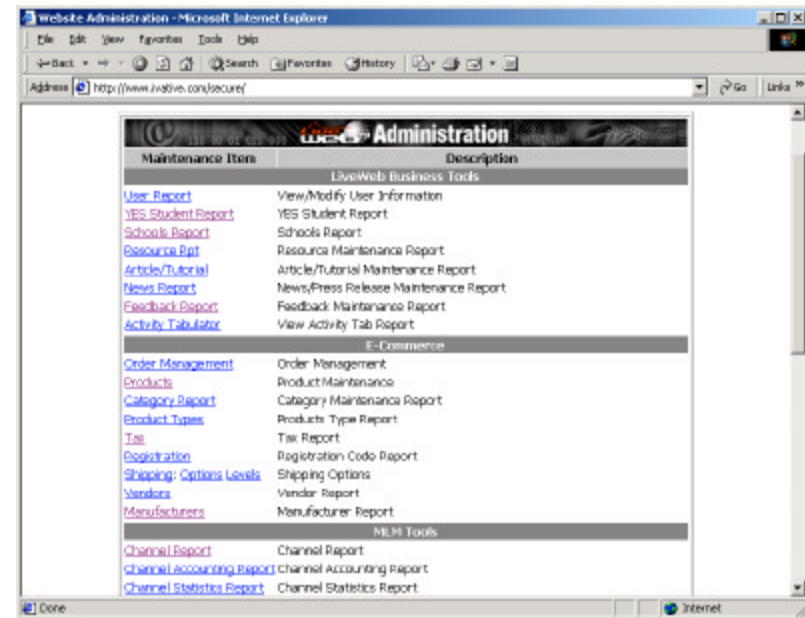
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Enc.

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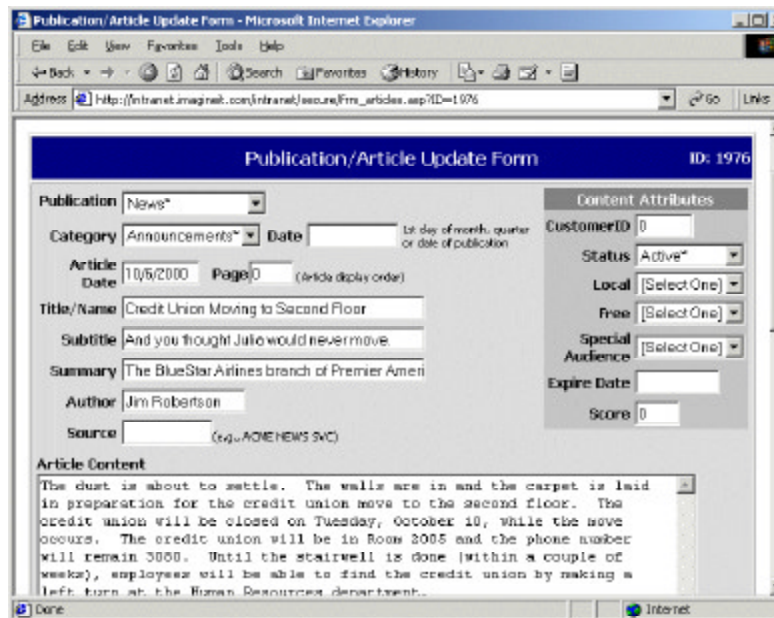
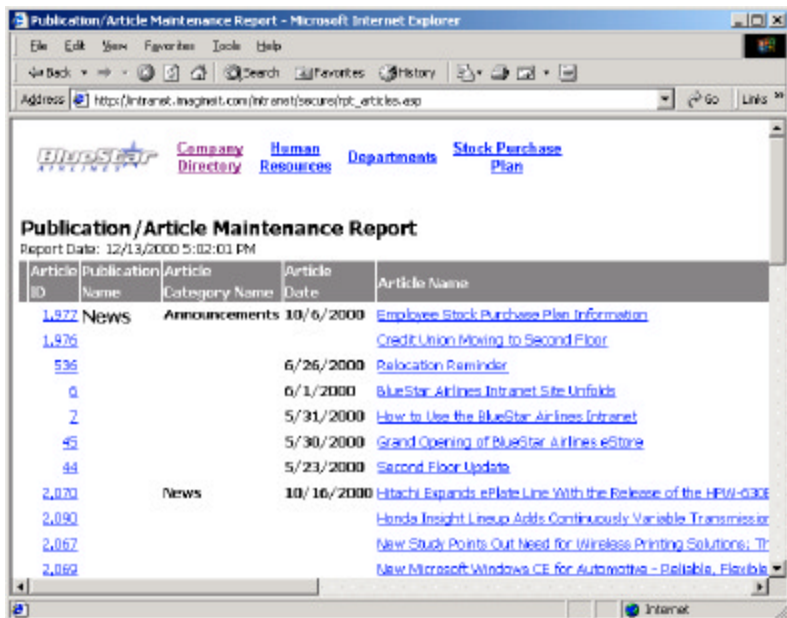
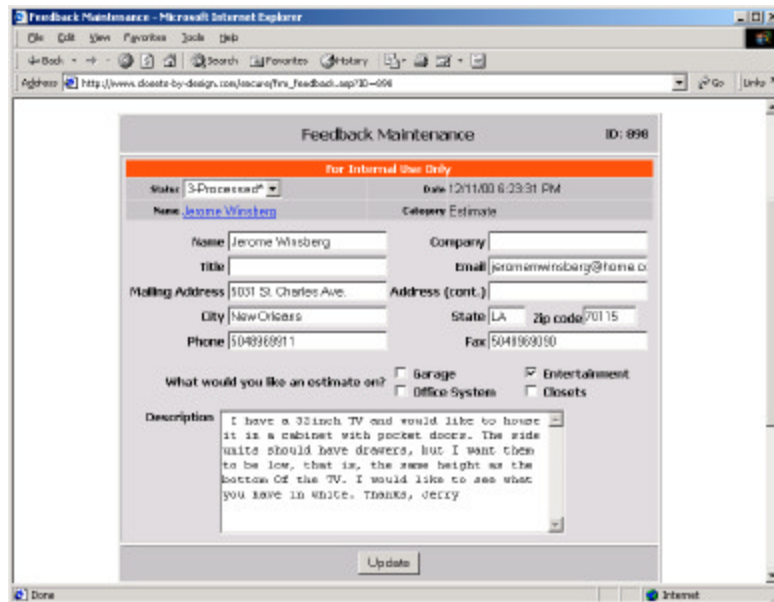
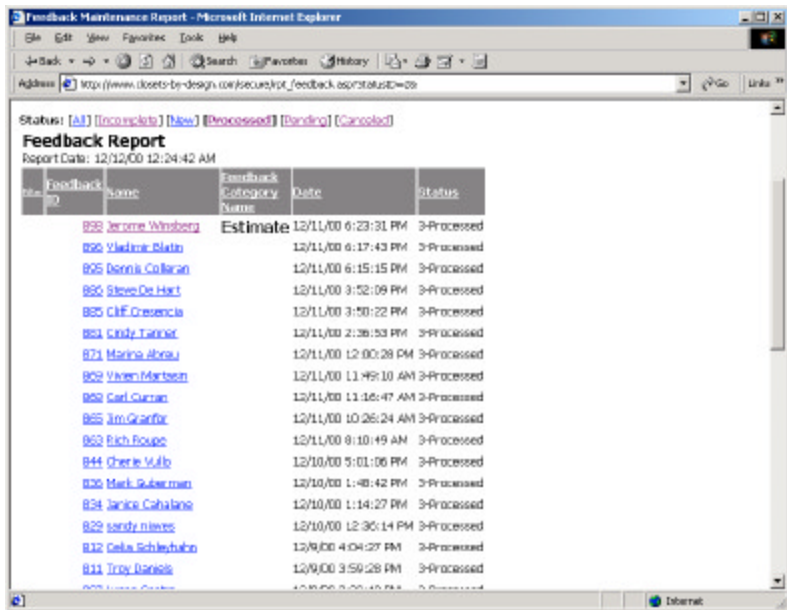
Imagine IT! LiveWeb™ eBusiness

24-hour, self service delivery of company and product information--plus secure online transactions!



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Events Maintenance Report
Report Date: 12/13/2000 5:05:23 PM

Events ID	Calendar Name	Events Category Name	Start Date	End Date	Events Name
70	Calendar1	Upcoming Events	11/19/2001	11/20/2001	"Walk to Cure Diabetes"
72			10/18/2001	10/18/2001	Open Enrollment Presentation
62			9/22/2001	9/23/2001	Fall Celebration
95			9/15/2001	9/16/2001	Dodger Game
32			8/30/2001	8/31/2001	Basta Potluck
52			8/16/2001	8/17/2001	Bansana Split Extravaganza
48			7/14/2001	7/15/2001	Continental Breakfast
30			5/12/2001	5/12/2001	Pot Luck Lunch
6			4/15/2001	4/15/2001	Fantasia 2000
7			3/30/2001	3/30/2001	Shop Talk
36			3/15/2001	3/15/2001	Ice Cream Social
1			12/15/2000	12/15/2000	Pizza Party
40			11/15/2000	11/16/2000	Winterfest - Mountain...

Event Update Form ID: 55

Calendar: Category:

Start Date: (req. 7/2/99 1:20) Required

End Date: (req. 7/2/99 5:00 PM) Required

Display Date: Optional

Event:

Location:

Short Desc:

Description:

Image: Caption:

Content Attributes:

CustomerID:

Status:

Local:

Free:

Special Audience:

Expire Date:

Score:

Request RSVP:

User Maintenance Report
Report Date: 12/1/00 4:31:54 PM

Customer ID	Company	Name	Email	Phone	User Level	Visits	Last Visit	Mailing List
265,595			heatherb@imagineit.com		5	22	8/14/00 11:39:00 AM	
66,293		grant george	grantg@imagineit.com		5	4	2/9/99 10:27:00 PM	
64,212		Harold	schirmer66@yahoo.com	805/975-3177	5	3	1/28/99 11:56:00 AM	
82,823		harold surabian	schirmer@hotmail.com		5	1	7/17/00 9:25:00 AM	
143,924		Heather Bosker	heatherb@imagineit.com		5	49	11/29/00 4:25:00 PM	
32		Jared Gerber	jared@imagineit.com	9182444665	5	27	12/1/00 4:11:00 PM	
9,954		Karen Arroyo	lgare@imagineit.com	8183444665	5	46	5/8/00 2:58:00 PM	
2		Kirk Surabian	lgare@imagineit.com	805/499-5458	5	12	8/26/00 8:16:00 PM	
9,628		Surabian Harold	he@imagineit.com	805/975-3177	5	307	2/13/99 10:29:00 AM	
4		Surabian Harold	schirmer66@yahoo.com	805/975-3177	5	1	10/4/00 12:26:00 AM	
479,673	Imagine IT!	Amanda Hixon	ameli@imagineit.com		5	0		
3		Lynn Nacca	lynn@imagineit.com	8183444665	5	23	11/12/00 9:36:00 PM	
86,812	Imagine IT!	Ashish Pradhan	ashish@imagineit.com	818-944-4665	5	307	12/1/00 2:15:00 PM	

User Maintenance ID: 33 OKID: 621418

Company:

Name:

Title:

Type:

Email:

Password:

Specialty:

Gender: Age:

Phone:

Fax:

Address:

Address 2:

City:

State: Zip: County:

Referrer:

User Level:

Mailing List:

Bad Email:

Notes:

Comments from user:

Created: 12/1/00 7:32:55 PM Visits: 37
Last Mod: 12/1/00 4:11:00 PM Last Visit: 12/1/00 4:11:00 PM

Announcements

6/15 Encino Chamber of Commerce launches e-commerce features on its website. www.encinochamber.org

6/29 www.qualitystonesupply.com goes "live" with an online database of thousands of browsable quality stone products for wholesalers.

7/1 Woodland Hills-based UNOVA, Inc. launches its corporate Intranet. Utilizing the latest technology information management, the company is successfully automating paper-based forms and processes, improving access to employee resources and making information from all internal departments accessible on-line via this private website (for UNOVA employees only).

7/25 www.davisrisk.com launches, serving insurance and individual clients throughout California and the U.S.

Know Your Internet Stocks

Exodus Communications (EXDS)

Provides internet hosting services, including system and network management and monitoring, through a worldwide network of Internet data center.

Nextel Networks (NT) Develops switching and transmission systems, Internet and Intranet access systems, security software, and phone and fax IP network gateways. Nextel's acquisition of Qtera last year gave it technology to boost transmission distances to ten times industry standards.

Cool Sites

www.discovery.com Offers real-life non-fiction entertainment, covering nature, science and technology, history and world exploration.

www.doityourself.com Assorted departments that can help you fix just about anything around the house. Each department contains feature articles and online discussion forums, plus a list of suggested reading materials.

www.yeardiscsystems.com Hi-tech Yearbooks for schools—on CD-ROM! Students participate in yearbook design, videography, photography, sound and lighting—and learn as they go via information tutorials.



Web Success Journal is published by Imagine IT, a software development and consulting firm specializing in business Websites and business software solutions. Our technology focus includes advanced Web development, database development and custom programming. Our highly skilled development team has the tools, knowledge and resources to ensure the success of your technology project. Contact us at (818) 344-4665 for more information.

Web Success Journal

Volume 1, Issue 2

August 2, 2000

UNOVA Intranet Offers a New Level of Efficiency

Client Profile

CORPORATE INTRANET OFFERS A NEW LEVEL OF EFFICIENCY AND PRODUCTIVITY

Southern California technology giant, UNOVA, Inc., selected Imagine IT to help develop its corporate Intranet. Corporate Intranets are private websites, accessible only by employees of the company. Imagine IT designed and developed an intricate, yet easy-to-navigate user interface to give employees access to myriad UNOVA corporate resources and reference information. Each department within the company has its own web pages on the company Intranet. UNOVA employees can view and retrieve extensive information from any of these departments, search the company directory online and much more. Following is a sampling of content and information available on the site: UNOVA stock price and information, employee stock purchase plan and investment activities, office services information (including a meeting scheduler, purchase requisitions and order status, corporate travel arrangements, transport and delivery services, etc.), standards of conduct, business ethics, policy manual, job postings, benefits information, employee services and sign-up forms, upcoming events, including a "live" web calendar, new hire forms, frequently asked questions and answers and more. UNOVA has a "LiveWeb" BackOffice that allows the company to designate levels of access for users, departments and locations which facilitates decentralized site maintenance—allowing designated staff to schedule events, publish news arti-

cles, change and control dynamic content and processes, update a scrolling message marquee, edit current job postings, implement workflow tools, monitor forms status and much more—without having to call the webmaster for assistance.

Any company of any size can benefit from having their own Intranet. Imagine IT will work closely with you to define your intranet needs and goals, create a structure that fits your company's operations, identify and develop usable content and give you the degree of BackOffice flexibility you need to effectively maintain your intranet site. Let us help you figure it out today so that you can help your employees be ready for tomorrow!

Technology Profile

INTRANET YOUR WAY TO EFFECTIVE EMPLOYEE COMMUNICATIONS

Savvy employers understand that the key to effective communications is *keeping your employees informed about why you are in business, how you expect them to conduct your business, and what they can expect from you as an employer.* If you already are marketing to the public on the Internet, you should take a serious look at marketing your internal operations and administration to your employees through a secure company Intranet site.

The major advantages of having a centralized, private Intranet website accessible only by employees is a standardized, uniform information resource, broadcast distribution of information — *instantaneously*, information shared by everyone at all sites, and single-point information manage-

ment, maintenance and updates. Other major advantages of having your own company Intranet include automating internal processes and eliminating costs associated with expensive print-based forms, procedure manuals, etc.

Newsworthy

NAPSTER GETS STAY OF EXECUTION BUT WILL IT LAST?

A judge may have pulled the plug on Napster, an online song-swapping site, on July 27th, but Napster filed an appeal to keep the site up temporarily. Legal experts predict that the initial ruling will be a fatal blow to the site, but not to the industry, with fans simply moving on to other piracy platforms that will be tougher to stop. Fans of the site sent traffic that caused brown outs to companies offering similar song swapping formats. The record industry itself is unlikely to lure many of these displaced Napster users, their efforts so far offer clunky technology and obscene prices.

WHO FILLS THE VOID?

<http://gnutella.wego.com> - A data-swapping program that expands on Napster.

<http://openap.sourceforge.net> - Data was meant to be shared, believe [opennap](http://www.opennap.com) Programmers.

<http://www.scour.com> - Swaps music, video and data files.

<http://www.imesh.com> - Positioned as a smaller friendlier version of Napster.

Marketing Your Website: The Basics

DON'T NEGLECT MARKETING BASICS — What is the most consistent and *pervasive* marketing method for your website? You may be surprised at the answer: your everyday communications tools — letterhead, business cards, voicemail messages and business brochures. There is no better way to advertise your website than to add your web address to these materials that flow regularly to your clients and other public contacts. The next method you may want to consider is banner advertising. Internet banner ads are the most widely used medium for building familiarity with your company's name and product. An Internet banner ad is a quick snapshot of your company strategically placed in websites that will help you generate business. Banner ads typically display your company name, logo and a brief block of text in

an area approximately 2-1/2" wide by 1/2" high. This tiny stamp often is your audience's first introduction to your business. If your message appeals to the viewer, they click on the ad and are carried instantaneously to your website. Design, content and placement are critical to the effectiveness of your banner ad. The ad must be designed by a graphic artist who has experience designing for the web and knows what works—and what doesn't work! Where to place your banner ad? This is a question that takes time and research to identify the right websites to approach for banner ad exchange or placement—and may be best left to an Internet professional. The cost of banner advertising is based on how many times the ad is "hit," or the *number of impressions*. You buy in bundles of 1,000 impressions, or higher increments. Got questions? Contact Imagine IT for Internet consulting services.