Developers of

Web Backoffice Technology

LiveWebCommerce

Imagine IT!

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

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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

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.)

- **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.

- **AutoMessage Email Marketing Tools** – eMail-Merge user database with AutoMessage templates allows target market/focused custom emailings, sophisticated queue manager manages multiple mailings, sends bulk messages, is mail-server fault tolerant which prevents failed & duplicate mailings.

Also, ask us about our MLM/Affiliate Management Solution, Content Management Tools, eBusiness Plus & Intranet/Extranet Tools.

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

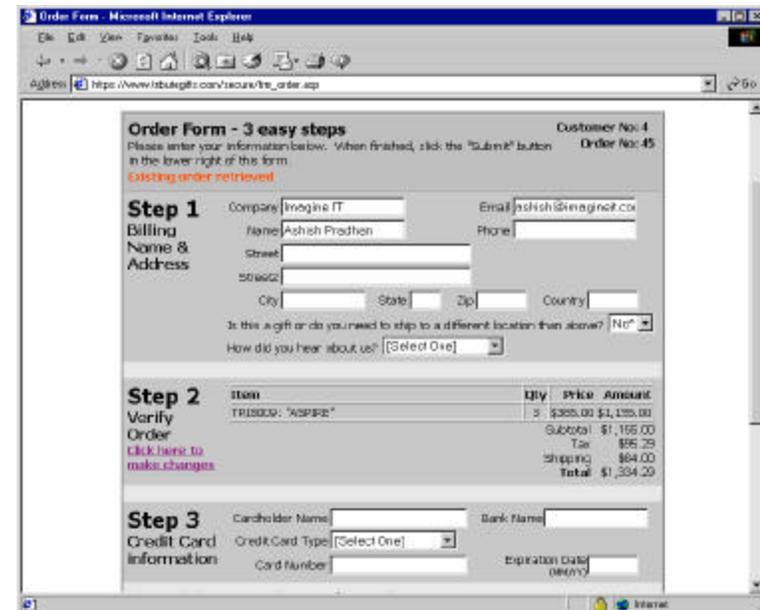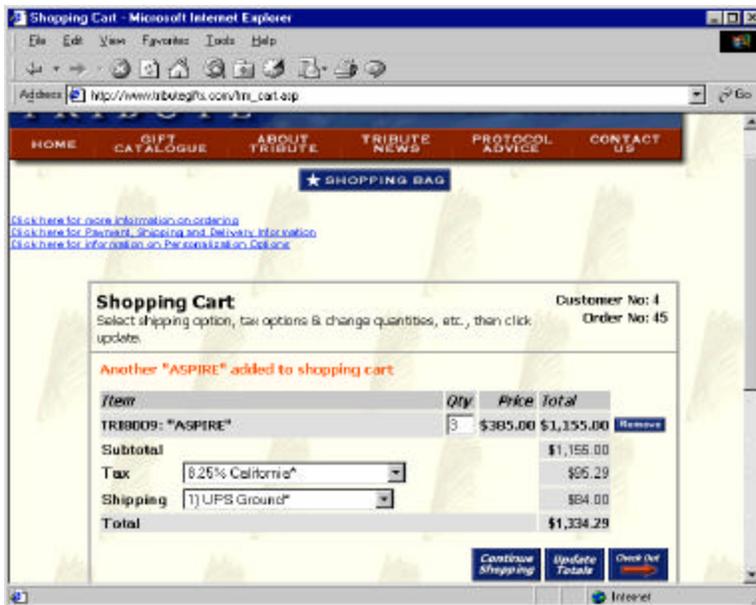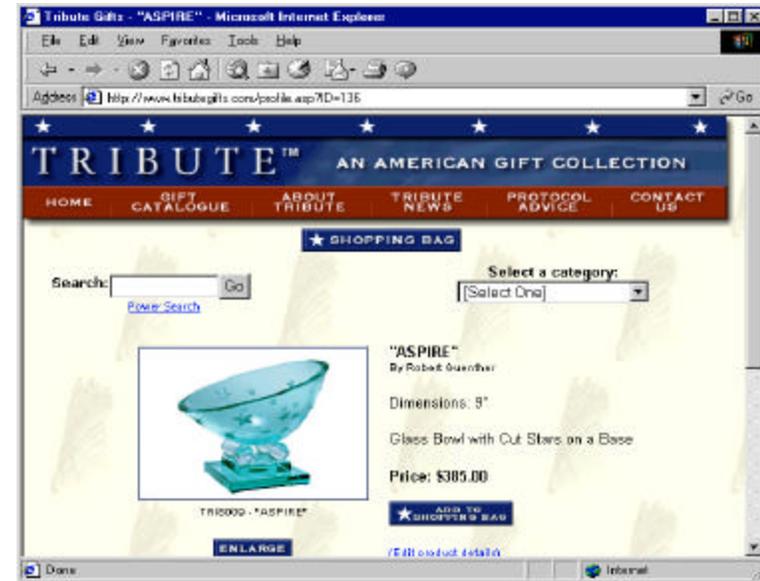Sincerely,
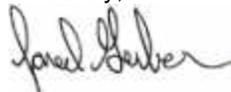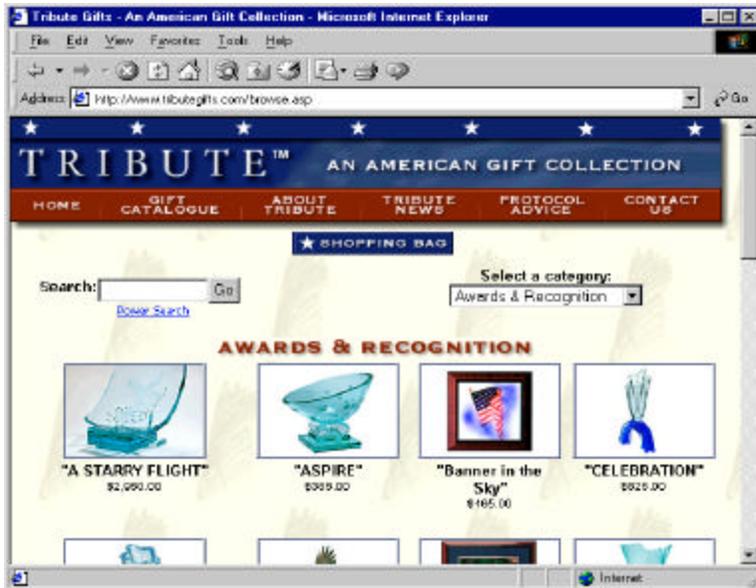
Jared Gerber
Senior Account Consultant

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Imagine IT! LiveWeb™ E-Commerce
24-hour, self service delivery of company and product information--plus secure online transactions!
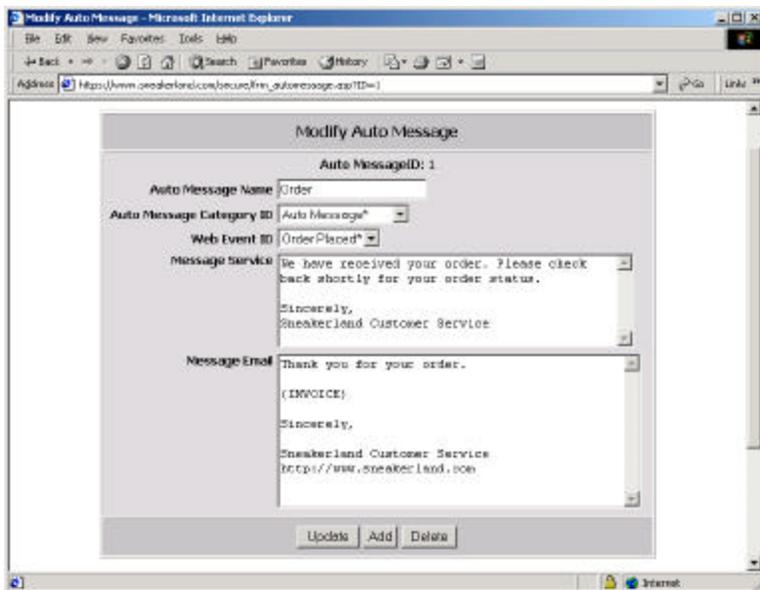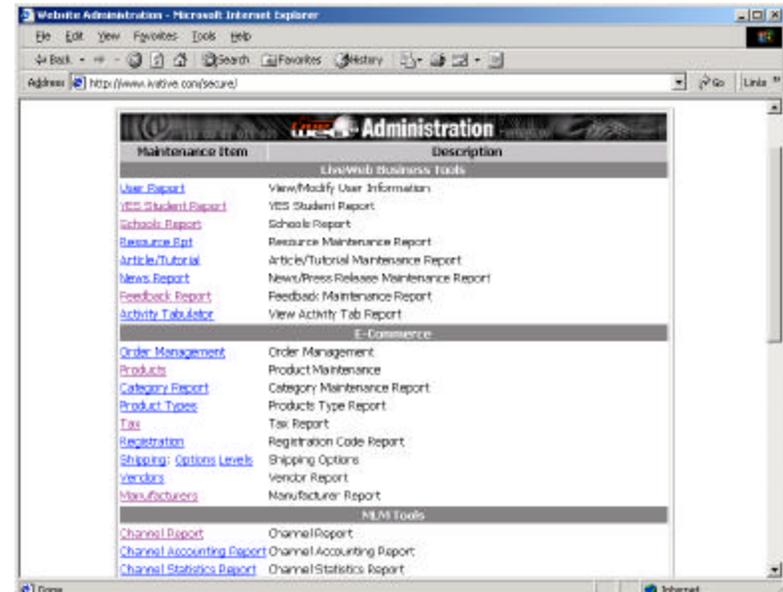
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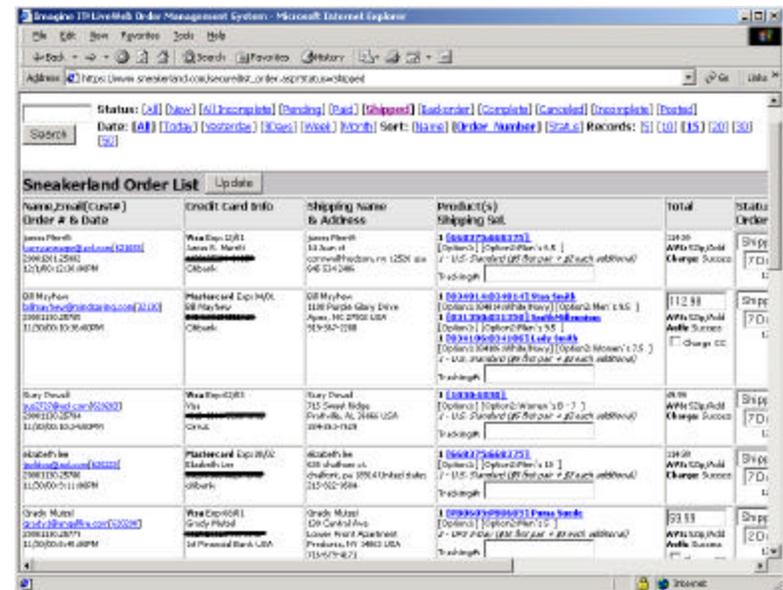
Announcements

2/5 www.encinochamber.org launches as the comprehensive business and community guide for Encino, featuring a hot new business to business feedback tool.

2/21 www.tributegifts.com launches, showcasing American themed gifts by American artists, international travel protocol and gift suggestions. Loaded with Imagine IT Shopping Cart 3.175.

2/28 www.yeardiscsystems.com makers of the YearDisc CD-ROM, an interactive yearbook experience, hires Imagine IT to develop a new Web presence.

3/3 UNOVA, Inc. engages Imagine IT to build the UNOVA, Inc. intranet, including specialized features for each department.

3/27 www.lasersplus.com site launches, highlighting laser and inkjet printer sales, copier repair and ink cartridge recycling.

Know Your Internet Stocks

Broadcom (BRCM) Supplies virtually every chip that goes in a cable modem or digital set top box.

MCI Worldcom (WCOM)
A premier provider of faciilites-based fully integrated, local, long distance, international and internet services. Operates in 65+ countries.

Lucent Technologies (LU) Designs, develops and manufactures communications systems, software and products.

AT&T (T) US #1 telecom co. w/ 90 million customers. Provides long distance, wireless phone service, internet access, local & international phone ser-

Cool Sites

www.quicken.com 15 min delayed stock quote server and you can check your portfolio on-line.

www.askjeeves.com like having your own librarian to do your research.

www.tributegifts.com a collection of American gifts by American artists.

www.rsradio.com/home/ 12 uniquely programmed music stations, from Rolling Stone Magazine.

Web Success Journal

Sneakerland a Runaway Success...

Premiere Issue

Client Profile

Our business spotlight this issue is on the Sneakerland Website, which can be found at www.sneakerland.com.

With a store in Woodland Hills and another in Thousand Oaks, Sneakerland gained a reputation of providing quality brand name products and great customer service while keeping its prices down. After selling sneakers through two local stores for 16 years, Harold Surabian Jr. and his Father, Harold Sr., decided to bring their business to the world. Sneakerland's Website contains all the latest and hottest products from Adidas, New Balance, Asics, Converse, Reebok, Airwalk, Vans, and many more. The Homepage features a powerful search function, which allows customers to quickly find the right pair of sneakers.

The Sneakerland Website uses Imagine IT's Order Management System which has allowed it to maintain the high level of customer service and satisfaction on which its reputation has been built. Sneakerland employees can update the status of an order, from new to shipped to completed, and send customers e-mail notices, keeping them up-to-date on purchase transactions. Each transaction is issued a unique order number, which allows customers to return and track the progress of the order, including an estimated time of arrival for their packages.

For more information about Sneakerland, or to purchase a pair of sneakers, please visit www.sneakerland. com**.**

Technology Profile

The key to making money and staying successful, is through customer satisfaction. Imagine IT's Order Management System (OMS) can help businesses do just that.

The Order Management System, a component of Imagine IT's "Live Web," helps clients keep their sites a cut above all others. The idea behind the system was to create an easy-to-use format to manage purchases and offer customer service at the same time.

Each order placed through the system is given an order number, which customers can use to check the status of their order when returning to the site. The status will show whether or not the order was new, cancelled because of a declined credit card, or bad address, shipped, or completed.

The Order Management System displays all the information needed to fulfill the order. Once the credit card is approved, the administrator can update the status of the order and send an instant e-mail to the customer, notifying him/her of the change.

All of this helps to build strong customer relationships, which builds loyalty and repeat business. By combining a strong product with an appealing site, easy navigation and customer service, on-line e-commerce can be a huge success.

Newsworthy

IMAGINE IT ADDRESSES STUDENTS AT CSUN MIS CLUB MEETING

The CSUN MIS Club welcomed guest speakers Jared Gerber, Senior Consultant and Michael Tarquinio, Senior Account Consultant of Imagine IT to their March monthly meeting. Michael discussed aspects of web project management and deploying graphic design/page layout talent. Jared discussed ASP programming (active server pages) and the details of search form programming. The students were well aware of HTML but were all eager to learn about ASP (Microsoft Visual Studio). The seminar was well received by students and many wanted to know if Imagine IT was hiring.

News Bites

IPO COULD EXTEND PALM'S DOMINANCE Goal is to position its OS as the standard for all handheld devices.

SPORTS A WINNER ON THE NET Research firm says online consumers will spend $3 billion on sports purchases by 2003

YAHOO CHARGED WITH BLOCKING RIVALS About.com Chairman says Yahoo plays unfairly by blocking access to competitor's content.

YOUR LAST LONG DISTNACE BILL? AOL and Microsoft fight over Web phone company Net2Phone.

Link Yourself to Possibility

Marketing your website requires effort and is just as important as building the website itself. That's why you should consider the use of links as a valuable tool for bringing traffic to your site. Links are direct paths from one website to another. They can be dressed up as buttons, banners, icons, logos or other graphics. By clicking on a link, a user can jump directly to another site. Why are links important? 85% of web users find sites through search engines. 50% of the top search engines factor links into their relevancy algorithms when they rank your website. By increasing the number of links to your website you can dramatically improve your search engine positioning. Link development usually begins by swapping links with your suppliers and business partners. Links can be put on as many sites as you can find that offer products or services that are closely related or complementary to what you offer. Many sites have dealer sections with links to other websites. Some sites charge for this service, others do not. Sites that are drawing tremendous amounts of traffic may charge a fee to be linked to them (paid links). You should do some research to determine which sites in your field are receiving the most traffic. Try starting your search with the major search engines. Take a closer look at sites that show up under a topic or category under which you want to be found. Find sites that compliment yours and contact them about the possibility of linking to them.