



Imagine IT

TECHNOLOGY SOLUTIONS FOR BUSINESS

Developers of



Web Backoffice Technology

LiveWeb eRestaurant

Imagine IT!
Technology Solutions
for Business

Dear Professional:

As you may know, Imagine IT is a software development and consulting firm specializing in business websites. We offer affordable, state-of-the-art website development services to help you:

- Boost your current website **features and capabilities**
- **Streamline website maintenance**/take the load off your existing webteam
- Implement **practical, highly efficient, business tools** on your website to automate and drive company communications, marketing and operations

Our technology focus includes advanced web development, user interface design, database development, custom programming and multimedia/digital technologies. We use **proven, award-winning programming languages and development tools** from Microsoft and have the tools, knowledge and experience to ensure the success of the projects we undertake. Our highly skilled development team offers:

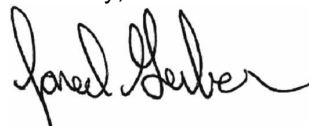
- Experience building applications using proven, award-winning programming languages and development tools from Microsoft.
- Advanced Web development services, including dynamic applications that employ personalization, online backoffice administration, custom reporting features, highly efficient site maintenance and much more using **Active Service Pages (ASP), web databases and scripting**.
- Professional graphics design including **Flash and GIF animations, expert copywriting, editing, proofreading, and quality control/testing** services.

In addition, our LiveWeb™ tools for rapid web application development offer an **expert Back-end solution** (online backoffice administration) for daily website operations, customer communications and site maintenance. LiveWeb™ is a complete suite of **building blocks and modules** for creating **eBusiness, eCommerce** and other **advanced applications**—quickly and efficiently. Some or all of the LiveWeb components can be incorporated into your website, depending on your requirements and budget.

Enclosed is some general information about our services and capabilities, including our LiveWeb? solutions. If you have any questions, please don't hesitate to contact me by telephone at (818) 368-2604 or by email: jaredg@imagineit.com.

I look forward to the opportunity to discuss your website initiatives further to find out how we may be of assistance.

Sincerely,



Jared Gerber
Senior Consultant

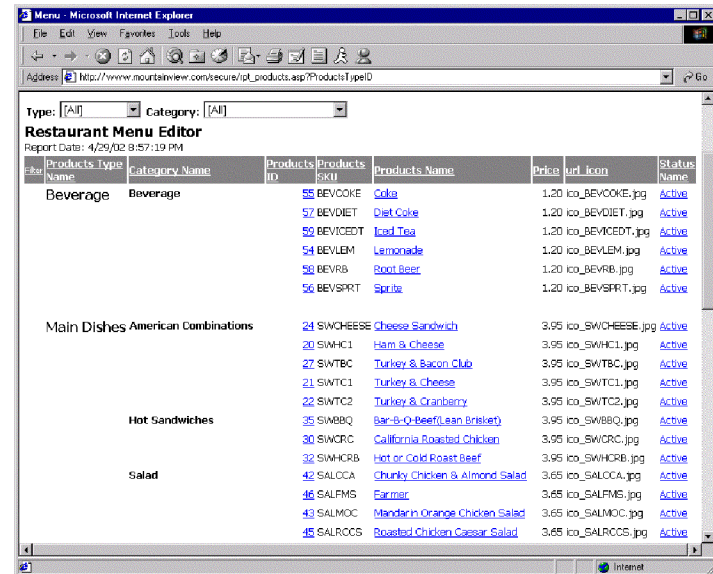
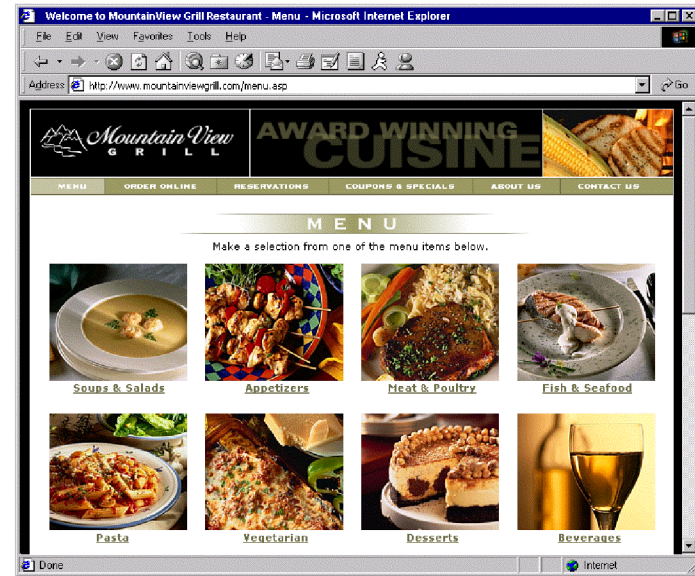
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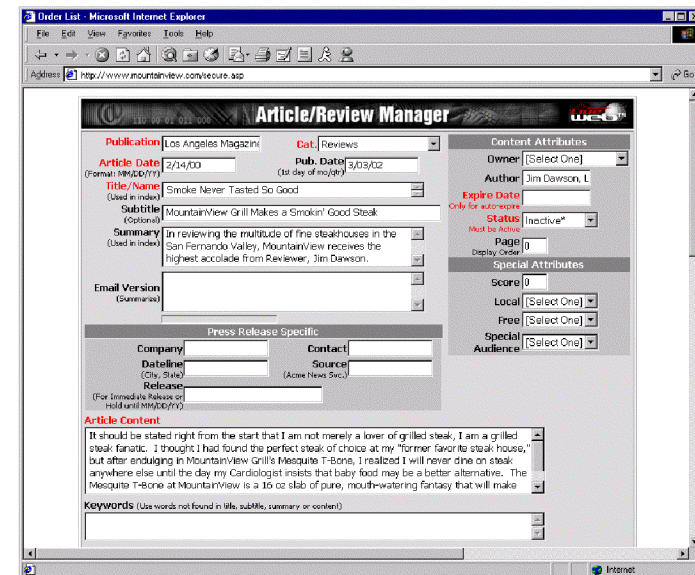
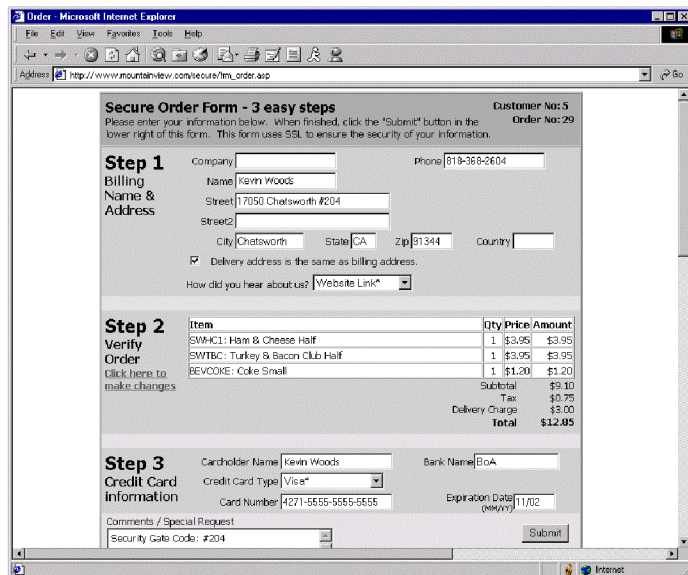
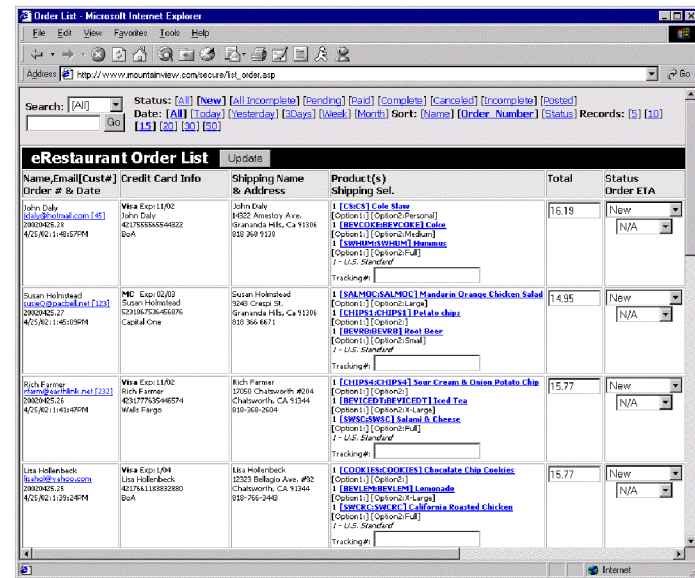
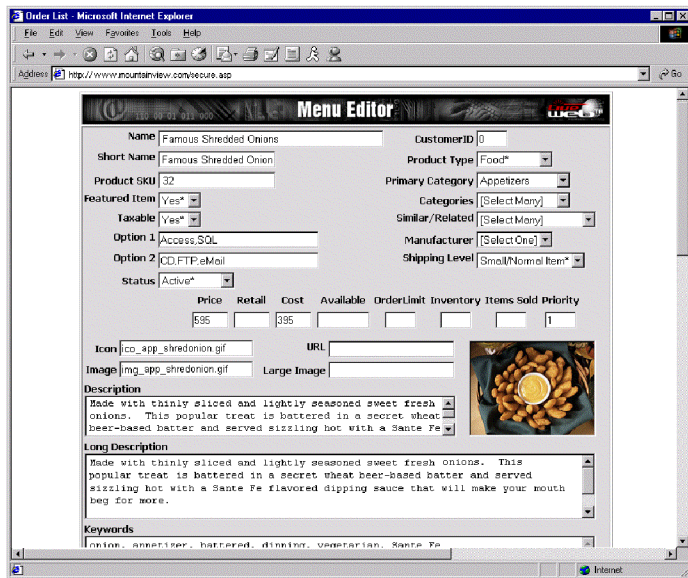
Imagine IT! LiveWeb™ eRestaurant

24-hour, self service delivery of company and product information-you control the content!



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Imagine IT's LiveWeb™ Suite

Building Blocks for Rapid Web Application Development

- **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.)
- **Intranet/Extranet Tools** – Dynamic management of various types of information including: FAQs, glossaries, documentation/policy manuals, benefits, newsletters/articles, news, press-releases, events, job postings, expense reports, employee services, sales support information, forms. Other features include a corporate directory, user self-enrollment, stocks & options management, personal information forms, meeting scheduler, job applications, information/service requests, company store, purchase requisition, shipping request, etc. Workflow management tools are used to manage & distribute incoming information from employees, vendors, dealers, etc.
- **Content Management Tools** – News, press-releases, articles, events. Users can publish information. Editors can be notified of incoming articles & approve & publish to a variety of destinations (e.g., email, ftp, mapped drives, etc.) & formats (e.g., asp, html, xml, txt, etc.). Users can subscribe to newsletters/publications. Advanced users can subscribe to a publication with destination & format options. Syndication publishing options are also available.
- **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.
- **MLM/Affiliate Management System** – Co-branding, syndication, commission tracking. One of the fastest growing trends on the internet today is **eCommerce Affiliate Programs**. Build an on-line store, then sign up others to become distributors for your store. Those distributors then sign up retailers, which sell the products you offer in your store. Our MLM/Affiliate Management System is set up to **track all commissions**, brand individual stores with retailer's logos, provide order tracking for the customers, allow retailers to adjust prices with certain percentages and much more. The system can also be used to provide syndicated content.
- **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.
- **Activity Tracking & Management Decision Tools**– Dynamically generated product lists & profiles can be created by popularity and/or user preference (e.g., a product listing of most popular products for a category that user has shown interest in).