

EDM CONSULTING

Innovative Web Solutions

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More and more people are expecting more and more out of the companies with which they do business. Years ago, the standard for a "real" business was whether or not they accepted credit cards. Now, it's whether or not you have a website.

When a prospective customer or employee views your website, they are making decisions about your company before they see your location, talk to your receptionist, or give you money. They've developed an image of your business in their mind. Are you crisp, clean, trustworthy, or fair? Are you sloppy, unreliable, or inattentive? Do you care about details, or do some things just slip through the cracks?

At EDM CONSULTING, we're here to help you put your best foot forward, with the most comprehensive and AFFORDABLE web site option for today's small business owner.

Let us show you exactly what we can do for you!

All of our Web sites are loaded with extra tools and features designed to help you maximize your online presence!

► **500 Megabytes of Storage Space** - [Sample](#)

All of our Web sites come standard with a massive 500MB of disk space-more than enough space to hold thousands of images and volumes of text. Most Web sites only use 20 - 30MB of space, so chances are you'll never need to use even half of the storage space you have, but as your business grows and becomes more successful, you can be confident that your Web site will be able to adapt to meet your changing needs.

► **Professional Layout and Design**

Our Web designers and marketing experts have spent countless hours researching successful sites on the Internet in order to develop the most effective, professional Web site layouts and designs possible. You can choose from hundreds of different layouts and color schemes, and our system will automatically add special pages, text and buttons to meet the specific needs of businesses in your industry. If you ever want to change the look or feel of your site, you can choose a new layout in just a few easy steps.

► **WYSIWYG Web site Editing Tools** - [Sample](#)

The WYSIWYG Editor is a powerful interface tool that allows you to modify every aspect of your Web site on screen in a view that closely resembles what the published page will look like on the site. The WYSIWYG Editor uses a

simple point-and-click system: click on any section of the Web page to access menus for inserting, deleting, or editing text, images, columns, tables, or any other component on your site.

▶ **Live Technical Support**

If you ever have any questions about using the tools or features in your new Web site, our professional, courteous Customer Care representatives will be ready and waiting to assist you! Call us, e-mail us, or use the live Internet chat tool as often as you want-it's all part of the value-added service included with your monthly hosting/service fee.

▶ **Advanced ChatLink Technology**

This amazing feature is an enhanced version of the Internet chat tool that gives our Customer Care representatives the ability to remotely share your mouse and keyboard for quick and easy service. Once you enable the ChatLink feature, it will create a direct link between your computer and a Customer Care representative's computer in our support center, allowing them to show you how to perform each step in the process in real time on your computer screen! Whenever you would like to resume control of your computer, simply pause the session or override the Customer Care rep by moving your mouse.

▶ **E-Commerce Tools - [Sample](#)**

Your new Web site provides you with access to all of the components necessary to help you start making money online: a merchant account, a fully customizable product catalog, a virtual shopping cart, advanced pricing features, shipping, handling and tax rules, payment options, inventory tracking, and order processing features.

▶ **Customizable Product Catalog - [Sample](#)**

Every site includes tools that give you the ability to create an extensive online catalog capable of displaying thousands of items, with fully customizable pages that can be modified to reflect the look and feel you want your business to project. More than just a listing of products, your online catalog offers a wide range of extra features: functional image support, product categories and divisions, product descriptions, discount coding, custom shipping methods, handling charges with basic and premium options, tax methods and more.

▶ **Thumbnail Creator - [Sample](#)**

When you start uploading product images to your online catalog, all of your images will be automatically reduced to thumbnail-sized pictures ideal for displaying your merchandise. Regardless of the original size, all of the thumbnail images on your site will have the same width, while maintaining the original aspect ratio, resulting in a professional, well-designed look for your product catalog pages.

▶ **Multiple Billing Options - [Sample](#)**

Our versatile e-commerce system is designed to give you a variety of options for processing online orders. You can process credit cards online in real time, have orders sent to you by e-mail, or receive batched order reports by fax on a daily basis. Regardless of which payment and billing options you enable on your Web site, you can be confident that all of your transactions are safe and secure on our SSL-encrypted network.

▶ **Domain Name Registration - [Sample](#)**

Securing your domain name is one of the most important steps in setting up your online business, and with our domain name tool, the registration process is quick and easy. Our system allows you to check on the availability of up to

five .com, .org, .net, .biz, or .info domain names at the same time, and if you already have a domain name, you can use the domain tool to transfer the existing domain name to your new site in just a few steps.

▶ **E-mail Aliases** - [Sample](#)

The e-mail alias feature allows you to use your domain name to create up to 20 virtual e-mail addresses, such as sales@mycompany.com or support@mycompany.com, that route incoming mail to an existing e-mail account. This feature provides you with a great way to present your customers and business associates with a professional, corporate image, and it turns all of your e-mail correspondence into a subtle way to market your new Web site.

▶ **Site Promotion Tool** - [Sample](#)

No matter how impressive your Web site is, it's not doing you any good if customers can't find you online. With the Site Promotion Tool, we'll help you increase your visibility on the World Wide Web by guiding you through the entire optimization and submission process—from setting meta-tags, choosing keywords and descriptions, to automatically submitting your site to several of the major search engines. We also provide you with tips on optimizing your site to improve your chances of ranking well with search engines, and we include links and instructions for submitting your site to other important search engines that require Web sites to be submitted manually.

▶ **Site Translation Tool** - [Sample](#)

With this amazing tool, you can use the same software employed by US intelligence agencies, the Department of Defense, NASA, and multinational corporations like Ford, Xerox, and AOL to instantly translate your Web site into 12 different languages: Spanish, French, Italian, German, Dutch, Greek, Portuguese, Japanese, Korean, Chinese (both Simplified and Traditional), and Russian. Visitors will be able to click on a flag representing the language they would like to view, and your Web site will instantly be translated into that language! The Site Translation tool gives your Web site the power to communicate with the billions of people throughout the world that speak a language other than English and conduct business on a global scale.

▶ **Chat Room Application** - [Sample](#)

The Java-based chat room component on your Web site allows you to set up live, online chat sessions between you and your customers. This is a great way to open up a new, direct line of communication with your customers and prospects to establish a more personal relationship, or to talk about new products and special services. You'll be able to maintain control over all the features in the chat room component from the administrative area of your Web site, including advanced features such as user-created chat rooms, permanent chat rooms and password protected chat rooms.

▶ **Contact Management Tool** - [Sample](#)

This useful feature allows you to organize and manage contact information for all of your customers, suppliers, and business associates. Once you have built up your contact database, you will be able to create mailing lists and notification systems for sending out bulk e-mail messages announcing new product releases, upcoming sales, or any other special events and promotions.

▶ **Integrated Map and Driving Directions**

Whenever a new local customer finds your business online, one of the first things they'll want to know is "Where are you located?" Now your customers will be able to use the integrated map feature on your Web site to view a map

displaying your exact location, or if they're unfamiliar with the area, your customers can enter their address and receive detailed instructions that will guide them right to your business.

▶ **Flash Editing Tools** - [Sample](#)

This amazing tool gives you the power to add dynamic Flash pages and components anywhere on your Web site! You can choose from 20 different custom-designed Flash presentations with text, images, and even music that you can modify to suit the unique needs of your business.

▶ **Image Libraries** - [Sample](#)

Our extensive image libraries provide you with access to thousands of high-quality images, backgrounds, graphics, and buttons optimized for use on your Web site. Each image is stored in industry-specific categories so you'll be able to find exactly what you're looking for quickly and easily.

▶ **Image Editing and Graphic Design Tools** - [Sample](#)

In the administrative section of your Web site, you'll have access to thousands of dollars worth of image editing and graphic design tools to enhance the look of your site. You'll be able to create your own logos, buttons, and Web site banners, and our advanced image editing tools give you the ability to crop and resize existing images, and further optimize images on your site by adding borders, frames, and text quickly and easily.

▶ **Automatic Software Upgrades**

Our team of software developers is constantly adding new tools and features to our unique Web site building platform! As one of our Web site customers, you will always be one of the first on the Internet to access these powerful, cutting-edge tools at no additional cost.

▶ **Ultra-Secure Server Facility**

Your Web site will be hosted on our tiered, high-performance Dell PowerEdge servers powered by Intel Xeon processing technology. Our servers are co-located in El Segundo, California at special, secure facilities that protect them from fires, floods, earthquakes, power outages, and any other types of disasters. The secure facility boasts the following:

- Remotely-monitored video surveillance safeguards our data center and its perimeter 24 hours a day, seven days a week
- Hand scanning sensors authorize our data center's clearance by means of biometric recognition
- Our server racks are reinforced against seismic anomalies with scientifically exact bracing that adjoins both the server racks and the caging environment to a below-floor channel
- Our data center runs on clean power conditioned by an Uninterruptible Power Supply (UPS). The UPS provides immunity to energy spikes and surges experienced by the public sector. Backup generators guarantee an alternate power source, providing indefinite hours of additional uptime in the event of a system failure
- Multiple HVAC units supplement principal cooling systems for consistent temperature control and maximum airflow
- A preferred alternative to conventional fire suppression methods, this system, together with intelligent early detection and backup suppression methods, prevents unnecessary equipment damage and incidental loss of uptime
- Internet operations are simultaneously monitored 24 x 7

- Our data centers security monitoring and incident management are controlled by on-premises security officers 24 x 7
- Alarms are monitored 24 x 7 for rapid incident resolution
- Electronic motion sensors detect and react to movement around the perimeter of the data centers and within its interior

▶ **Dual-Layer Firewall Protection**

Our network is protected by a dual-layer firewall security system utilizing Cisco PIX Firewalls, making it virtually impossible for hackers or unauthorized users to compromise the integrity of your Web site.

▶ **No Bandwidth Charges**

Many hosting companies put restrictions on the amount of bandwidth your Web site is able to utilize, and impose hefty fees if you ever use more bandwidth than your site is allotted. We will never impose bandwidth limitations on your site, and our ultra-high-capacity, highly redundant Tier-1 Internet backbone with multi-gigabyte data transfer capacity guarantees that your customers will always enjoy dependable, lightning-fast access to your Web site.

▶ **Unlimited Hits**

As your online business grows and becomes more successful, your Web site needs to be able to handle the increased traffic-without increasing your monthly hosting costs. Many hosting providers set limits on the number of hits your site is able to receive, but with our hosting service, you can be confident that your site can handle all of the increased traffic, no matter how popular your Web site becomes!