e.venture®

Building e-Business Solutions Around You

INTRODUCING

e.venture for Small Businesses

▶ Create, publish and maintain web sites through the browser.

White Paper
September 2000

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INTRODUCING

e.venture

As the Internet matures, one fact becomes increasingly clear: to fulfill their mission, organizations must add value to their online presence.

As a result, associations look to Web-enabled member benefits. ISP's seek new features to attract subscribers. Portals search for new functionality to increase their listings. Corporations and Web communities want to make information readily available.

All these organizations can meet their objectives by providing constituents with a feature they consistently demand: the ability to create web sites— quickly and easily.

Enter e.venture.

What Is e.venture?

With a blend of simplicity and design savvy that's unprecedented in Web authoring software, e.venture provides the most intuitive way to create, publish, host and maintain web sites. Users build their sites with no knowledge of HTML and update them from remote locations. Hosts, for their part, can launch e.venture easily on their own platforms—and add unique features to this flexible, scalable system. By incorporating e.venture into their other online capabilities, they add value for their users and meet their goals more effectively.

How Does e.venture Work?

▶ For users, e.venture is the essence of simplicity. Site building begins with the five-step Setup Wizard, which employs easy-to-use forms and professionally designed templates to help users create a distinctive look and feel. Then, using e.venture's WYSIWYG editor, they simply enter all site content—text, photos, images and links—in a familiar, Word-based environment. Clear steps and clearly labeled functions make it effortless to use the e.venture interface. And because users do not need client-side software, they can devote their computing resources to other critical tasks.

▶ For hosts, e.venture enables fast, efficient deployment of Web authoring capabilities through its integration with the ColdFusion Application Server. Fast becoming the industry standard for Web applications—and the preferred API for many ISP's—ColdFusion sets up easily on any NT Web server. Thanks to ColdFusion's open architecture, developers can easily add customized functionality to e.venture features, allowing hosts to present their users with a unique, branded package.

Features and Advantages

▶ **Easy-to-use graphical interface.**
Between the intuitive interface and the five-step Setup Wizard, even novice computer users can easily publish web sites with e.venture. The image uploader provides a simple method for uploading logos and images to the site.

▶ **Online marketing resources.**
With e.venture, users can not only create web sites, but market them as well. One simple screen facilitates registration with most major search engines, so users may begin web site promotion as soon as they launch the site itself. Meanwhile, links on the welcome screen connect to a wealth of newsletters, articles and other resources with all types of marketing insights.

▶ **Remote site administration.**
Users manage their sites right from the desktop by connecting to e.venture through the host web site. Secure login, with user ID and password, ensures that only authorized users access the administration area. Additional space in this area allows hosts to deliver custom content (ad banners, promotions, benefits) to the end user.

▶ **Professionally designed templates.**
With site styles created by leading graphic designers, e.venture ensures an exceptional look and professional feel for any web site. Users may choose pre-selected color schemes or design their own from e.venture's extensive palette, which is populated with Web-friendly colors. In either case, selecting a design and color scheme is as simple as a few clicks of the mouse. Spiral Design Studio, the developer of e.venture, can create unique templates for specific industries or associations as requested.

While all these templates look highly professional, they are also server-friendly. The Web professionals at Spiral Design employed HTML creatively to make the sites very small in size, even when fully populated with graphics. This eases the load for hosts with heavy traffic.

► Efficient site creation tools.
No matter what the style, e.venture's simple forms and unique WYSIWYG editor enable users to develop common site sections with maximum efficiency:

- **News.** Post news and press releases in seconds. Headlines from this section are automatically promoted on the home page, based upon your user-define preference.

- **Catalog.** Designed to create and easily manage a product/services catalog, a portfolio, a gallery of work and more. Create unlimited categories and product pages.

- **Calendar.** Use this section to promote upcoming events, seminars, tradeshows and more.

- **Newsletter.** Create and easily maintain an online newsletter. Automatically creates a table of contents and features a fully integrated WYSIWYG editor.

- **Staff profiles.** The Profiles section allows you to create and group staff profiles by any category you choose or create. Includes options for staff name, title, bio, e-mail address and category.

- **Job postings.** A comprehensive form walks you through the process of posting jobs and managing employment opportunities on the Web. Like staff profiles, postings are grouped according to categories set by the user.

- **Contact form.** Choose from one of two pre-formatted contact forms—simple or detailed—to help users gather information about site visitors.

- **FAQs.** This module categorizes common questions by subject matter, enabling visitors to find answers more efficiently.

- **Links list.** With no knowledge of HTML, you can easily add resource links to your site.

Each form is pre-populated to clarify the page's function. Users bring pages on- or offline with one click to a color-coded toggle on the main menu. To check spelling and usage, they can link directly from e.venture to an online dictionary or thesaurus for the word they want.

► Third-party technology integration.
Hosts can extend e.venture functionality through an array of third-party technologies. By integrating with virtually any standard database, e.venture supplies a unified registration system across all services, whether in-house or third party. To extend functionality, hosts can leverage Spiral Design's technology expertise, use their own technology or engage in other partnerships.

Who Can Benefit?

Through e.venture, organizations give their constituents an easy route to building their own web sites. Among the benefits:

- ▶ ISP's boost customer loyalty, drive subscriptions and gain competitive advantage.

- ▶ Portals increase both listings and memberships.

- ▶ Associations add a valuable member benefit, attract new members and increase loyalty.

- ▶ Web communities enhance the sharing of information about common interests.

- ▶ Corporations allow their divisions to build web sites easily, thus improving information access across the enterprise.

What Does e.venture Cost?

Using a uniquely flexible cost model, Spiral Design tailors each client's fee structure to the specific services required, whether they include new template development, training, support or other options. Fee structures may include an initial licensing fee and/or a percentage of the monthly fee that hosts charge their constituents for using e.venture.

System Requirements

Hosting Environment:

- ► Windows NT Server
- ► Intel Pentium or higher
- ► 128 MB of RAM (recommended)
- ► 100 MB of free disk space
- ► CD-ROM drive
- ► Internet Information Server 4.0 or greater
- ► ColdFusion Application Server 4.1 or greater
- ► SQL Server 7*

* ODBC source is adaptable to Oracle, Informix, etc

Site Administration:

- ► Windows 95, 98 or NT
- ► Internet Explorer 4.1 or greater
- ► Internet access at 56K or greater (recommended)
- ► Screen resolution: 800 px X 600 px

To find out more call (518) 432-7976.

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