

DataGlyphics a Finalist for Technology Company of the Year Award

For the second consecutive year, DataGlyphics is a finalist for the 2003 Outstanding Business of the Year Award in the Technology Company of the Year category -- presented by the St. Petersburg Area Chamber of Commerce. Winners will be announced during the Awards Gala on May 8th at the Renaissance Vinoy Resort and Golf Club.

“We were excited to be in the running last year -- and as the only repeat performer in 2003, we’re twice as thrilled this time,” said William H. Stover, Jr., CEO of DataGlyphics. “It means a lot not only for our company and our employees, but also for our clients and partners. It’s a tremendous recognition of the high-quality solutions and services we provide, and I think it’s evidence that DataGlyphics is doing things right and that we continue to lead as the area’s top Web development company.”

The St. Petersburg Area Chamber of Commerce chose DataGlyphics as a finalist based on the company’s response to seven criteria: staying power, growth, increase in sales, innovativeness of product or service, response to adversity, and evidence of contributions to aid community-oriented projects. DataGlyphics also had to substantiate its financial position. ■

Does Your Web Site?

Too often, small-to-medium size businesses [SMBs] overlook the potential of, perhaps, their greatest enterprise asset -- their corporate Web solution. For most, a simple Web site serves as a glorified billboard -- full of information but only communicating in one outward direction. The true **business** benefit of a comprehensive Web solution is realized when it becomes an enterprise-wide resource that empowers departments throughout the company and streamlines business processes across the board.

For many companies, their public-facing sites are disconnected platforms that fall to the responsibility of the IT department. As a standalone component, these sites are not actively creating demand or capturing valuable prospect information.

Ahhh, but you say you **are** actively collecting customer/prospect data... That’s great! But what happens to that information? Typically, SMBs utilize standard contact or registration forms that collect customer requests or prospect data, only to cram it into an email that is sent to a single mailbox -- from where it may or may not emerge! To be truly effective, that data belongs in a central database where it can be tracked, accessed and used.

A disconnected site also can be draining on the IT department that’s responsible for its upkeep and maintenance. When a corporate Web site is extended to different departments, it allows your IR manager to own the IR information, HR to manage HR, marketing to handle

marketing content, and so on... and allows your IT department to focus on its core duties and responsibilities.

What to demand from your Web Solution.

The key to a successful public-facing site is an integrated backend administration portal -- or Extranet. Even award-winning design proves fruitless if there’s no muscle behind it.

Content management. Database-driven sites -- vs. straight HTML -- enable department heads to own and manage their online content. In fact, if a user can complete a common online form, they can easily manage and update site content [with no HTML experience needed]. Via the backend administration portal, users with proper authorization can make all the content changes they need without sapping the time of their IT department.

Demand generation. It all starts with an attractive and functional design, but it goes much deeper. Your customers expect your Web site to revolve around them -- and we think that’s a great business philosophy! Start by allowing them to choose their specific areas of interest and preferences. Give them their company-specific information, product lists, pricing, etc. Now you’re providing enhanced service while capturing valuable leads and customer trends. The Web is a dynamic medium; your site

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First Baptist Church Chooses DataGlyphics for Web Development

New public Web site to enhance interactive member communications

First Baptist Church of St. Petersburg (FBC) recently selected DataGlyphics to develop, design, manage and host its new public Web site -- www.yourfbc.org. Scheduled for launch during the second quarter of 2003, the new site will provide members and guests an online community through which information can be shared. In mid-2002, DataGlyphics developed FBC's extranet, which enables FBC pastors to enhance communications with church visitors.

"Last year, we were able to help FBC with a key part of its mission -- and that was to enhance communications between pastors and visitors to the church," said William H. Stover, Jr., CEO of DataGlyphics. "Now we're thrilled that FBC chose DataGlyphics as its Web partner for development of their new public site. This is a significant Web development project, utilizing new, custom-developed applications and proprietary technologies to help the church engage its members using Web-based solutions."

The new site will help disseminate important FBC information to the public while gathering volunteered personal information from its members, frequent attendees and guests. As part of the site development process, the FBC site will cater to two distinct audiences: **visitors** and **members**.

For visitors, the public Web site will offer organizational information, pastoral and administrative staff contact information, programs and services overviews, public calendar information, career information, pictures of the facilities, daycare information and other general FBC-related information. Registered members will have password-protected access to features such as the Discussion Forum and the Development Center and will also be able to create user profiles within the system. The Discussion Form will allow users to respond to a variety of forum topics, and the Development Center offers Web-based training and seminars.



FIRST BAPTIST CHURCH

By establishing user profiles, members will gain access to functionality such as prayer requests, personal Web journals (BLOGS), calendar-related reminders and more.

"Having a dynamic, online community is not an option for us, considering the fact that a majority of the folks who attend FBC use the Web," said Edwin Bailey, FBC communications director. "We believe the site will be an effective church community enhancement, as well as a component of our mission. FBC wants to reach people where they are, and allow them to reach us, too. There is no more logical medium for these goals."

At the heart of the new site is FBC's custom Contact Management System (CMS). The CMS is a backend solution that will integrate with the site and allow FBC personnel to maintain member records, visitor records and administration records such as vendors, partners and media contacts. In addition to the CMS, the entire backend administration portal will provide user-level access with the ability to create multiple administrative accounts, maintain administrative functions and add, edit or delete dynamic site content.

"We selected DataGlyphics to build this site not only because of their demonstrated expertise and evident commitment to client satisfaction, but also their quick, accurate interpretation of the most obtusely explained ideas we presented to them about what we envisioned for our site," Bailey said. "They guided us patiently through the initial planning process and have to this point exceeded our expectations." ■

Customer Solution Profile::
RedVector.com

The Situation.

RedVector.com needed a robust set of Web-based business solutions to provide promotion, online purchase and administration of its online continuing education courses. Offering more than 1700 courses, RedVector.com also needed a site admin system that would simplify management of all online content and transactions. A truly successful Internet company, RedVector.com's online presence also needed to deliver demand generation, lead management and effective communications.

The Solution.

DataGlyphics provides in-depth consultation, development and support for RedVector.com. The site provides online purchase of home study courses, seminar enrollment and real-time online e-learning. All content and commerce is maintained through a back-end administrative portal -- developed exclusively for RedVector.com. The site also features a Contact Management System incorporating **dImEx**, DataGlyphics' real-time data import/export system.

TV Program Spotlights DataG

In March and April of 2003, DataGlyphics was featured on the *Good Business Pinellas* TV program. Hosted by reporter Libbing Bolling, the segment highlighted DataGlyphics' accomplishments, business strategies and unique Web development services.

"We're excited about the exposure and the opportunity to further introduce DataGlyphics to the *Good Business Pinellas* television audience," said William H. Stover, Jr., DataGlyphics' CEO. "Last year, we participated in a live radio broadcast with *Good Business Pinellas* -- and this time, we're delighted to give their television viewers an first-hand look at our facilities and our corporate mission." ■

should bend and flex to make the most of it.

Your Web solution also should help drive sales and marketing activities. Once you've captured customer/prospect information, you can easily search that data on an unlimited number of user-defined parameters such as location, title, company category, etc. From the backend, users can continue to serve customers and prospects by sending relevant, targeted email messages and offers. This is effective one-to-one marketing that makes the most of your efforts and the customer's time.

eCommerce and database integration.

The Web should be the starting point for customer transactions. As a true enterprise solution, your site should power key business processes such as 24 x 7 customer support, order entry/status/tracking, inventory management with vendor replenishment notification, credit card

verification and processing, shipment notification, and more.

To support Web transactions, existing databases also should be ported to the Web to provide online access to your products, inventory, resources and pricing. This requires substantial database design and integration expertise -- but pays tremendous dividends in the end.

Great! But is it affordable?

Custom does not always equate to expensive. Chances are that your ideal Web solution will be a custom-developed one. In fact, you're likely to discover that a custom Web-based enterprise solution will meet your specific needs for a lot less than an out-of-the-box package that usually requires additional implementation and customization costs.

To maximize your Web ROI, it's important to work with your Web development firm from the initial planning stages. This way

you'll achieve better-defined business processes and your Web development partner can better price your solution from the start [NOTE: a fixed-fee project is the way to go... it gives you piece of mind and adds a level of accountability to your Web partner].

Custom Web solutions are limited only by your business needs -- so fine tune your Web plan today, and be sure to partner with a Web developer that understands your business processes and has a proven track record of successful projects. ■

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DataGlyphics Helps The Poynter Institute Help Journalists

DataGlyphics and Poynter redevelop, relaunch www.poynter.org and implement innovative new Visual Editing System

DataGlyphics recently completed a sweeping redevelopment of the Web site produced by The Poynter Institute, the non-profit school for journalists based in St. Petersburg.

The overhaul of the Poynter site enables the school's team of editors to manage a large site that gets bigger every day. The site (Poynter Online at www.poynter.org) provides journalists around the world with advice, information and other material help in their day-to-day work.

"With more than 11,000 pages and growing every day, we desperately needed a database-driven site that we could edit and maintain more efficiently" said Bill Mitchell, online editor and marketing director at Poynter. "DataGlyphics built us a Web-based content management system that lets us move quickly -- with just a single click -- from the public view of any article or page to the editing interface for the same page or article."

The **Visual Editing System** enables authorized editors to log in to the public

It's all done on the public site with the Visual Editing System

Web site and switch to the live edit mode. Once in edit mode, users can add or edit content and then preview changes before publishing to the live site.

William H. Stover, Jr., CEO of DataGlyphics, said, "Content is truly king at Poynter Online. Now, Poynter personnel have no need to login to a separate backend system to make content changes. It's all done on the public site with the **Visual Editing System.**"

The new Poynter Online also features an interactive calendar that provides concise delivery and display of the journalism events of more than 35 organizations. The calendar allows registered users from

different organizations to log in, post and manage their events. The calendar also enables registered users to set reminders for events of their choice, and it provides event planners with a snapshot of possible scheduling conflicts for such events as training, conferences and conventions.

Also, everyone who registers with Poynter Online receives a free Personal Page where they can post their bios, track news of special interest on their beats, share their favorite links with colleagues, schedule personal reminders about journalism events, and manage other customized services provided by Poynter Online. The Personal Page is designed as an ongoing virtual home base for journalists to use throughout their careers.

The Poynter Institute is a school dedicated to teaching and inspiring journalists and media leaders. It promotes excellence and integrity in the practice of craft and in the practical leadership of successful businesses. ■