

Now's the Time

Invest wisely today for greater competitive advantage tomorrow

It's time to reinvest in your corporate Web solution. Believe it or not, opportunities abound if you plan and spend wisely. As the saying goes, "A falling tide lowers all ships." And as today's economy spreads a wide swath of budget constraints across most industries, it's likely that your competitors have felt the pinch and limited their IT spending. The result: an opportunity to gain competitive advantage before the tide turns. The desire to pinch may be strong, but now is the time to invest in your future Web solution. But invest wisely...

What to look for::

Now more than ever, you need immediate, evident ROI on your Web investment. Gone are the days of buying the sizzle. Today, your Web solution absolutely must contribute to the corporate bottom-line. It has to become more than a marketing tool and expense. Your ideal Web solution should serve several departments across the entire enterprise while integrating with mission-critical enterprise applications for ERP, CRM, financials, etc.

Start by examining your business processes and highlighting those that would benefit most from becoming Web-based. Sometimes they are easy to spot. Other times you have to look deeper. Here's a quick checklist of departments that often benefit from Web solutions: marketing, sales, investor relations, human resources, manufacturing, distribution and customer service.

On the surface, marketing and sales are sure to benefit from an enhanced Web solution. These customer-facing divisions are responsible for generating consumer demand, creating customer loyalty, capturing and managing sales leads, and more... Your marketing team likely is responsible for a majority of your Web content, and hopefully it's changing often. Does your current Web solution allow them to update and manage site content in real-time? It should provide a system that allows marketing professionals to easily add and update dynamic content such as press releases, corporate collaterals, tradeshow schedules, etc.

An effective Web solution also helps your sales team by capturing leads and storing them in one central database or existing CRM application. Next take a deeper look... does your Web site also offer a customized a backend contact management system that assigns tasks to individual reps, activates reminders and allows the team to create, run and manage targeted email campaigns? It's all possible – and it's an affordable enhancement to any existing CRM solution.

Investor Relations [IR] and human resources [HR] benefits are also easy to spot. The Web should allow your IR pros to maintain corporate financial information via a dynamic content management system. If the IR manager can complete a typical online form, he or she can add or update

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Customer Solution Profile:: Poynter.org

The Situation.

The Poynter Institute's Web site is a powerful information resource for journalists around the world. With new events, information and articles published daily, the Poynter team realized that their Web solution would have to offer an efficient, effective method of updating multitudes of site content. They were also looking for a powerful solution to help create and manage an extensive archive of teachings, expertise and research.

The Solution.

DataGlyphics worked directly with Poynter to build a new site and robust community that features a front-end Visual Editing System for on-the-fly content management. With the new site and content editing tool, authorized Poynter personnel now can login to their live public Web site, choose "switch to edit mode" and make changes/edits in real-time – all from the front-end of their live Web site! The intuitive editor features tools, commands and functions similar to most word processing applications, thus enabling users with no Web development skills to edit, update and manage the site's content. DataGlyphics also hosts the site and provides continual managed services.

Technology that means business.

DataGlyphics develops Web-based business solutions that extend your critical enterprise operations across the Internet.

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DataGlyphics Client Site Nominated for 2003 Webby Award

DataGlyphics' recently announced that a leading feature of its client's site, Poynter Online, was nominated for a 2003 Webby Award.

"We're competing against some other giant names in the News category – MSNBC, Google News, BBC and others – and I feel this recognition is quite an honor for the development teams at DataGlyphics and The Poynter Institute," said William H. Stover, Jr., CEO of DataGlyphics. "DataGlyphics and Poynter (<http://www.poynter.org>) recently redeveloped and re-launched this site, and to be nominated for a Webby Award lends tremendous validation to the work and specifically the content of the ROMENESKO feature."

ROMENESKO is a Weblog produced by Jim Romenesko, a veteran journalist and media critic who tracks developments in the world of journalism and posts them to his page on the Poynter site.

"Romenesko is our most popular feature," said Bill Mitchell, editor of Poynter Online, a Web-based resource for journalists around the country. "If you want to know what's happening in journalism on a day-by-day, hour-by-hour basis, Jim is really the only game in town."

The Webby Award nominees were selected by Members of The International Academy of Digital Arts and Sciences and were evaluated against six criteria – content, structure and navigation, visual design, functionality, interactivity and overall experience.

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. It stands for a journalism that informs citizens and enlightens public discourse. ■

National Science Foundation Chooses DataGlyphics for Web Development

DataGlyphics to develop and host flagship Web site, community for Florida Center for Ocean Science Education Excellence

The recently-established Florida Center for Ocean Science Education Excellence (Florida COSEE) has selected DataGlyphics to develop, host and manage the group's flagship educational Web site. Slated for launch during the third quarter of 2003, the site will serve as a marine sciences educational resource and Web community for students, teachers, ocean scientists and the general public by providing streamlined navigation, searching and access to Florida COSEE's vast research content.

"We are designing a very dynamic site that will cater to the research and educational needs of a varied audience – students, teachers, researchers and the general public will all be able to join this Web community to collaborate and stay abreast of the latest Florida COSEE news and developments," said William H. Stover, Jr., CEO of DataGlyphics. "It's very exciting to have a COSEE organization in the Bay area, and DataGlyphics is proud to have been selected as Florida COSEE's Web partner."

Initial development plans entail a fully database-driven solution that will allow Florida COSEE personnel to easily update and manage site content and research articles – with no HTML or programming experience required. Also, to help foster a true Web community, user registration will be required in order to utilize the site's interactive features such as online newsletters and automated email notification of new article postings.

Dr. Paula Coble, director of the Florida COSEE, said, "One of NSF's major objectives for the COSEE program is to promote new partnerships between ocean science researchers and educators to improve science education both in the classroom throughout the public sector. The Web portal is a crucial element in our plan for Florida COSEE. It will allow us to establish a highly interactive Web community across the state so all members can stay actively involved in learning and teaching activities.

"The site also will be very content-rich and always changing, and the DataGlyphics solution will help our staff keep the site current and dynamic. Florida COSEE chose DataGlyphics because they presented a logical solution to our specific needs, and they illustrated proven successes with other educational organizations – including the Florida Marine Research Institute in St. Petersburg," Coble said. ■

New Electronics Manufacturer Site Goes Live!

DataGlyphics and Teltronics (OTCBB: TELT), a Sarasota-based provider of communications solutions and services, recently announced the launch of Teltronics' new corporate Web site – www.teltronics.com. The new database-driven site provides enhanced customer service and support, a new Education Center and an online User Community that caters to the Teltronics global network of customers, investors, partners and distributors.

"The key to this project was developing an intuitive solution that would spread site ownership across the entire enterprise," said William H. Stover, Jr., CEO of DataGlyphics. "We did that by working with Teltronics to build a logical backend administrative portal that allows users to login and manage their department's Web content – regardless of that individual's HTML or Web programming experience. For example, an authorized Teltronics' marketing professional now can login to the administrative backend of the site and update news releases or the company events calendar by completing logical online forms – no programming is required. The result is a site that offers a lot of helpful dynamic content that better supports Teltronics' customers, investors and partners." ■

their critical financial information without relying on IT personnel. For HR, look for a solution that simplifies the management of job postings and captures resumes from the Web site. It's also important that applicant information is stored in a central database – this enables your HR director to review, classify or reply to applicants from one central location... no more resume emails sent to an ambiguous hr@abccompany.com address where they can disappear if/when the HR manager moves on.

Looking deeper into the enterprise you'll soon discover that your corporate Web site can benefit your manufacturing and distribution departments. True e-commerce goes far beyond a simple online order form. A powerful Web solution should be tied to your inventory management system, which typically is integrated with your manufacturing/ERP applications. When investigating Web solutions, realize that it's much more efficient to provide customer-specific product pricing, pick-lists, inventory information, etc.

It's also important to allow your customers to access their order histories and shipping notices. When your Web solution is

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integrated with distribution applications, you allow customers to login and check their order information on their terms – 24 x 7.

The next step is to turn your corporate Web site into an online knowledgebase for 24 x 7 customer service and support. You can't predict when customers might need support assistance, but you can prepare by providing an online resource that offers support packages and services for authorized users – 24 hours a day.

A quick glance across your enterprise reveals many areas that can benefit from an enhanced Web solution. It starts in marketing and quickly extends to touch most departments. Your corporate Web site should be much more than a marketing tool. And by choosing the right Web partner and

investing wisely – you'll achieve many immediate returns that will continue to produce as the economic tide begins to rise.

How to get it::

Sometimes, it just isn't fair. It isn't fair to assign 100 percent of your Web budget to the marketing department – which often is the case. When implementing a truly enterprise-wide Web solution, it's important to budget across multiple departments. The benefits and ROI of an extend Web solution touch several key divisions, and spreading the budget across different company departments often can ease the expense. Plus, it just makes good sense!

Make the decision to invest wisely. Formulate a plan that leads to a true enterprise system that delivers efficiencies and boosts the bottom-line [vs. a simple static design site]. Next be sure to choose a Web partner that understands your business processes. Ask your potential Web developers about their enterprise application integration [EAI] experience, CRM and ERP knowledge, e-commerce skills and legacy system integration work – and you'll be sure to discover your ideal Web partner with the true business expertise you need to enhance overall enterprise operations. ■

DataGlyphics Launches New Nokia Latin America Web Site

http://latinoamerica.ext.nokia.com offers enhanced marketing, service and support throughout Latin America

DataGlyphics recently redeveloped and re-launched the Nokia Latin America Web site, which is designed to provide enhanced marketing, service and support to current and prospective Nokia customers throughout Latin America. DataGlyphics developed the previous Nokia Latin America site and has provided site hosting and managed Web services since 2000.

“The new site is a logical enhancement of the previous Nokia Latin America Web site,” said William H. Stover, Jr., CEO of DataGlyphics. “We’ve been a Web partner of Nokia’s since 2000, and we are excited about this new development and our continuing relationship with Nokia Mobile Phones.”

An entirely dynamic, database-driven site, Nokia Latin America is composed in Spanish and features DataGlyphics’ proprietary multilingual content management tool – fluentC. fluentC is a Web-based application that automatically converts the Web site text and text images into the user’s preferred

Spanish dialect, while maintaining the site’s primary look and feel.

The site also provides detailed product and company information that is organized in logical drop-down menus to provide instant access to product features and company details.



DataGlyphics also integrated its proprietary DG.Its tool into the site. DG.Its is a powerful solution for indexing database information and transforming it into a more readable format for most Web search engines.

Todd Paladini, senior project manager with Nokia Mobile Phones, said, “Nokia Latin America is an important tool in promoting Nokia products to the universe of existing and potential customers

throughout Central and South America. We are happy to continue our working relationship with DataGlyphics, and the new site is an example of DataGlyphics’ understanding our business needs and how their expert solutions meet those needs.” ■