

# Spheres e-Business Capabilities

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## Your Full Service e-Business Partner

In this highly competitive Internet age, your web site is the whole world's window into your organization so don't give your customers and site visitors the wrong impression with cheap or amateurish design. Spheres creates high impact multimedia web sites that will catch and hold site visitors with advanced technology and creative design and then hosts and maintains these web sites with the highest performance, reliability, and customer service.

Don't trust your business web site to beginners. Talk to Spheres and see what web design can be.

Spheres takes pride in delivering quality services that are:

- Cost Effective - Our clients get high quality, professionally designed, custom web sites and applications together with ultra-reliable, high speed web site hosting in one very affordable package. Spheres includes many value added service features that are usually provided by others at extra cost. Our clients always receive the highest value for each dollar spent.
- Individual - Spheres is not a web site factory churning out cookie cutter solutions. Every Web site and application is thoughtfully designed, and skillfully planned and executed to meet specific client business requirements.
- Comprehensive - Offering services from Internet access (dial-up to DS-3), web site and web application development including e-commerce, managed web site hosting, web site maintenance and content updating, and complete Internet marketing and promotion, Spheres is your single point of contact for a wide range of business and technical resources providing Internet business services tailored to your specific requirements. Our clients get solutions that work as hard as they do.
- Successful - Spheres is staffed and managed by industry professionals with over 40 years of experience providing business and information technology solutions to clients in small and mid-size business, up to and including the Fortune 500. Our clients benefit from our years of real world business experience and expertise.

## Our Mission

- To be responsive to the needs of our clients by providing effective and successful Internet-based business and information strategies individually designed to:
  - Present highly focused interactive messages to targeted markets/audiences
  - Publish information and materials quickly and inexpensively
  - Connect your customers to your data through online databases and applications

- Provide end-to-end electronic commerce solutions
  - Open new markets and attract and keep new customers more cost-effectively
  - Build customer loyalty and develop strong channel relationships
  - Realize significant cost savings for customer service and information publishing
- To shield our clients from the problems associated with managing multiple vendor relationships by providing them with a single source delivering “best of breed” services.
- To provide state-of-the-art Internet and web solutions to establish our client's effective and successful Internet presence.
- To assist our clients at every step in the development process with complete management and technical consulting services; from the definition of goals and requirements, to the development of a realistic strategic plan, to the implementation of solutions that leverage only the most reliable and cost-effective technologies to their best competitive advantage.

## Who We Are

Founded in 1997, Spheres LLC is an American company with a highly experienced, dynamic management team dedicated to the highest standards of service. We provide a comprehensive range of essential creative, technical and marketing services for domestic and international companies and organizations looking to benefit from the tremendous resource and tool that is the Internet and World Wide Web.

The designs and strategies we offer are custom tailored to meet the individual requirements of our clients, managing all of the elements necessary for achieving their Internet business objectives.

### **Spheres - Official Advisor to the IAED**

We are proud of our official status within the International Agency for Economic Development, a non-governmental organization of the United Nations. Spheres has been appointed as the official advisor to provide Internet and World Wide Web services support to member nation's businesses, Embassies, Consulates and Missions.

The IAED charter is linked to the UN Charter; its only focus is helping the UN, the UN Country Member States, the Missions, Embassies and Consulates. The IAED's mission is the promotion of economic development of the developing countries throughout the world, using private entrepreneurship and investments from the industrialized countries through the exportation of their machineries and equipment, goods, technical assistance, services and economic culture practices to developing areas for the attainment of sustainable long term economic development.

Said Dr. Larry T. Gell, Director-General of the IAED, "The Internet [and the Web] is so highly developed here in the United States, that it becomes quite easy to overcome the barriers-to-entry for international companies trying to penetrate the USA markets--if you know how to and Spheres has this capability. The Spheres program is unique and well suited to meet the needs of businesses in our member nations. And by enabling them to successfully and cost-effectively enter the U.S. marketplace, growth in economic development becomes a real possibility."

## Our Approach

The design, implementation and maintenance of the successful Internet presence is a complex and challenging process. Our goal in performing Internet Design and Consulting Services is to assist our clients in the creation of online branding awareness that serves to extend and enhance their corporate image while appealing to a broad viewer base. Our philosophy is to get to know our clients and their team and their goals so that we can become an integral part of their marketing and information services team. In this way we can better assist in the creation of an online presence that addresses the specific business case and needs, and applies the logic and innovation necessary to deploy the client's Web site in a professional, creative and service-centric environment.

Our first step is to define the mission of the Web site or application--what the Client wants to accomplish through the deployment of their Web site. Next, we define the goals that will support the mission. The goals are defined as specific topics or features that will make up the content and architecture of the Web site. With the mission and goals defined, the process of identifying and building the functionality that will support the goals and mission becomes a much simpler task. It is these three important definitions that make up the foundation of the development plan.

Working in concert with the Client team, we then develop a strong, unique and identifiable online presence while striving to build associative meaning by assuring that all designs and content relate well to one another. Concepts will be clearly defined for viewers at all levels of expertise.

Only after we have the goals and mission defined do we then address the graphic design and content presentation issues since they are always directly influenced by the above mission and goal requirements. We feel that only by using this business-based method it is possible to measure and track the return on investment (ROI) to determine the overall success of the site.

### **The Spheres Web Site Model**

The Spheres model for Web site design and development is modular in format for greater flexibility and scalability as your Web site grows and matures. This allows content and organizational modifications, that may be required in the future, to be implemented with a minimum of effort and cost. Our modular format also helps to maintain the consistency of the overall design concept and style throughout the entire site.

Examples of such site modifications can include but are not limited to updating of existing site information, replacement of existing site information, addition of new subject areas to the section, addition of new features to the site, and addition of secure electronic commerce.

## Web Site and New Media Design & Development

We present your message, products, and services in the most persuasive effective manner possible using custom, state of the art designed graphics, presentation treatments, and functionality. Once completed, Spheres can also re-purpose most work for print, CD-ROM delivery, or other desired presentation media. Spheres can also coordinate the production of

your print materials with your Web design to promote a more consistent image with its branding across *all* your marketing collaterals.

Additionally, your web site can also serve multiple constituencies and purposes easily and simultaneously to further increase the value of your site and your ROI. We can provide different levels of access security to the areas of your web site and have them all operate together seamlessly.

Spheres can also implement other features and functions as required by your business needs:

- High Impact Multimedia – from visual presentations of complex information or concepts, to the delivery of interactive training or educational materials, or just to provide some visual punch, we can inject sound and animation into your Web site or corporate presentations using all of the latest new media technologies
- Online Database and Application Development – Securely connect your site guests to your back office data or create and manage your data directly from your web site
- Delivery of Streaming Audio And Video directly from your Web site
- E-Commerce Systems to handle the direct sales of 1 to 100,000 products, securely and with integration to your organization's back-end systems
- Original Custom Designed Graphics - From updating an existing logo to a complete face lift for your older web site, original graphics can be designed for use on the Web site or in print
- Highly Interactive Discussion Forums And Chat Areas help build one to one relationships with your customers and site visitors
- Survey/Questionnaire/Email Forms - Allow visitor feedback and response to take advantage of new opportunities or constituencies
- Digital Photography - From product photos to a close-up of a manufacturing process, to a group photo of all your employees in front of your building, Spheres can save you time and money with professional quality, mega-pixel NIKON digital photography
- Document Conversion to PDF Format - We can convert most existing electronic or hard copy documents into PDF format for highly cost-effective distribution by email and the web
- Scanning of Flat Art - We can perform high resolution scans of your existing hard copy materials including slides and negatives quickly and easily
- Photographic Research and Licensing - We can help augment the your existing stock of photographic images by researching and acquiring appropriate photographic images for the web site.
- Publish A CD-ROM based version of your Web site or other custom content to facilitate off-line browsing and reference

## Electronic Commerce Solutions

### E-commerce Web Development

An interactive e-commerce web site is the fastest and most cost-effective way to bring your products to market for your existing and prospective clients around the world. From any computer, you will be able to add and delete products, make changes to product description, and attach pictures. Spheres is always available to assist with any data entry, picture scanning, direct digital photography, or uploading necessary to create your site.

- Up to 100,000 products including the product's description, picture, price, quantity, FOB location, and all other pertinent information
- A product search engine to help visitors find product information on your site
- Secure Shopping Cart technology allows purchasing of multiple products, zone shipping, etc., and all orders are delivered to you via e-mail, fax, or directly to your back-office system
- Online Credit Card verification and online transaction processing services are also available

## Web-Enabled Applications

Spheres can easily connect customers to your existing corporate databases and applications. Since keeping an existing customer is far less costly than acquiring new ones, increase customer loyalty by giving them access to the information they need—when they need it.

Spheres can web-enable a front end for almost any legacy database using our wide range of ODBC and custom programmed middleware tools. Some examples of such databases are billing, customer service, and order entry, to name a few.

## Content Development Services

### Frequency Is The Key To Success

We cannot stress the point strongly enough that, as with any marketing campaign--new media or otherwise, to build strong brand awareness you must first create visitor loyalty through high visitor return rates for the web site. It is the loyal repeat visitor who, when over time continually receives consistent value from your web site's content, ultimately becomes a customer for your products—not to mention improve the ROI of your web site.

The requirements for building high visitor return rates are:

- The content on the site must always be of a useful and timely nature; providing only sales and product information is no longer enough for sophisticated web visitors. Witness the changes to the catalog and direct mail industry now using strong themes of culture and style tightly integrated into the their catalog copy and design.
- The content must be updated on a consistent and appropriate periodic basis (daily, weekly, monthly, quarterly) so when a loyal visitor returns, they are rewarded with

new updated information and fresh presentations of more static content and incented to again return by the promise of more new and engaging content.

This information provides additional value to the customer and helps to promote communication between the Client and its customers, build stronger customer loyalty, and provides the opportunity for additional interactivity. Since content of this type does not try to sell to your visitors, it has greater appeal because you are providing features directly related to their interests

There are also groups other than potential customers such as trading partners, vendors, and distributors who can all be served simultaneously through the same web site.

Spheres can produce and develop appropriate content and features to better serve and support these various other constituencies.

## Content Maintenance and Site Updates

Spheres offers complete site maintenance and content updating services to maintain the timeliness and integrity of the content to be presented on a newly designed Web site.

While it is certainly true that Spheres' site maintenance and update services can be performed by most client's own personnel, we have found that most of our clients have neither the resources nor the time to dedicate to this critical function. It is because of this need that we make this optional service available to our clients. All services can be provided individually on a time and materials basis or as one complete package via a retainer.

The services offered in our basic plan are listed below. Please ask about a plan to fit your needs.

- Regular periodic replacement and/or updating of product photographs and descriptive text up to "x" times per month
- Consultation on navigational and architectural issues when new content is introduced to the site
- Consultation on the creation of new HTML pages for new product sections

## Internet Marketing and Web Site Promotion

With the investment you are making in your Web site, it is of the utmost importance that you immediately begin to drive traffic to your Web site--if you want to improve your chances for a significant ROI.

With the huge numbers of new Web sites coming online every month, your Web site is competing in an ever more crowded marketplace where every Web site on the planet is vying for the attention of the public to build its traffic. Promotion then becomes fundamental to the success of your Web site, because clearly, it is no longer a case of "build it and they will come".

The answer then, is to implement a tightly focused campaign to promote *your Web site*; to create and build awareness for *your Web site*. Because the only effective way to let the right people know your Web site exists is for *you to tell them*.

Spheres provides complete Web site promotion to help your company increase its global exposure, build your brand awareness, and significantly reduce your marketing costs.

One of the main ways people find products and services on the Internet is through the major World Wide Web search engines (Yahoo, Infoseek, Excite, etc.). By using keyword searches, potential visitors can find your Web site's listing and follow the URL directly to your site.

We work closely with our clients to determine all appropriate keywords to create proper short and long Web site description text. Spheres will then embed the keywords and meta-tag text into the Web site to assist the search engines in finding and indexing the client's Web site. Spheres provides this search engine registration as a part of the design and development project without additional cost. But this should not be the final step in the promotion process.

- Search Engine Registration – Spheres will register your Web Site with all of the appropriate search engines so existing and potential customers can find you easily.
- Internet Press Release – Spheres can transmit a press release announcing your Web site to over 2000 relevant print and on-line publications. In addition, the announcement will be stored in more than 300 U.S. and international databases for ongoing availability to thousands of researchers.
- Pro-active Promotion Campaign - Our comprehensive promotion campaigns are tailored to your company's specific requirements to create high visibility for your company and products by informing current and potential customers that your Web site is open for business!

### Enhanced Web Site Promotion Campaign

Search engine registration helps your potential customers find not just you--*but your competitors as well*. Because when someone performs a search for a company or Web site using a keyword or keywords, the search engine then returns a listing of all the companies and web sites that match those keywords--*including those of your competition*.

Wouldn't a better method be to implement a high visibility promotional campaign that will serve to *inform your current and future customers that your company now has its own Web site packed with all the information they need to make an informed purchase decision--without any mention at all of any other competitors who share your market segment?*

To create this highly visible profile for the our clients' Web sites, Spheres provides comprehensive and successful site launch promotional campaigns. In addition to site launch campaigns, Spheres can also implement more comprehensive programs of promotion and marketing including the creation of associated new media and traditional collateral materials; joint-marketing programs with related but non-competing web sites, products and services; and the Internet based promotion of Client products and services.

Some other effective methods of Internet promotion include opt-in email mailing lists, targeted email mailing lists, link exchanges, banner advertisements, electronic coupons, purchase of search engine keywords, on-line offers and premiums, and site sponsorships.

## Spheres Managed Web Site Hosting

Spheres can provide you with a complete turn-key web site design and managed hosting solution. This means a smooth transition of your completed web site to its permanent home and absolutely no web server administration required on your part whatsoever. This frees you to concentrate on running your business instead of baby-sitting your web site.

With the extremely rich feature set provided with its industrial strength hosting plans at no additional cost, Spheres delivers the highest price/performance ratio and excellent value.

All Spheres Web hosting plans are high-performance and very cost-effective solutions well suited for corporate presence sites requiring high reliability and performance in a 24x7 environment.

## Spheres Web Site Traffic Reports

Spheres Web Site Traffic Reports give you all of the marketing information that to maintain a successful Web site.

Our site traffic reports identify the user behavior patterns of your web audience. We continually gather data that connects site guest behavior and preferences which allows us, as your web developer, to work with you in refining your content and message. This data can also offer valuable insight as to how to identify new market opportunities. The log files created by your Web server provide you with invaluable information about your site and the users that access it.

The reports generated include statistical information as well as full-color graphs that show trends, usage, market share and much more. Reports are generated as HTML files that can be viewed by any browser. Optionally, we can create the reports in Microsoft Word, Excel, Text and Comma Delimited formats for custom analysis or hard copy presentation.

### **NOTE:**

Beginning on the next page is our easy to use Web Site Planning Questionnaire to help you work through what you want to accomplish with you web site or development project and what types of content you wish to present.

Please take a moment to fill out the questionnaire and send it back to us so that we can better understand and serve your needs and requirements.

## Web Site Planning Questionnaire

This simple questionnaire is to help you think through your goals and objectives for your web site and the kinds of information you want to present. Unlike some web developers, our approach to web site design is based on ensuring that first and foremost, the requirements of the your business case are met—rather than by focusing primarily on what the site will look like.

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Number of employees: \_\_\_\_\_ Number of LAN Users: \_\_\_\_\_

Type of LAN: \_\_\_\_\_

Web Team Leader? \_\_\_\_\_ Phone # \_\_\_\_\_

Team Leader's Email: \_\_\_\_\_ Fax: \_\_\_\_\_

Your Budget: \_\_\$5K-\$10K \_\_\$11K-\$20K \_\_\$21K-\$50K \_\_\$51K-\$100K \_\_> \$100K

### WEB SITE MISSION AND GOALS

Some things to consider: What does your company hope to accomplish with its web site? What is your primary message? What kinds of information will be featured online?

What are your three primary goals for your web site?

A. \_\_\_\_\_

B. \_\_\_\_\_

C. \_\_\_\_\_

Who makes up your target audience?

A. \_\_\_\_\_

B. \_\_\_\_\_

C. \_\_\_\_\_

What content are you going to offer on your web site?

\_\_\_ On line databases \_\_\_\_\_ Product/service announcements

\_\_\_ Customer support (mail or chat) \_\_\_\_\_ Product/service information

\_\_\_ Web application(s) \_\_\_\_\_ Product/service specifications

\_\_\_e-Commerce

\_\_\_Service evaluations

\_\_\_Free samples

\_\_\_Reviews and commentary

\_\_\_Company contacts

\_\_\_Customer service info and help

\_\_\_Documentation and manuals

\_\_\_Job or employment opportunities

\_\_\_Marketing or customer surveys

\_\_\_Message Forums

\_\_\_Needs assessments

\_\_\_Supplier relations

**What do you see as the main content sections for your web site?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**What types of forms (surveys, questionnaires, etc.) would you like to see?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**How often do you plan to update or change your web site?**

\_\_\_\_\_ Daily                      \_\_\_\_\_ Weekly \_\_\_\_\_ Monthly                      \_\_\_\_\_ Quarterly

\_\_\_\_\_ Other: \_\_\_\_\_

**What other web sites do you like and why?**

URL: \_\_\_\_\_ Why? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

URL: \_\_\_\_\_ Why? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

URL: \_\_\_\_\_ Why? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**GRAPHIC DESIGN**

Do you have a Corporate Style Guide that must be followed? YES \_\_\_\_ NO \_\_\_\_

What types of content will be presented on your web site?

- \_\_\_ Logos
- \_\_\_ Text
- \_\_\_ Graphics
- \_\_\_ Animations
- \_\_\_ Illustrations/diagrams
- \_\_\_ Audio
- \_\_\_ Video
- \_\_\_ Dialog forums
- \_\_\_ Photographs
- \_\_\_ Database
- \_\_\_ External application(s)

Are your existing content materials available in digital form? YES \_\_\_\_ NO \_\_\_\_

- |                              |               |                                |
|------------------------------|---------------|--------------------------------|
| _____ Approved text          | _____ On disk | _____ Need scan _____ Recreate |
| _____ Camera ready logos     | _____ On disk | _____ Need scan _____ Recreate |
| _____ Graphics               | _____ On disk | _____ Need scan _____ Recreate |
| _____ Animations             | _____ On disk | _____ Create                   |
| _____ Illustrations/diagrams | _____ On disk | _____ Need scan _____ Recreate |
| _____ Audio                  | _____ On disk | _____ Create                   |
| _____ Video                  | _____ On disk | _____ Create                   |
| _____ Photographs            | _____ On disk | _____ Need scan _____ Re-shoot |

What colors do you like for your web site?

\_\_\_\_\_  
\_\_\_\_\_

What colors are unacceptable for your web site?

_____	_____
_____	_____

What type of overall style do you see for your web site?

_____ Conservative	_____ High tech
_____ Conservative but fun	_____ Graphics intensive
_____ Middle of the road modern	_____ Totally wild

What level of complexity do you see for your web site?

_____ Simple (1 to 3 topics)	_____ Complex (> 10 topics)
_____ Moderate (4-10 topics)	_____ Online database

Please send this completed questionnaire back to Spheres via US Mail or fax.

### Thank You For Reviewing This Document!

We look forward to receiving your completed planning questionnaire and to begin working with you to create a web site or application that meets not just your specifications, but ***your expectations*** as well.

If you have any questions regarding any of the above or your project in particular, please don't hesitate to call or email us—we're here to help!