

imageSource

The Future of Document Technology

VOL. 9, ISSUE 3, MARCH 2006



billabong[®]
WIPE OUT

the
COMPETITION

HOW PRINT MANAGEMENT
CAN LAND YOU THE BIG DEAL

PLUS

**COLOR FORECAST:
BRIGHTER DAYS ARE AHEAD**

**ITEX PRODUCT
SHOWCASE EXTRAVAGANZA**

ITEX

March 14-17, 2006
www.itexshow.com

in imaging network
www.imagingnetwork.com

StructuredWeb, Inc.: Providing the Power of the Internet to Dealers

"I can say without hesitation that StructuredWeb is by far and away the best product I have used," concluded Mike Murray, CEO of Business Works of Hawaii, Inc. "My reps like [StructuredWeb] because it helps them sell product and make more money."

Statements like this reassure Daniel Nissan, founder and CEO of StructuredWeb, that the company has remained true to its original 1998 mission to empower small and mid-size businesses with best-of-breed, affordable and easy-to-use Web-based sales and marketing tools.

"Small and mid-size office equipment dealerships can benefit most from the communication power of the Internet. However, they often do not realize how to use its full potential due to limited resources," asserts Nissan.

StructuredWeb assembles all the necessary tools for office equipment dealers to more productively acquire new customers and grow their existing customer base. The key to StructuredWeb's success is in the integration of various sales and marketing processes that are often separate and disconnected.

INTEGRATED COMMUNICATIONS PLATFORM

The company's hosted suite includes website design and management, managed vendor catalogs, email marketing, CRM/Sales Force Automation, customer portals, interactive forms, and online customer service. All of these applications work together, linking information and processes to create more productive and efficient business practices.

The year 2005 was a stellar period of growth for StructuredWeb's CRM/Sales Force Automation module as it gained tremendous momentum. "We acquired many new clients with large user bases due to our focus on streamlining and bridging the gap in dealers' sales and marketing processes," said Robert Weiss, vice president of StructuredWeb's Office Equipment Division. "We have found that many dealers have good metrics in place

for service, but not so for sales and marketing."

StructuredWeb's tools provide a completely integrated system that joins together sales and marketing processes and provide key measurements to make informed marketing decisions. Troyt Gholson, VP of Laser Resources, stated that "StructuredWeb allowed us to streamline the sales process resulting in a more efficient and well prepared sales force."

OUTSOURCED MARKETING SERVICES

Dealers now rely on StructuredWeb's expertise to combine their technology platform with top-level marketing strategy, planning and creative services.

Dan Freeman, vice president of StructuredWeb's Professional Services, cited a common problem among the dealer community. "Marketing has traditionally been one of the least measurable and least accountable functions in an organization," he said.

Whether its target marketing for lead generation or up-selling strategies to retain and grow existing customers, StructuredWeb creates a program based on the unique needs of the dealership. "We transform marketing from a set of scattered activities into a focused and measurable communications program with quantifiable lead generation and tangible sales results," Freeman said. ©



quick facts

Company: StructuredWeb

Established: 1998

Products & Services: Website design and management, managed vendor catalogs, email marketing, CRM/Sales Force Automation, customer portals, interactive forms, and online customer service

Contact: robert.weiss@structuredweb.com

Phone: 201.325.3127

Corporate Website: www.structuredweb.com

Dealer Demonstration Website: www.op.structuredchannel.com

Marketing Services Website: www.marketingforgrowth.com