

Providing the Complete Internet Solution

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Using new technologies to increase sales or reduce operating costs
(thereby increasing profits) is a proven business-building strategy.

Like the assembly line, automated machinery, telephone and fax
machine, the Internet is an innovation with the power to transform
the way a business operates day in and day out. All it takes is
an understanding of how to best deploy these innovations for
a meaningful return on investment.

You may have noticed that we do not spend a lot of time
talking about websites or website "packages" and the like.
While developing websites is an integral part of our
Internet Consultants' services, the term itself is at best
limiting and at worst misleading. The truth is, not all
websites are created equally. In fact, if you own a business
of any size, what you need is not a website at all - you need an
Internet Solution

So what is the difference and how do you choose? As with any decision that affects your business, it is best to start off
by understanding your options. Here is one to watch out for:
Website "package deals"

A quick online search for "web designer" or "web development" will return literally millions of pages. The Internet industry
has no shortage of players - both big and small - who are very enthusiastic about offering "website packages" for your
business. The prices vary but the approach is the same. You arbitrarily decide how many pages you want and they will
give you a site to match (some even make you build it yourself). This model sounds invitingly simple and certainly works
well when buying a pizza, but it is no way to shop for an important business service.

Years ago it was not uncommon for a business website to be little more than an online brochure, and these bought-by-
the-page websites are just that. Granted, today's modern web browsers allow for far more graphically rich layouts, but in

the end you still have an online brochure. It may succeed at giving prospects some information about your company (assuming they can find your site to begin with), but it will not do much for your bottom line. And this leads us to an important point:

If your website is costing you money instead of making you money then you're in need of a change.

Today, Internet technologies are far more advanced and offer virtually unlimited potential for companies of all sizes looking to grow. Instead of static info-pages, businesses are using the Web to communicate more effectively with their customers, share secure documents and files with vendors, train their employees and of course, sell products and services. Many traditional business functions can now be managed more easily and with greater cost efficiency online, and with lower operating costs comes increased profitability.

We're talking about measurable results, and this is where Internet Solutions differ from those "website packages" so many firms (and indeed, individuals) want to sell you. Internet Solutions are derived from true business objectives. They are built with specific purposes in mind and are measurable according to your business plan. An Internet Solution is also scalable, so that no matter how big (or small) your business is today, it will grow with you.

As you attract and communicate with more customers, expand into more markets, take more orders, reduce training expenses and spend less time exchanging documents through the mail or with couriers, you'll begin to see how valuable an Internet Solution really is. And these are only a few of ways to take advantage of the Web today.

To learn more about an Internet Solution that really works for your business, contact us today.