

Polese Clancy **Advanced Web™** Solutions

The shortest distance between two points is the best way to get there. Some web development companies want you to invest in robust CRM solutions that take months to implement and require extensive maintenance. But is that what you really need?

Put down your CRM guidebook. Polese Clancy's CRM and content management tools are efficient, easy to use, quick to implement and can be managed by just about anyone.

You don't have to struggle with software that has mysteriously complicated features you'll never use. **Advanced Web** tools can be customized to your needs and usability preferences. We listen to your content management and web communications goals and tailor our proven tools so you spend less time and money wondering if you've made the right decision.

Each **Advanced Web** tool provides a simple solution to one of your most vital web-based needs:

- > **Advanced Contacts™** — Web-based contact database, protected by password (secure server optional) and user roles that determine level of add/edit/delete access.
- > **Advanced News™** — Web-based email tool that can be used to send plain text and/or HTML email to contacts within the AdvancedContacts database. Mail can be sent by category (other sort features optional).
- > **Advanced Content™** — Simple, HTML web form-based administrative content management tool, to be used predominantly for text editing to HTML web pages (image editing, file embedding and/or Flash action-script drag and drop features optional).
- > **Advanced FAQ™** — Enhanced FAQ board that provides for dynamic interaction between your web site's visitors and the questions that they most frequently ask about your company, its products and its activities. It is implemented with two components -- the public board that users see and an admin site for the client webmaster or site administrator to set parameters, answer questions, send email, et cetera. Protected by password on the admin side, roles can be set up as an optional feature that regulates different administrative users' responsibilities.
- > **Advanced Staging™** — Web-based staging site for sharing internal work in progress. It is protected by password (secure server optional) and comes with an administrative HTML form-based "page maker" that allows an administrator to add/edit/delete pages in the staging site. Staging can be implemented in your web look and feel, or in the look and feel of your respective customers/prospects.
- > **Advanced Seminar™** — Simple, RealPlayer interface for web-based seminars that show video with voice and captioning as well as Flash-animated bullets on the main points discussed in the video. Can be integrated with AdvancedStaging to create an online meeting presentation center.