



Complete Interactive

We understand technology,
you understand your business.

From concept to design to implementation, we maintain close working relationships that help produce serious results from a serious medium.

Company Overview

We understand the capabilities of the Web, and you understand your business. Working closely with our clients, we gain a better understanding of their knowledge of the Internet and how they currently conduct business, then we show them how the web can help make their organization more productive and profitable. The Web can make information on your company's services, or products accessible 24-hours a day. We can also show you how to provide higher levels of service while helping to control costs on items such as telephone services and mail expenses.

We believe in strategy and interactivity to reach the full potential of the Internet by committing ourselves to systematically find the solutions to your questions and problems.

What We Do:

We begin our "process" by asking simple strategic questions. When these questions are answered, we begin to develop and provide the correct service and design to efficiently and effectively deliver results. We develop and provide an infrastructure for you online that produces targeted response.

What We Offer:

We provide our clients with a wide range of interactive services. Our project tools allow you to become part of our process. Such as

1. Strategic Consulting
2. Interface Analysis

3. Implementation Services
4. Improvement Services
5. Interactive Marketing

Who is it for?

The statistics and our clients know that the Internet delivers wide results. What our clients have in common is an understanding that the Internet has unique potential and possibilities. By empowering our clients with the ability to extract, store and process data so that they can conduct business from anywhere, we have developed not only integrity and reliability but also a relationship that drives loyalty, retention, acquisition and profitability.

We believe in investing time to build a business strategy that produces superior results. We also believe that not investing time into strategy results in frustration and poor results.

Why Us?

Experience: We have a staff of trained programmers, computer technicians, designers, and consultants to aid in all aspects of development.

Results: We will help you achieve your results and goals by using our resources completely. Our strategic targeting and planning consists of important demographic information.

Process: We expose all of our clients and projects to a methodological process. Our clients agree with this process of strategy, which includes development, layout, appearance, support and consultation on the information process.

Services Overview

Strategic Consulting:

To answer important questions like:

- What should you be trying to accomplish?
- Who is your target?
- What is the value of each of your targeted ventures?
- Who else is targeting these areas and how are they doing it? Are they being effective?
- Does your competition pose a threat to you?
- How much should you be investing on your interactive plan?
- Do you have the necessary information to successfully build information architecture?
- If so, how should it be implemented?
- Will my data support positive returns?
- How will database marketing impact my business?

Interface Analysis:

By knowing the right questions to ask, we can provide our clients with a strategic directive, competitive analysis and a comprehensive and successful Internet experience.

- Does your current strategy work? If not then why?
- What do your customers think about your interface?
- What would customers prefer?
- What do your customers like about your competitor's interfaces?
- Is your interface causing you to lose business?
- Should you conduct usability testing?

Implementation Services:

We offer interactive features that are designed to deliver results.

- Interface design
- Information architecture
- Creative direction
- Graphic design
- E-Commerce
- Relationship marketing
- Database marketing
- Database implementation
- Infrastructure integration

Improvement Services:

Your interactive solution will deliver valuable customer and business information. This must be interpreted within the context of your strategic direction and form the basis for delivering continuous improvement over time. Our analysis services will work with you to collect, monitor, interpret, and improve your overall solution.

Interactive Marketing:

Now that you have someplace for your customers to go, how will you get them there? We take an integrated approach to marketing. By developing a comprehensive marketing strategy that targets the right mix of customers you will get the results you are looking for. From developing interactive partnerships and marketing programs to designing and placing ad banner media, our team of media planners and developers will make sure your message is delivered to the right targets for a positive response and growth.

Strategy

What is strategy?

Strategy is the process of rationalizing your resources and objectives.

You want to achieve "A" result with "B" resource and you are involved in the environment "X". Your strategy should be integrated and consider as many business variables as possible. Considerations should include resources, operational and financial opportunity and your overall marketing strategy.

Importance of Strategy:

Strategy is the key missing link in most failed Internet directives.

Your strategy will provide you with a map to check direction, make corrections and interpret your information correctly and profitably.

It is definitely worth the time to ask the following.

1. Why am I doing this?
2. Does it make sense operationally and financially to do this?
3. What can I expect from this? This question should tell you whether or not you should do it.

Strategic Results:

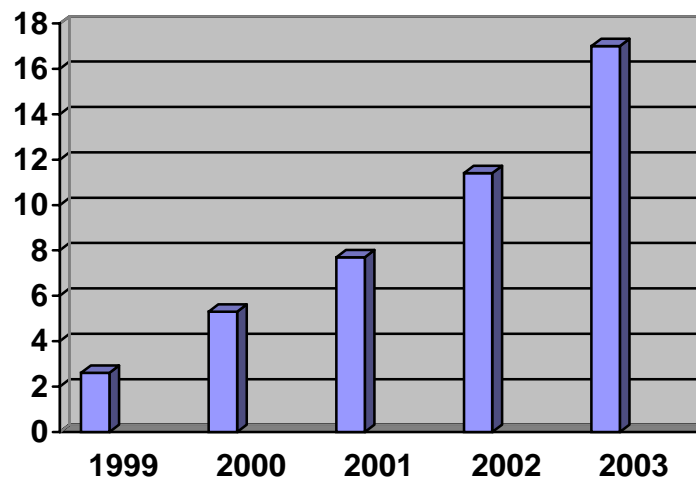
Results that improve the profitability of your business are often overlooked due to time constraints or a lack of organization. There are abundant ways the Internet can do this. If your business has not undergone a transformation resulting in greater profits then a strategy was not implemented fully or properly.



Below are some demographics that we have compiled. While some of these may not apply to you, you can still get an understanding of the direction of the WWW and the thinking of most people.

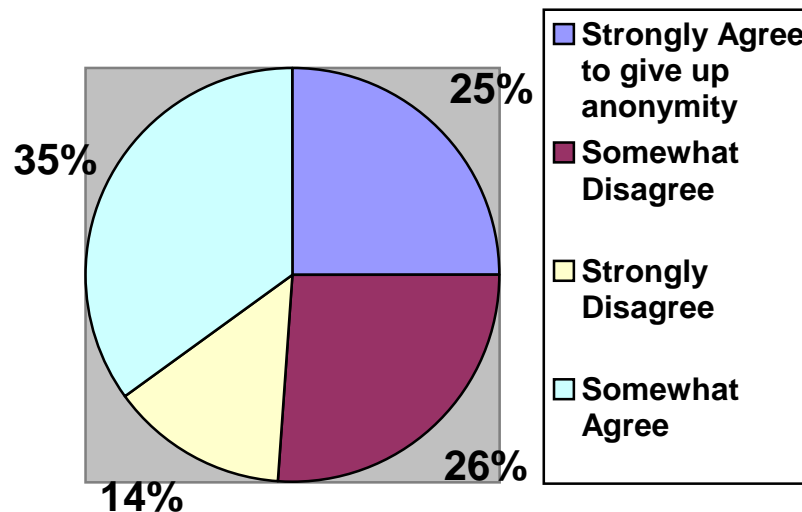
Sending Payments with clicks.

Estimates of U.S. households that make bill payments online:
(IN MILLIONS)



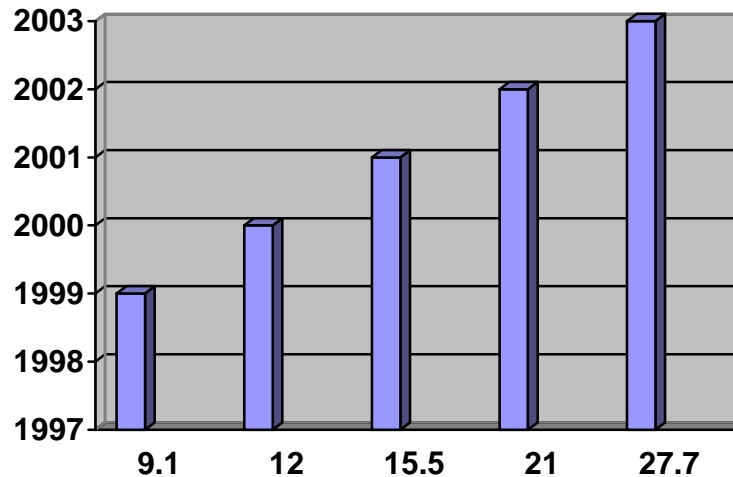
Most willing to sacrifice online

Percentages of people who say they would be willing to give up anonymity on the Internet to make it easier to battle terrorism.



More customers bank on the Web.

The smallest of the about 10,000 U.S.A. banks will struggle to exist if they don't offer online banking to customers. Estimated number of households that bank online: (IN MILLIONS)



Client Purchasing

In 1998, the Web accounted for \$4.5 billion in online sales, triple that of 1997. This # has increased exponentially since then. Currently in 2001 the web has accounted for nearly \$100 billion in sales

Online sales have grown faster than even the most optimistic analysts could have predicted, and they continue to increase everyday. The Internet is populated with a wide variety of people, many of whom purchase online.

Below is the ratio of purchases by men and women and age ratio.

Gender:

Men: 54%

Women: 46%

Age:

18-34: 62%

35-54: 59%

55+: 31%

CPANEL FUNCTION

Cpanel is a program that is loaded on the Complete Interactive server and all of our Co-Located Linux servers. Cpanel allows the user to perform simple tasks all from a web interface. Tasks such as Email, Site Registration, File Uploads and many other features can all be done simple with little knowledge of servers. A full working demo of this can be seen at <http://66.96.250.248/>

Documentation for the Cpanel has been included on the floppy disk in the provided folder.

The screenshot shows the CPanel 3.0 interface in a Microsoft Internet Explorer browser window. The address bar shows the URL <http://completeint.com:2082/interland/advanced/index.html>. The interface has a blue background and a left-hand menu with various icons and labels. The main content area is titled "Web Browser Control Panel Interface" and includes a welcome message, account information, and a table of system statistics.

Web Browser Control Panel Interface

Web Hosting Account: completeint.com

Operating System: Red Hat Linux 6.x

Welcome!
You are now logged in to your account's user interface!
You may administrate your account from this control panel.

Disk Space Allowed	41.26
Current Disk Usage	41.26
Monthly Bandwidth Usage	39.30
SubDomains	2
Email Accounts	12
Email Forwarders	14
Auto-Responders	4
Mailing Lists	0
Email Filters	0
MySQL Databases	3
Ftp Accounts	1

Browser Version: 4.0 (compatible; MSIE 5.5; Windows 98; Win 9x 4.90)
Resolution: 1024 x 768
Sunday, November 18, 2001

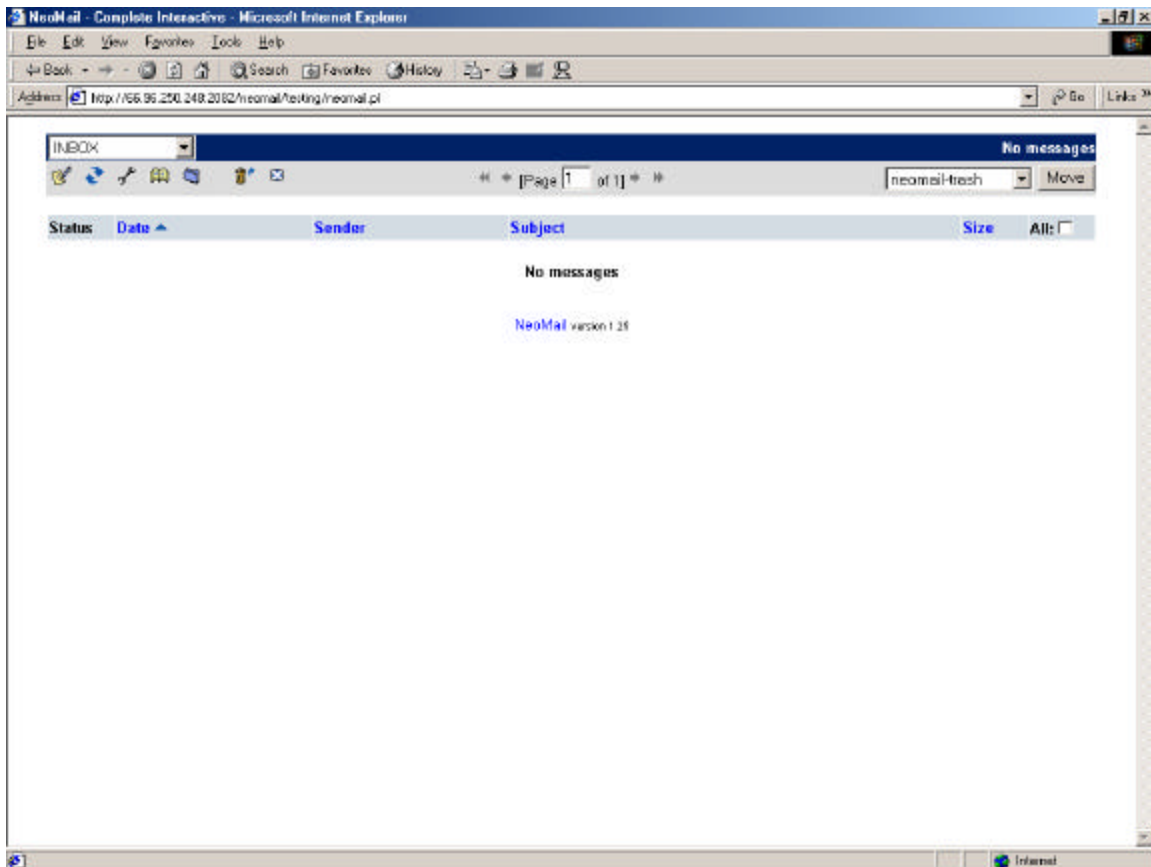
You have used CPanel 3.0x 1 time(s).
Last Login From: 64.124.106.7

Cpanel 3.0x [Version 4.0.0-STABLE]
[\[Submit a Bug Report\]](#)

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WEBMAIL FUNCTION

Web mail is a feature that is a useful tool. Our web mail not only allows you to check your mail from anywhere in the world it also lets you have all of the common features of MS Outlook Express. Our web mail system can even be configured to work with Outlook. Some of the benefits of our web mail are signatures, address book, color profiles, and mail folders. A full working demo of this can be seen at <http://66.96.250.248/> Once inside the demo click on Read Web Mail.



ADMIN PAGES FUNCTIONS

With admin screens the below page can be edited On the Fly. With an admin screen to control the below page the features can be viewed on the page or left off according to the selection on the admin page. Admin pages allow the site owner to update the pages from anywhere in the world with an Internet connection. The benefits of this are the ability to change information quickly without problems so that the pages always stay fresh. This example is courtesy of Caribbean Villas <http://www.caribbeanvillas.org> one of our clients. Please note the accompanying admin page following this page. You can see visually how easy it is by comparing the admin page with the holes in the data of the below example. Your page can be custom built to use this approach no matter what your business is.

The screenshot shows a web browser window displaying the Caribbean Villas website. The page is titled 'Barbados Aujourd'hui (VID# 20004)'. It features a sidebar with navigation links like 'CORP TRAVEL', 'TRAVEL F.A.Q.s', 'FEATURE VILLA', 'DESTINATIONS', 'ADVERTISING', 'MY PLANNER', 'HOME', and 'Charter Flights'. The main content area describes the villa, its location, and amenities. A table at the bottom shows pricing for different seasons and group sizes.

Caribbean Villas - Online Rentals and Sales - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address: <http://caribbeanvillas.org/feature.php?VID=20004>

CaribbeanVillas.org

CORP TRAVEL

TRAVEL F.A.Q.s

FEATURE VILLA

DESTINATIONS:

Please Select:

ADVERTISING

MY PLANNER

HOME

Charter Flights

TOLL FREE: (888) 273.2563

Barbados
Aujourd'hui
(VID# 20004)

Aujourd'hui is a delightful two-storey house in a very quiet location, on the exclusive west coast of Barbados set in 1.3 acres of beautifully landscaped, tranquil gardens within 100 yards of the beach via the beach path with private right of way.

The lush secluded gardens contain a very large, beautifully designed swimming pool, sunbathing terrace and barbecue area. There are wide steps leading down into the pool, which has built-in seating areas and a cascading waterfall.

Staff

4 Staff Members:
Cook
Gardener
Laundress
Maid

Bedrooms:
3 Bedrooms
King Size bed
2 Twin Beds

Bathrooms:
3 Bathrooms
Shower & bathrooms
(Shower Only)

Amenities:
Air-Conditioning/Ceiling Fans
BBQ Grill
Beach Cabana
Fax Machine
TV with Direct TV

Beachfront: YES

Jacuzzi: NO

Pool: Plunge Pool

Prev. **Next**

Add to Planner **On-Line Booking**

Contact Us Now
Toll Free: (888) 273.2563
International: (604) 943.9135

Low Season (2001-04-15 to 2001-12-14)
Holidays (Christmas - Thanksgiving)
High Season (2001-12-15 to 2002-04-15)

1 to 6 people:	500 USD /night	950 USD /night	950 USD /night
Per Night - 7.5% VAT Not Included			

Tools
www.caribbeanvillas.org



If you need assistance
[Email Complete Interactive](#)

PROPERTY
ADMINS
[Add Property](#)

[Edit Property](#)
[Edit Property Prices](#)
[Edit Room Ranges](#)
[Edit Property Types](#)

WEBSITE ADMINS
[Edit Price Ranges](#)
[Edit Supplies](#)
[View Contact DB](#)
[View Server Modules](#)

[Main Admin Page](#)

Add A Property

Property ID:

Property
Name:

Property
Type:

Summary:
(approx. 100
words)

Number of
rooms:

	1:	6:
	2:	7:
Staff:	3:	8:
	4:	9:
	5:	10:
	1:	6:
	2:	7:
Bedroom Descriptions:	3:	8:
	4:	9:
	5:	10:

Bathroom	1:	4:
Descriptions:	2:	5:
	3:	
	1:	6:
	2:	7:
Amenities:	3:	8:
	4:	9:
	5:	10:

Beachfront:	Pool:
Virtual Tour:	For Sale:
Can Order Supplies:	Jacuzzi:

Sales Info
(if applicable)

Group Prices

			High Season	Low Season	Sale Price
From	to	People	\$	\$	\$
From	to	People	\$	\$	\$
From	to	People	\$	\$	\$
Over	People	\$	\$	\$	

Don't add any commas in these fields

Please use an image size of 261x216 pixels

Property Graphic 1	Property Graphic 6
Property Graphic 2	Property Graphic 7
Property Graphic 3	Property Graphic 8
Property Graphic 4	Property Graphic 9
Property Graphic 5	Property Graphic 10

More Info (optional)

More Info Picture

This picture will appear
on the More info page
(optional)

GRAPHICAL EXAMPLES

Notice the graphical examples below. By combining function and graphical form your media becomes Complete. Adding in examples of Flash and CD-ROM's your media becomes Interactive. Here are a few functional Websites below. You have already seen the example of Caribbean Villas above.

BAJAN SERVICES

Bajan Services is a Realty Company in Barbados. They currently have short and long term rentals as well as sale property. The task was to create a site that was easy to search for property and find out if it is available. They also wanted to have a featured property that is pulled out of the database. They can update any page on their website with admin screens and the cpanel. This includes adding and removing property.



<http://www.bajanservices.com>

Sealofts

Sealofts wanted a web page that would highlight some of their units and allow for online checking of availability. The owner of the site also wanted to generate revenue so a banner ad system was installed. The client is charged a premium to host their banner on the site. This site contains many features. It has Island info, car rental info which is sponsored currently by Avis (Holiday Rentals) and many other features of the island and Sealofts.



<http://www.sealoft.com>

Oualie Beach Hotel

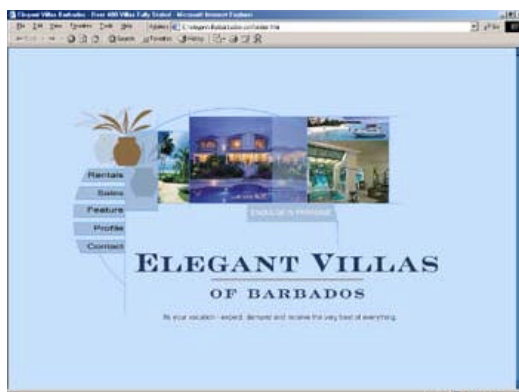
This site highlights the many features of the hotel and is cross-linked to many other sites throughout Nevis. Sites like Nevis1.com and OualieRealty.com. This site will launch on January 1. Currently it is still in final approval by the client. This site is a redo and the current site is at www.oualie.com



<http://www.oualiebeach.com>

Elegant Villas Barbados

This site will work with all of the realty companies on the island. The idea is to create a network of nice villas that will draw tourism to Barbados. The companies involved are Realtors Limited, AAAltman Realty, and Bajan Services. The site will pull information from the databases of each company. They pick the property to add and it is auto inserted. This site also has a full-scale Reservation System and security features. While the site functions from pulling info from each owners database the information is still secure and independent of the other sites. We have built all of the realty company websites and we host all of this on our servers.



<http://www.elegantvillasbarbados.com>



<http://www.walterpiano.com>

Walter Piano Company:

Walter Piano is a company that has been making Pianos for over 25 years. Walter Piano Co. is International and sell Pianos to private individuals, large companies and organizations.

Walter needed a site that was aesthetically as pleasing as their product. Complete Interactive produced the site with a navigation that actually plays in tune to their Baby Grand.

Wells Cargo:

Wells Cargo is an American Company that manufactures utility trailers. The company has 5 divisions so they have a lot of data. The extensive front end of the site is aesthetically pleasing and includes, job postings, specification charts and product information that is all updateable by them at anytime thru web enabled admin screens. The second part of the site is not visible to the general public. The intranet side of the site allows the 5 offices to communicate and keep product registration and manufacturing deadlines in order.



<http://www.wellscargo.com>



<http://www.wvpe.org>

WVPE NPR/PBS:

We worked directly with NPR and PBS to create this local site as a test for the new features of streaming media for NPR. NPR is an international news organization that produces a wide variety of stories and media each day. The tasks at hand were to incorporate NPR function into a template that could be used with its affiliate stations across the world and still have the look of the local site but the additions of NPR automatically updated when the news comes in. The stations like this concept because it allows them to Co-Brand with a larger company. The individual stations can update their site thru admin screens. This project was extensive and 2 Complete Interactive employees even put on a On-line seminar during the NPR/PBS Summit in D.C.

Currently we also have contracts to do or redo the following sites in the Caribbean.

Profgroup.com in Anguilla
 Aaaltman.com in Barbados
 RealtorsLimited.com in Barbados
 StkittsLawyer.com in St. Kitts
 OualieRealty.com in Nevis

Packages

Package Name	Package 1	Package 2	Package 3	Package 4	Package 5	Reseller
Shell Access				Y	Y	Y
FTP Accounts	2	2	2	5	10	UNL
Email Accounts	10	20	25	35	50	50
Email Lists	1	1	1	2	2	3
SQL Databases	1	1	2	3	3	5
Sub Domains	1	1	2	5	7	10
IP Address						Y
CGI Access					Y	Y
Bandwidth Limit	500MB	500MB	750MB	1000MB	1500MB	2500MB
Cpanel		Y	Y	Y	Y	Y
Disk Space	50MB	50MB	75MB	100MB	125MB	200
Intranet Access					Y	Y
Technical Support			1HPM	1HPM	2HPM	3HPM
Front Page XTS			Y	Y	Y	Y
Package Price	50US	75US	100US	150US	200US	300US

Please note other packages can be created to suit your companies needs. Reseller accounts and dedicated servers are also available. Co-Locate servers do not include backup.

Server Specs consist of: 1.400MHZ Celeron/256MB RAM/2 GIG HDD

Server pricing does not reflect any server dependent programming like Secure Server Certificates. Additional Tech help is billed at \$65 an hour.

Web stats Web stats are provided to you in print out forms with charts and graphs. These forms can be printed by you at any time.

CPanel Functions – Cpanel functions allow you the user to do many automated tasks that will help with the recognition of your website. For example you can add or remove email or set up mail forwards and auto-responders. You will be able to upload to a private directory, store information online if traveling and perform site registrations.

Database Maintenance/Helpdesk – Your database maintenance is always included in the monthly server support. If your dbase needs updates we will administer them.

Registrations – Your website will actively be registered by our staff and recommendations will be made to increase your visibility. Your registrations will include a Once-A-Month Server Registration and a bi weekly individual site registration. We will register your site from our offices in Toronto, Chicago, and St. Kitts. This process of registration will allow for better penetration of the Search Engines and point to point contact. For example not all registrations will come from the same place.



Complete Interactive

<http://www.completeint.com>

info@completeint.com

We understand technology, you understand your business.

Strategic Consulting/Analysis

Please answer the below set of questions and fax or email them back to your account manager. Use extra paper if it is needed.

Strategic Consulting:

1. What are you trying to accomplish?
2. Who is your target audience? Are you trying to capture clientele mainly through the internet or printed media? Which one is the most effective?
3. Are you reaching your targeted audience effectively? If not what do you feel you could do to further reach them?
4. What is the value of each of your targeted ventures? How much are you willing to spend on each venture, internet, print, banners?
5. Who else is targeting these areas and how are they doing it? Are they being effective?
6. Does your competition pose a threat to you?

7. How much should you be investing on your interactive plan? What should it consist of? Mainly internet or internet and print media? Please explain.
8. You have the necessary information to successfully build information architecture. What other ways could we positively implement your information into the marketplace?
9. Has your data supported positive returns? How has database marketing impacted your business?
10. Does your office infrastructure support your goals and plans for the future? If not what improvements can be made? Are your improvements mainly supply/hardware related or consulting/training related?

Website (Interface) Analysis:

By asking the below, we can provide you with a strategic directive, competitive analysis and a comprehensive and successful Internet experience.

1. Does your current strategy work? If not then why?
2. What do your customers think about your interface? What would customers prefer?
3. What do your customers like about your competitor's interfaces?
4. Is your interface causing you to lose business?

5. Should you be conducting more extensive usability testing?
6. Why are you doing this? Does it make sense operationally and financially to do more marketing?
7. Has your expectations been meet thus far? This question should tell you what you should be doing, within your financial limitations.

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