



BeareWare

Web Design & Development
Web Hosting & Management
Domain Names & E-Commerce

2006 Products and Services Guide



Knowledge, Technology, & Delivery

The BeareWare Community

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Welcome to BeareWare

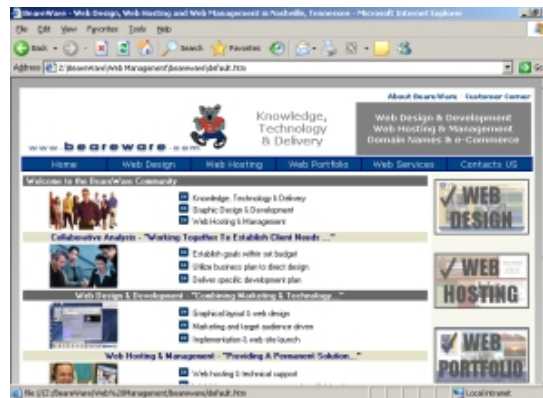
Peter Beare founded BeareWare in May 2000 in Nashville, Tennessee, with a commitment to providing permanent Internet based technology solutions to the small business community.

Peter, a native of Melbourne, Australia, has been a systems developer and manager, working with both small business and international corporations over the last 20 years. Peter's expertise has been developed in these business environments using strategic planning, design, development, implementation, project management, customer support and client training techniques to deliver unique and successful solutions.

Joining BeareWare in 2004 is design director Vicki Payne. Vicki comes to BeareWare as an artist with an extensive background in graphical drawing & design. Vicki previously worked with Dell Computer company for six years before becoming a full time employee of BeareWare in 2005.

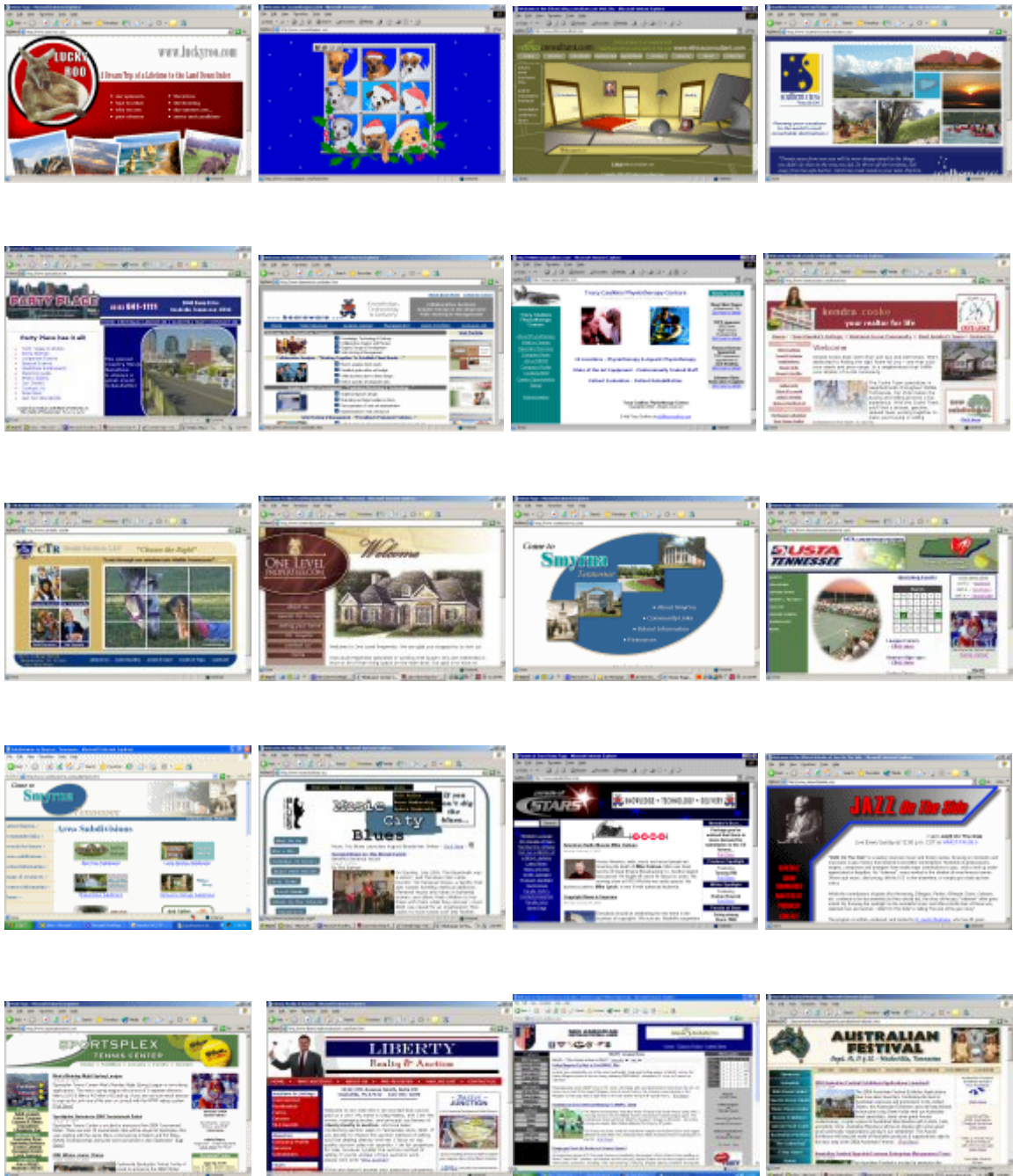
Since BeareWare's inception in 2000, the company has grown to obtain clients through its expertise in the areas of web design & development, web management and hosting, and add-on web based services that provide clients with a full array of web options.

BeareWare's creative designs combined with its project management approach to web development provides an attractive option to new clients. Their comprehensive web services highlighted by web management have built a loyal customer base that BeareWare serves on a daily basis.



Our Web Portfolio

BearWare designed, developed, and launched the following web sites. Each site is designed and developed through specific collaboration with the client to reflect and highlight their organization's sales, services, and marketing aims. Each website distinctively focuses on attracting the client's target audience and comes with a full statistical package that ensures the site meets and exceeds the client's expectation.



Web Design & Development

BeareWare provides your organization with a permanent, practical and affordable solution in web site design and development. Taking your existing organizational models and marketing concepts, BeareWare creates your web site using business strategies, design techniques and the latest technology to produce a professional representation of your organization on the World Wide Web.

Web Site Design & Development Includes:

- Organization consultation and analysis.
- Web site planning including design, features and operations.
- Database integration for strategic online forms and purchase areas.
- Web design presentation including timeline within allocated budget.
- Web site testing and review for complete quality control.
- Web site launch including domain setup, site implementation and launch.
- Three phase site design cycle – introduction – proposal – development.

Introduction Cycle:

- Review the client's current and future business model including pre-existing web site, logos, brochures, and domain names.
- Establish the client's graphical and design requirements including using sample sites to establish the look and feel preferences.
- Establish data content needs (including systems that are related to your industry such as MLS for real estate clients) - and review those systems.
- Identify design and development costs and also hosting and management options, and establish budget and timeline with the client.

Presentation of proposal:

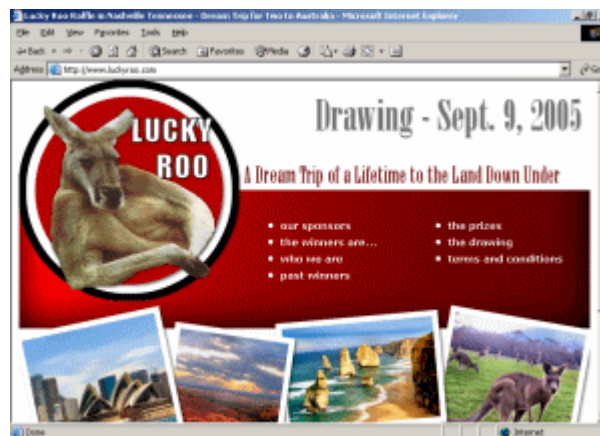
- Web site description detailing web site design, features, and operations.
- Timeline highlighting key dates & requirements from design meeting until web launch.
- Detailed information on web hosting, 3rd party systems, and web management.
- Investment cost of the development including financial terms and payment timeline.

Web design and development (continued next page)

Web Design & Development (continued)

Web Development Phase (step by step):

- Step 1 - Design meeting to establish complete web site layout including graphical design, web site logos, colors, menu options & features.
- Step 2 - BeareWare's graphics designer creates design sample(s) based on design parameters set in the design meeting.
- Step 3 - Client reviews sample designs and selects and approves design. Client also supplies data content for site (about, contacts, services, etc).
- Step 4 - BeareWare builds and develops the client web site combining all aspects of graphics, content, and database listings.
- Step 5 - BeareWare tests and reviews the site once the development is complete to ensure the site meets required specifications.
- Step 6 - BeareWare presents web site to client and this includes full training session on updating the web site and database listings.
- Step 7 - Based on client review & feedback BeareWare makes any final adjustments in order to prepare the site for going live.
- Step 8 - BeareWare takes the client web site live (the domain name becomes active with web site).
- Step 9 - BeareWare provides support over the next 90 days to ensure the client is completely satisfied with their investment.



Web Hosting

BeareWare's web hosting provides clients with a permanent solution to house their website on the Internet. Each hosting site comes with easily upgradeable features allowing your organization to grow without having to move the site. BeareWare provides 24/7 technical support for your site and an excellent statistical package that will be a key ingredient to tracking your site's success.

Web Hosting Packages Include:

- BeareWare Hosting Packages (Basic, Standard, and Extra)
- Size quota from 100 megs - 750 megs per account
- FTP & e-mail (Pop, Forwarding, and Web-mail) - 5 - 20 per account
- E-Mail lists - 5-10 per account - MySQL Databases with PHP
- Sub Domains - 5-99 per account - Parked and Add-on Domains
- FrontPage Extensions for all accounts
- Bandwidth limit - 1500-5000 megabytes per account
- Management Control Panel with all accounts including:
- Web/FTP Statistics - Secure Server Certificate capabilities
- Password protection capabilities - Shopping Cart & Online Forums

Web Management

BeareWare's approach to web site management emphasizes the success of a web site is not only found in design & development but also in the long-term management of the web site. Web Management has a wide range of responsibilities starting with domain management all the way up to technology upgrades on the physically hosted web site. With BeareWare's Web Management your organization will have a permanent webmaster who will be a key part of your winning team.

Web Management Includes:

- Domain name registration/setup/renewals/transfers
- E-mail pop accounts, ftp drop boxes, e-mail forwarding, & mailing lists
- Domain parking, add-ons & sub-domains management
- Web site content manager (and management for periodical updates)
- Administration (Control Panels) for administrating website
- Web forms including e-news, profile, and custom data requirements
- Language support of HTML, JavaScript, CGI, and PHP4
- e-Commerce support with Secure Server Certificate
- Database management and data routing to clients
- Full statistical access and analysis - and periodical reviews with client

Content Management Systems

Today many web sites are being developed with a Content Management System (CMS). BeareWare is now offering content management web sites which allow the client to directly update parts (or all) of their content within their web sites. The CMS system will allow you to directly update content including page content (text and pictures), news and press stories, event calendars, and photo albums. Advanced users can setup user profiles and security levels that allow you to offer various parts of your web site to targeted groups.

Content Management Systems Include:

- Integrated within your current web design
- Fully customizable to suit design
- Secure administration area
- User friendly update & image areas
- Menu, content, & document manager
- Calendar, multimedia, & photo module
- Banners and image rotator modules
- MySQL database driven application

Domain Registration

The primary asset of your business on the Internet is your domain name. Domain name registration can be a confusing and ugly area if you do not have expertise. BeareWare provides a domain registration solution to set up your domain (or multiple domains) that ensures that you can update, modify, and transfer your domain quickly and efficiently. A domain name today is a critical piece of your business plan and BeareWare can help you define and identify the right name (or names) and obtain them as permanent part of your business.

Domain Registration includes:

- Domain Account Setup (which can hold multiple domain names)
- Domain Name Registration (obtaining your web site name)
- DNS (Domain Name Servers) routing your domain to your actual web site
- Account Consolidation and transfers from other registrants
- Auto renewal to ensure your site is permanently operating
- Manage Registrant, Administrative, Technical, and Billing information
- Informing client of new domain strategies and trends
- BeareWare uses and recommends Aplus.NET for domain registrations

Graphic Services

BeareWare's Graphic Services provides web site and theme design, strategic and market based graphics to give your web site the most professional representation of your business. Combined with functional and user friendly design, BeareWare graphic services will also enhance and modify required logos so they are maximized in their appearance online.

Vicki Payne, our design director, has designed 30 websites over the last 24 months and can create a unique design for your company that will achieve results.

Graphic Services includes:

- Web Site graphical layout and design
- Web image design and enhancement
- Web Site advertising banners
- Scanning of pictures and logos for reproduction
- Web animation and rotating images
- MPEG promotional audio/visual clips
- Corporate flyers, brochures, newsletters and programs

e-NEWS Services

BeareWare's e-NEWS Services provide you with the complete set of tools necessary to market your goods & services to your current client/community base while attracting potential clients. An e-NEWS is an electronic newsletter but can also be a special announcement, a press release, or an invitation. Our e-NEWS services fully interface with your organization's web site and comes with subscription, update & remove forms that sit on your web site. From e-NEWS design to e-NEWS blast-out to a target audience BeareWare provides full support of your e-news campaign.

e-NEWS Services Include:

- Creating a customer e-NEWS template using existing logos or web site
- Creating an e-news database list that is fully managed by BeareWare
- Supporting web forms that can be placed on your organization's web site
- Management of bounced & blocked e-mails in each e-NEWS blast-out
- Blasting out each e-NEWS with content supplied by client
- e-NEWS export option that can integrate into popular office tools
- Data conversion of existing e-mail/ mailing list data for e-news format
- Establishment of e-NEWS frequency that targets your specific audience
- Full archival system of all released e-NEWS
- Hyperlinks from e-NEWS directly to your website for key promotions

Document Management

Today web sites are the first location people will go to when reviewing or being introduced to your organization. Having your organization's key documents online (flyers, brochures, posters, applications, directions, reviews) ensures that a prospect can leave your web visit with professional representation in document form. Document management provides a medium where mass information can be pulled down directly (without time and postage). BeareWare provides a complete support system of applications to produce web-ready documents for your website.

Document Management includes:

- Central location for all documents
- Conversion to web ready documents
- Secure administration area for private documents
- Flyers, postcards, brochures, applications and more
- Quick load time with PDF control printing format
- Statistics on documents opened and downloaded
- Document links from any part of your site
- * Document production also available from BeareWare

Custom Programming

BeareWare specializes in custom programming that will allow a client to develop a specific online database driven application (Internet or Intranet based). BeareWare builds the database, creates the screen format, and then the custom programming connects the relationship between the database and online application. A database driven application allows clients to take full advantage of web based technology while making the information accessible through the World Wide Web.

Custom Programming includes:

- Fully programmable applications, custom forms & forums
- Building of complete data structures and data dictionary
- Programming in PHP & MySQL with advance reporting tools
- Custom front end design to meet client's specific requirements
- Forms include membership, events, e-news, and more
- Customizable forums for enhancing and expanding your web site
- Field validation and database storage for retrieval
- Credit card processing and notification routing capabilities
- E-Mail notification upon order, signup, or purchase
- Customized to meet your organization's requirements

E-Commerce & Forms

BeareWare provides an array of e-commerce systems that will provide your organization with secure, safe and reliable ways in which to generate income. The advantages of taking payment online range from payment assurance to reducing administrative work in processing information and banking. BeareWare also offers credit card processing to keep the entire e-commerce process under one company, offering several designed packages that will suit your organization's needs.

E-Commerce & Forms Include:

- Online shops including inventory, checkout, and processing.
- Membership processing & event tickets processing.
- Secure site certificate & credit card processing.
- E-Mail notification upon orders and sales.
- Interface customization to client software products.
- Weekly, Bi-Monthly, & Monthly payment by bank a/c or check.
- Periodical statement with full transaction detail.
- Transactional fees taken at processing time – no balances to pay.

Multimedia & Photo Albums

BeareWare's Multimedia Services will take your product and services and present them on the World Wide Web in the most dynamic form. Without a doubt the quickest growing area on the Internet, multimedia is the best way to present your organization's message, in person, direct and clear. Multimedia includes photo albums, audio & video files, online conferences, and marketing animation. With the continued migration to high-speed communication lines and faster computer processors, multimedia is opening doors for online education, info commercials and welcome videos with audio.

Multimedia Services Include:

- Conversion of source to web ready format
- Video & audio clips based on client's specific request
- Photo albums and slide shows with audio
- Placement of video/audio clips for maximum return
- Production of source to windows and real player formats
- Archiving of documents for later use or historical purposes
- Statistics of usage including bandwidth

Customer Corner

The purpose of Customer Corner is to enhance the support services that BeareWare provides to their clients. Customer Corner provides a number of resources to help you understand your web and the support services provided by BeareWare. Customer Corner features contact information, online bill pay, web site information, e-mail accounts, statistics, search engine information and a request form for clients. BeareWare also provides technical support by telephone at 615 443-9050 and by e-mail to webservices@beareware.com

Customer Corner Features:

- Telephone Support (Central Standard Time) - Monday-Friday -8:00-5:00 pm
- e-MAIL Support - 24/7 Days a week
- Online Customer Support Areas - 24/7 Online feature
- Online Bill Pay - full or partial account payment with your credit/debit card
- Your Web site - Specific information about your web site and its capabilities
- Update Your Site - How BeareWare keeps the web site updated
- E-Mail Accounts - Specific information about e-mail accounts and setup
- Checking Statistics - How to check and interpret your internet stats
- Search Engine - Specific information about search engines
- Web Requests - Specific request form - suggestions or update requests

Education & Training

Education is the key foundation that BeareWare uses in building its business and business products. BeareWare's software is designed to empower and educate, based on proven models and formulas. BeareWare realizes that the key to a users success will ultimately lie in their knowledge and to that BeareWare provides a complete line of educational and help products ranging from individual and group training to online customer corners. BeareWare also customizes education based on user needs. The outcome is empowerment, understanding and operational success.

Education and Training includes:

- Individual and group training by BeareWare
- Custom on site training & seminars
- Setting up of the training facility for optimum results
- Curriculum documentation for self paced post training
- Delivering the training session with pre approved training agenda
- Off Site training & seminars with group themes
- Online training one on one, one to many
- Web product software training