Over the years our Internet Consultants have helped thousands of businesses around the world to grow and prosper online and they're ready to help your business too.

WHAT IS AN "INTERNET CONSULTANT"
AND WHY DO I NEED ONE FOR MY BUSINESS?

YOUR TRUSTED EXPERT: Our Internet Consultants are the new breed of business advisors. Like your lawyer, your accountant, your stock broker—each a trusted business partner whose expertise you rely on to succeed—an Internet Consultant is in your local community to ensure your business realizes the full profit potential offered by Internet technologies. In a nutshell, they are specially trained and certified Internet business experts ready to deliver Internet products and services that best meet your business needs and your budget.

WE SHOW BUSINESSES HOW TO GROW ONLINE: It's important not to confuse our Internet Consultants with Web Designers as they don't simply design websites; they build customized, affordable Internet Solutions that help your business grow. They understand the needs and motivations of a business owner because they're business owners themselves. It's their job to look for economical opportunities to reduce operating costs, increase your revenues and build your customer base by introducing cost-effective new e-Business tools to your business.

WHO IS WSI?

WE'RE INTERNET INNOVATORS: WSI Internet Consulting & Education has been developing profitable Internet Solutions for businesses since the mid 1990s. Recognizing that a website offered little value if no one could find it, we deployed a comprehensive directory system that drove targeted leads to our clients' websites. This was a significant advantage in those days, long before the arrival of search engine marketing or the other advanced Internet marketing techniques available today. It was also one of our first examples of the unique benefits a business received by partnering with one of our local Internet Consultants.

PROVEN EXPERIENCE WORKING FOR YOU: Over the years, we've seen the rise of the website as a service and distribution channel, the fall of the dot-coms and the explosive growth of e-Commerce. As the Internet continues to evolve, so do our systems, our products and our services. Today, emerging Web technologies allow our Internet Consultants to take their clients' Internet presence to the next level, while never losing focus of our key goal—increasing a company's profitability by building Internet solutions that work.

INTERNET MARKETING

Attract more customers and expand your market without having to open additional locations.

- Internet-based marketing is one of the most cost-effective methods of targeted advertising, even on a limited budget.
- Drive large amounts of traffic to your website from visitors that want what you're selling.
- Convert leads into sales online 7 days a week.
- Instantly communicate messages to customers based on their interests and buying preferences.
- Enhance the awareness of your brand

E-COMMERCE

Selling your products and services online is like having a shop that's open 24 hours a day, 7 days a week, all year round.

- Sell products, services, documents, images, even ideas as digital downloads!
- Instantly advertise specials or offer sales-generating online discounts.
- Take orders automatically, anytime.
- Quickly respond to customers without any additional staff.
- Easily track inventory and sales data.

E-BUSINESS

Save on daily expenses by using the Internet to communicate more efficiently with customers and vendors and gain a better understanding of your market.
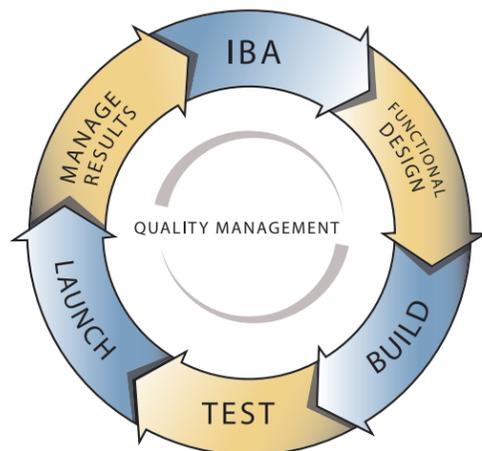
- Eliminate postal and courier charges by securely sharing documents and files online anywhere in the world.
- Use e-Learning tools to train staff and keep their skills up-to-date without expensive training seminars or inconvenient sets of manuals.
- Distribute company videos, sales materials and information online, on-demand.
- Build a customer database; learn who's buying from you and leverage that information for increased profits.

WHY SHOULD I BUY MY
WEBSITE FROM WSI
INSTEAD OF ANY OTHER
INTERNET SOLUTION PROVIDER?

APPLES TO ORANGES: Before you choose a website package for your business stop and take a moment to see what you're really getting. Off the shelf website packages and do-it-yourself site builders are usually shortcuts that just end up costing you money and leave you with little to no real support after installation. Our Internet Consultants provide you with the ongoing support and measurement tools needed to ensure your website is working for your business.

INTERNET BUSINESS PLAN: Our years of experience in this industry have shown that an effective, profitable Internet Solution is the result of careful planning, informed development and ongoing support. Yes, there are countless companies that are capable of building you a website, but if you're truly serious about online success for your business then you deserve our total-service approach. We call it the Internet Solutions Lifecycle™, a proven, six-phased development plan that has produced thousands of successful Internet Solutions for businesses of all sizes worldwide.

YOUR BOTTOM LINE: When all is said and done, your website should not end up costing you anything, it should produce a measurable return on your investment. Our Internet Solutions Lifecycle™ does just that (phase 6, in case you were wondering), something you won't get with do-it-yourself site builders or standard website packages.

WHAT IS AN E-SOLUTION?

You may have heard of the term "e-Business". It was coined by IBM to describe using the Internet in some way to improve the operating efficiencies of a business. E-Solutions (or Internet Solutions as we call them) are simply a set of integrated online tools that enable e-Business. This can include customer service functions, document sharing and management, streamlined communications, and of course, online sales. In fact, many common to complex business functions have e-volved to the Internet.

E-BUSINESS FOR ANY BUSINESS: Clearly IBM's concept of e-Business was sound, however their e-Solutions were priced far out of reach of the average business owner. Our Internet Solutions take the same e-Business principle pioneered by IBM and make it accessible to small- and medium-sized businesses worldwide. We do that by leveraging economies of scale created by our production network and our unique distribution channel: our Internet Consultants.

HOW WILL IMPLEMENTING A
WSI INTERNET SOLUTION
BE A BENEFIT TO MY BUSINESS?

FISH WHERE THE FISH ARE: More and more consumers are turning to the Internet as their primary method of research for the products and services they buy everyday. Worldwide online shopping numbers continue to climb year after year, and if consumers can't find you online, it's a safe bet they will find your competition. Can you afford to lose that business? It's an important consideration, and an Internet Solution can help you remain competitive in this changing market. Even the Yellow Pages phone directory people now have a website—they know the writing's not on the wall, it' online.

BUT WAIT, THERE'S MORE: There are many other benefits to a WSI Internet Solution besides reaching more customers and increasing sales (as if that weren't enough!) Your Internet Consultant can offer you a wide range of products and services that make doing business easier and more cost-effective, no matter which industry you're in. From an online restaurant reservation system to a full-service online employment agency and beyond, these are real solutions for real businesses.

Our Internet Consultants provide you with the ongoing support and measurement tools needed to ensure your website is working for your business.

WHAT TIME AND RESOURCES
ARE REQUIRED FROM ME, THE END-USER?

SAVE TIME, SAVE MONEY: Working with an Internet Consultant will actually cost you less time than if you were to attempt a do-it-yourself website, or tried to figure out how to customize a ready-made package. At the onset, your Internet Consultant will want to spend time with you at your place of business to conduct an Internet Business Analysis™, our patent-pending business evaluation tool. After this question and answer period, your Internet Consultant will have enough information to create your unique Internet Solution proposal.

YOUR INPUT: As you move forward in the process, you'll have the opportunity to review customized design concepts and provide the content for your site. This is the fun stuff and your Internet Consultant will ensure your website's design is something you'll be proud to show your customers. Everything else is done by your Internet Consultant and our production facilities until it's time for you to test the new site. It's an easy process and your Internet Consultant will always be on hand to offer experienced advice and guidance.

"It's not just about
websites anymore"

IBA

FUNCTIONAL DESIGN

QUALITY MANAGEMENT

MANAGE RESULTS

BUILD

LAUNCH

TEST

HOW DOES THE DEVELOPMENT PROCESS WORK?
WILL THE PROCESS BE CUSTOMIZED FOR MY BUSINESS?
HOW WILL THE INTERNET SOLUTION BE ADAPTED TO MY INDUSTRY?

Once your Internet Consultant has conducted the Internet Business Analysis™ and you approve the customized Internet Solution proposal, your specific requirements are assigned to one of our many production facilities for development. Your Internet Consultant works with the production facility to ensure that your Internet Solution meets all of your business' needs and provides your site's visitors with an enjoyable experience. Because we've been doing this for so long, our production facilities have likely created a website for others in your industry before—experience that you benefit from directly.

ARE THE SERVICES PROVIDED WITH A GUARANTEE?

Your satisfaction is important to us and you can always expect personal and professional service from your Internet Consultant. The following are highlights of our technical support system:

- Our hosting systems are housed in secure facilities and monitored 24 hours a day, 7 days a week by highly trained and certified support staff.
- We've established software and hardware partnerships with Microsoft and IBM to achieve the highest levels of reliability.
- Strict security and privacy policies ensure your data is kept safe
- Our Service Level Agreements specify 99.7% system uptime — documentation that will be supplied with your Internet Solution.

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HOW WILL MY BUSINESS AND CUSTOMER BASE GROW AS A RESULT OF MY ASSOCIATION WITH A WSI INTERNET CONSULTANT?

By developing a customized Internet Solution for your business, your Internet Consultant will have identified key areas of opportunity to increase sales and reduce operating costs.

Think of the savings you can achieve by replacing postal mail advertising with a targeted email campaign; replacing your traditional training processes with e-Learning; eliminating your printed catalogs with full colour images online that can be updated anytime. These are significant savings you could reinvest in making your business grow.

Introducing new Internet marketing strategies can help you reach and attract more interested customers than you ever thought possible and give you unique ways of always keeping your business fresh in their minds.

WHAT IS GOING TO BE MY RETURN ON INVESTMENT? (ROI)

This depends on what type of Internet Solution you decide to invest in. Even a smaller-scale customized Internet Solution will help you realize cost savings and can increase sales. Think about what the added revenue generated by a steady stream of new customers alone could mean to your bottom line.

It is not uncommon for business owners to begin with a basic solution and then upgrade over time, adding additional features as required. WSI Internet Consultants want to develop a long-term business relationship with you, and because their office is in your local community, they'll be there to support you as your needs change and as your business grows.

WSP | we simplify *the* internet.

Internet Consulting & Education

COMPANY OVERVIEW

WSI Internet Consulting & Education has been developing profitable Internet Solutions since the mid 1990s. Our network of certified Internet Consultants is the largest of its kind and we're ranked the #1 Internet Services Business in the world by industry-leading *Entrepreneur* magazine.

WSI is committed to improving the profitability of our customers through the use of leading-edge Internet technologies, delivered by knowledgeable and service-oriented Internet Consultants. As more businesses realize the importance of the Internet to their continued success and growth, WSI is ready to serve their needs with real e-Business solutions.

Thanks to the trust and support of our customers over the years, our network has grown to over 1000 Internet Consultants serving small to medium sized businesses worldwide.

For further information, contact your local Internet Consultant.

WHY YOU NEED A *WSI INTERNET CONSULTANT*
ANSWERED IN 10 QUESTIONS OR LESS...