

eBusiness

The power you need to track, manage and drive your business on the web.

Features & Benefits

- ▶ **User Login and Authentication:** Sophisticated user login "remembers" users after the first visit by looking up the user in the database, based on a cookie, and triggers "automatic login" for ease of use on return visits. When a request is received with no cookie, or with a cookie that does not contain the necessary identifier, authentication relies on an email address and password (i.e., the user is prompted to login by entering their email address and password). For users that forget their password, the system will email the password to the user upon request.
- ▶ **User Database:** Information about the users that visit the site is stored in the user database to facilitate self-registration, as well as special user levels and user types to limit access to certain content or specify content.
- ▶ **Cookie Management:** Part of the user login and authentication process, the cookie identifies the user, and, depending on the nature of the information collected, can trigger "automatic login," personalize the appearance of web pages, etc.
- ▶ **Feedback Reporting:** It's easy to track, manage and respond to incoming requests "live" on your website (e.g., service and appointment requests, special orders, credit applications, membership applications, etc.). New incoming information is automatically filed in the appropriate category (e.g., Information Request, Product Information Request, Support Request, Suggestion, etc.)
- ▶ **Activity Tracking and Reporting:** Track user activity with usage counter and log files readable in standard analysis programs...what pages are users clicking on? What pages did a specific user visit or what purchases were previously made by a user on the last visit?
- ▶ **Preferences:** Many options including company information, email addresses, input/output file paths (i.e., specify document paths, image paths, database paths), backoffice behavioral options, etc.
- ▶ **Website Control Center:** Backoffice menu, controls and server status information visible on every page for backoffice users and webmasters, giving quick access to all backoffice maintenance areas.

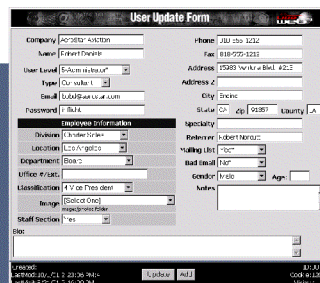
LiveWeb™ eBusiness – A professional solution for conducting business electronically on the web. Includes workflow management tools that allow you to easily track, manage and respond to incoming requests "live" on your website (e.g., feedback, service & appointment requests, special orders, credit applications, membership applications, etc.). User login and authentication and sophisticated user tracking tools allow you to track, sort and manage website users of all types—prospects, customers, employees, vendors, distributors, etc. In fact, this powerful, database-driven component will track every individual who has ever visited your website. If the visitor has logged in, you can store and retrieve any type of information you choose to ask for, such as name, email address, home or work address, phone number, hobbies, age, etc. User activity tracking and reporting is the first step in any successful online marketing program. Professional backoffice reports, user maintenance forms and other "live" administration tools put the power in your hands and make database updates, workflow and communication a snap.

Maintenance Item	Description
LiveWeb Business Tools	
User Report	View/Modify User Information
Articles	Articles/News/Press Release Maintenance Report
Articles Category	Article Category Maintenance Report
Job Report	Job Maintenance Report
Feedback	Feedback Maintenance Report
Activity Tabulator	View Activity Tab Report
Products Management	
Products	Product Maintenance
Aircraft Resource Report	View Aircraft Resources
Aircraft Specifications Report	View Aircraft Specifications
Clear Cache	Clear product cache / allows product info on browser to refresh

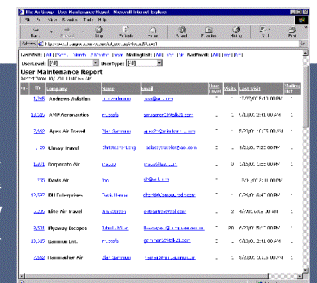
For more information about eBusiness or other LiveWeb™ products, visit: www.imagineit.com.



Using your existing corporate identity, our design team creates easy navigation user interfaces with powerful visual impact.



Maintain customer information yourself, or allow users to update their own information through our easy to use LiveWeb™ forms.



The eBusiness User Maintenance Report allows you to store and keep track of all your Website's users and visitors.

