

Extranet **Bridging the gap between business and customer communication**

Instituting a system where key business information is easily and quickly accessible will greatly expand communication and help your business prosper. Providing those on your supply chain, including your customers, with all the information they need to improve their business relationship with you will facilitate the growth and development of your business. Intranets and extranets make use of all the innovative technology of the internet to supply these services through secure managed channels all the while helping you monitor and control your business in a cost-effective way. If used efficiently, these development tools have the capability to drastically speed up the pace with which you can communicate within a geographically dispersed community. While there are many internal uses for web technology, companies often need to find more proficient ways to communicate with external customers and suppliers. Fortunately, with extranets you have the capabilities to improve your sales, marketing, supplier and customer service channels by allowing these groups of users to access your extranet and obtain the information they need.

Extranet application areas for customers, partners, and dealers include:

- ^a product brochures & specifications**
- ^a product pricing**
- ^a frequently asked questions/customer reviews**
- ^a ordering information**
- ^a distributor/sales contact lists**
- ^a customer support contact numbers**
- ^a details of warranties/support documents**
- ^a employee recruitment**

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