

## E-Business Consulting

Whether you're planning to develop a corporate portal or looking at a custom application, POSATEL's team of experts can consult with your organization to evaluate, strategize, and plan for your project success.

- Strategy - Strategy is more than a detailed plan of action; it is a unifying theme that gives coherence and direction to the actions and decisions of an organization.

- Internet Marketing - Targeting specific audiences is the core strength of e-marketing. And it's the best value for your online advertising investment. We offer you wide reach, top Web brands and precision targeting that lets you reach the best and most promising markets in the most effective way.

- Project Management - an integrated and holistic approach to Internet solutions. POSATEL manages all aspects of your project, beginning with the needs analysis, through to project development and implementation, and concluding with results' measurement and future recommendations.

### 1. E-Business Strategy

E-business strategy is about winning! Strategy is more than a detailed plan of action; it is a unifying theme that gives coherence and direction to the actions and decisions of an organization.

An effective e-business strategy is necessary so that your e-business, e-commerce, or b2b initiative supports your business plan.

In order for your e-business/Internet strategy to be successful it must be: A.) Consistent with your firm's goals, values, resources and capabilities. B.) Viewed within the context of your overall business Strategies.

We help you develop e-business strategy to:

- Build your company image and brand
- Add value to your customers and enhance customer service
- Provide customers enhanced communications capabilities
- Support your sales, marketing and service operations
- Develop new product and services and expand to new markets.

## 2. Internet Marketing

Targeting specific audiences is the core strength of e-marketing. And it's the best value for your online advertising investment. We offer you wide reach, top Web brands and precision targeting that lets you reach the best and most promising markets in the most effective way. It's an integrated approach.

There is no single answer for all businesses. POSATEL array of powerful online tools and services lets you aim your efforts accurately, based on actual performance. Build your brand, and put the top brands on the Web to work for you.

These are just some of the essential services we offer to help you expand your online sales marketing potential:

### - Media Buying

Wherever your audience shows up, that's where we'll reach them. Our network represents the full range of interest categories and offers you the broadest reach on the Web. Our acquisition services can increase brand exposure and let you reach new customers while retaining current ones.

### - Ad Management

Targeting the right message at the right time to the right audience; and knowing right away whether it was effective or not, that's POSATEL integrated approach to ad management through our broad network representing a full range of categories.

### - Targeted Ad Serving

POSATEL network of Web sites represents a broad range of content and interests. Our precision targeting tools not only zero in on specific interest categories but can build a demographic client profile based on variables such as age, location, time of day, industry or operating system. No matter how many ads or sites your campaign involves.

### - E-mail Marketing

Through our network of subscribers and allied sites, you can send targeted e-mails to your customers and best prospects - the people most likely to be interested in your products and services. Whoever, whenever, wherever in the world your target audience shows up, that's where we'll reach them.

### - Search Engine Optimization

SEO is a necessity for companies serious about increasing Internet business and achieving prominent rankings in the major search engines. We understand the only way to do this is to ensure everything about your web site is optimized for search engines and we developed our affordable SEO service for one purpose only.

- Online Affiliate Marketing

Affiliates programs increase sales dramatically and all your business objectives including branding, profits and market share. If we could recommend just one way to boost your traffic and sales of an already existing web site, then it would have to be an affiliates program!

- Monitoring and Reporting

Optimize your online marketing efforts with the most up-to-date information about your campaign's effectiveness. Knowing what your audience looks like, and the products and services they are most interested in gives you a deeper understanding of your customers and best prospects - and how best to establish ongoing relationships that inspire loyalty and increase customer value.

### 3. Project Management

Money is tight, competition is fierce, and you must be assured project budget and timelines agreed upon are adhered to from start to finish. POSATEL takes great pride in its ability to manage projects and deliver on promises.

Internet application development project managers establish skills and have experience that is unique. Our project managers need to have a firm grasp of design, technology and business sense coupled with time and resource management skills. The experience they have gained over the past 5 years and hundreds of projects translates into real value for your organization. We make sure your project manager has relevant experience to the task at hand.

Project management is the application of knowledge, skills, tools, and techniques to a broad range of activities in order to meet the requirements of a particular project.

Project management is comprised of five processes:

- Initiating

- Planning

- Executing

- Controlling

- Closing

Nine knowledge areas centered on management expertise in:

- Project Integration

- Project Scope

- Project Time

- Project Cost

- Quality Assurance

- Human Resource Management

- Communications

- Risk Management

- Procurement