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News



2/19/03 - February 2003 Newsletter

This month may not bring a more upbeat economic forecast, but companies can succeed by moving business processes online. In a down economy, putting information in the hands of your key customers, suppliers, partners and employees lowers costs by eliminating intermediaries, removing delays and increasing efficiency. It begins with sales, which is the first part of a long chain of events that includes fulfillment, shipping, billing, accounts receivable and after-sales support.

This month's spotlight web sites are good examples of using the web to support sales. American Markings, Inc.'s National Registry of Monuments & Memorials puts their entire sales process online with a highly interactive site that entices visitors to subscribe to their premium services; while, Hopmeadow Rental & Leasing uses their site to attract customers to their retail outlet.

New Site! National Registry Monuments & Memorials (<http://www.monumentsandmemorials.com>), located in New York State, offers a fascinating registry of America's monuments and memorials. It represents an ongoing, nationwide historical study, employing the tools of web relational database technology to allow visitors to categorize, manage, extract and study our national heritage. This web site employs a series of databases used to organize and present to the public a National Registry of monuments and memorials found across the country. Among many other features, visitors can search to find monuments & memorials by theme or simply by a specific city, state, or zip code.

Redesigned Site! Hopmeadow Rental & Leasing (<http://www.hopmeadow.com>), located in Simsbury, CT, specializes in automobile rentals and leasing. We gave this site a complete overhaul with new, custom graphics, interactive forms, and an improved navigation bar. View the redesign impact at <http://www.rpdesign.com/redesignportfolio.html> or glance at the innovative way their rental fleet is displayed at <http://www.hopmeadow.com/fleet.html>.

Of Interest: The World Online: Everyone online? Not yet. NUA Internet Surveys estimates that there are 605.6 million people online as of September 2002.

Please call us if you would like to discuss how your web site could better serve your business as well as any topics that you would like to see in Next Month's Newsletter.

Until then, we thank you for your continued support,

Everyone at RP Design Web Services

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