



WORKING WEBSITE TOOLS™

acen Library™

Client: ASA Limited (www.asaltd.com)

Objective: to share & store private & public documents.

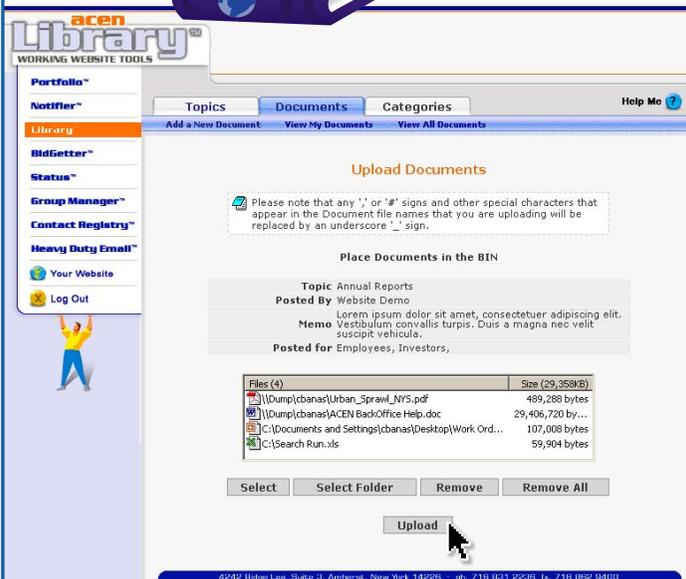
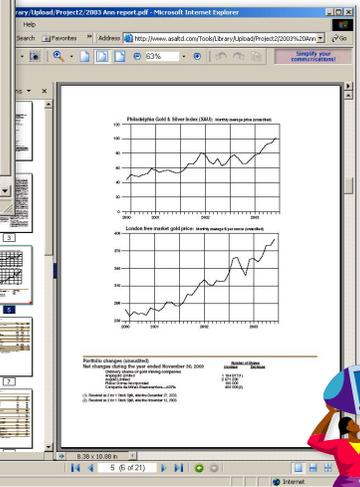
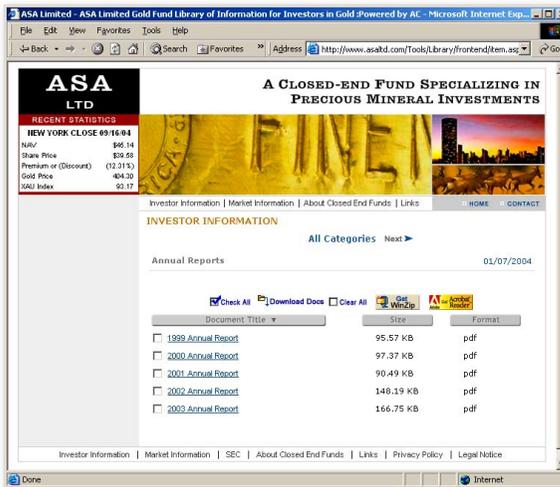
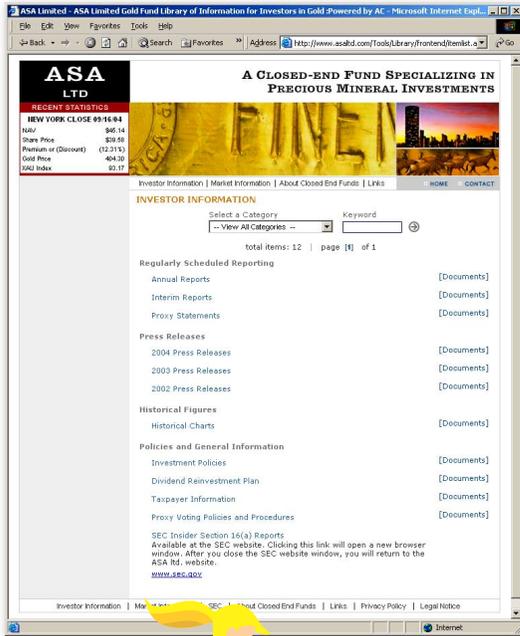
Turn your website into a Private Library

1

Store and share documents of any file type

2

Login to see private Topics & Documents



Library™ is empowering!

- ▶ **Shortens Sales Cycles:** Forbes Homes supplies off-site sales reps with marketing and contract materials.
- ▶ **Informs Potential Customers:** Environment 21 empowers specifiers with design documents in multiple formats.
- ▶ **Helps People Help Themselves:** National Fuel supplies forms and policy documents that users print themselves.
- ▶ **Affordable Compliance:** ASA Limited complies with SEC regulations by posting reports online -- it's faster & cheaper!

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Features & Benefits

information

Library™ taps the power of the Internet to share information and you won't need to re-create the documents that you already use. That's because Library™ simply organizes and uploads volumes of files of any type or format to your website.

easy for you

With no software to install, you can use Library™ anywhere. Simple tools help you create "Topics" and upload documents, multiple documents or whole folders with a single "click."

easy for users

Library™ presents topics and documents in easy-to-scan lists. Search filters and keyword search make it easy to browse.

public or private

Library is available with ACEN's powerful Contact Registry™ and GateKeeper™ software. They make it easy to set-up private topics and private documents. Visitors login and then see only the content you want them to see.

enormous

Stop overloading mailboxes with large attachments. Use Library™ to store and share those big files.

multiple mailing lists

Building a Contact Registry™ is easy. Upload a list or ask contacts to self-register through your website. Then make the groups you need for targeted messaging.

large attachments? no problem!

Notifier™ messages are very small and fast to open, even if attaching huge files like newsletters, flyers or catalogs. That's because the attachments are delivered as "links" to files that remain on the server until the e-mail recipient "clicks" them. Then they are delivered and opened in a new window.

search engines

Notifier™ improves your website search engine ranking for two reasons:

1. All text that you enter is "scan-able" by search engines so every time you create a Notifier™ message, you are adding new, search-friendly content to your website.
2. Notifier™ generates "in-bound links" back to your website that contribute to "page rank."

drives the hits!

Notifier™ reaches out to people and draws them back to your website. That means more hits, more visitors, more leads and better search engine rank. (We observe that site visitors nearly double after we send an e-bulletin.)

customizable

Notifier™ comes with two custom letterheads. "Newsletters" can be set-up for fixed column widths. Bulletins can be customized by you, on the fly into single, double, triple, or quadruple-column formats. Additional letterheads can be developed.

categorize-able

Use Notifier™ for press announcements, events, newsletters, sale flyers, technical bulletins, coupons...you name it! Categories keep it easy and organized.