



## WEB SOLUTIONS 2006

Progressive Ideas and Leading Technologies

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# Eliminate Payroll Headaches: On-Demand Software for Small Business

New online services are revolutionizing how small employers handle payroll, transforming a chore that used to take hours of manual work into a minor task involving just a few clicks. In addition to guaranteeing accuracy, these online services incorporate user-friendly tools that help small employers manage the entire payroll process from printing paychecks to filing W-2s.

Whether an employer has one employee or twenty, payroll is an operational necessity, but it's not easy. Employers must accurately calculate paycheck withholding amounts and voluntary deductions, make timely tax deposits to

various government agencies, and file ever-changing tax forms throughout the year. Payroll withholding amounts can change during the year, so small businesses often calculate taxes incorrectly, leading to penalties.

Surprisingly, although managing payroll manually is error-prone and time consuming, 66% of small businesses still handle all or some of their payroll on their own, according to a recent NFO study. The traditional alternative, an outsourced payroll service, carries a high monthly cost and automatic tax impounding every pay day. Employers that go this route give up control

of their cash flow and end up paying taxes before they are due.

Online payroll is completely changing the game. Employers simply log into their payroll account, enter hours worked for each employee, and click to receive instant paycheck calculations. All federal and many state tax payments can be submitted electronically and pre-filled federal and state tax forms can be filed electronically or printed and mailed to the government agency.

Small business owners want a payroll solution that is easy, accurate, convenient and cost-effective. New online payroll services use the Internet to automate tedious payroll tasks, making it quicker, easier and less expensive for small businesses to maintain control of their payroll.

To read the full report, go to [www.technology-reports.com/paycycle.asp](http://www.technology-reports.com/paycycle.asp)



PayCycle is the leader in on-demand payroll, targeting small businesses and the accountants who serve them. Servicing more than 30,000 small business employers, PayCycle's mission is to make paper-based payroll obsolete. The company's award-winning "Do-It-With-You"™ technology platform guides customers through the entire payroll process from paychecks to W-2's. By integrating with leading small business accounting packages, including QuickBooks® and Microsoft® Money, PayCycle eliminates the hassle of data re-entry. [www.paycycle.com](http://www.paycycle.com) • 1-866-729-2925

# Interactive Voice Messaging: An Efficient Way to Contact Your Customers

In a world that is often ever changing, fast paced, extremely competitive and time sensitive, how can you effectively communicate with your customer base? Today, there are many forms of communication available including: e-mail, fax, text message, traditional mail, traditional dialing technology and interactive voice messaging just to name a few. Whether you are developing a communication plan for a strategic marketing campaign, for customer retention and notification, or if you are working on a parent notification plan for your school or community, each plan should carefully consider the tar-

get audience and the most effective way of communicating with this audience.

With the recent advancements in web and voice-over-internet-protocol (VoIP) technology, using interactive voice messaging as an effective form of communication has never been more efficient and cost effective, compared to many of the other alternatives. When considering the use of interactive voice messaging as a communication tool, consider the security of the system, ease of use, speed of delivery, capacity, technical support, training, and cost.

When comparing interactive voice messaging systems, primary consideration should be given to the following system features:

- A provider that requires no purchase of hardware, software, or telecommunication lines
- Ability to upload call list from a variety of formats
- Flexible messaging strategies
- Convenience and ease of use
- Real-Time Process for Creating Call Campaigns
- Real-Time extensive reporting viewable via: the web

Communication is the key for sustained growth and customer retention. Voice messaging offers a very unique communication tool which must play a vital role in your future marketing campaigns.

To read the full report, go to [www.technology-reports.com/Globalconnect.asp](http://www.technology-reports.com/Globalconnect.asp)



Global Connect LLC, is the leading provider of web based voice broadcasting used to deliver personalized voice messages by various industries throughout the United States, Canada and Puerto Rico. Global Connect's fully interactive system uses Voice Over Internet Protocol to deliver prerecorded voice messages to designated phone numbers at unmatched speed and capacity. For more information, call 1-888-421-4151 or visit [www.gcl.com](http://www.gcl.com).

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## Mining Golden Nuggets from Your Knowledge Base and Product Line

We're all content companies now. From traditional publishers to trade associations, financial institutions to multinational telcos, almost every successful organization sits atop a trove of accumulated customer and market intelligence, audio and visual media, sales research or sheer technical expertise. Media companies have vaults of music and video assets they may never have considered selling before. But all companies of all stripes live and breathe on executive speeches, marketing presentations, training videos, even podcasts, licensed music libraries and short films. Much of this undiscovered gold remains locked away or scattered in

so many pieces few of us consider its potential value to others. Increasingly, companies and publishers of all sorts are finding ways to re-package their content for sale to new markets and audiences. Without the cost or bother of paper and mailing, the decision to publish reports, articles or even databases is easier now than ever before.

Or is it? Bringing your content online for purchase by consumers or other businesses certainly can help your bottom line. It can also carry your brand to new audiences. Publishers can leverage forgotten media libraries made "classic" by time. Trade associations might find information of

tremendous value to consumers. A general news provider may be sitting on a silo of market and company data that, if packaged properly, could be priceless to just the right business niche.

But like any business move, the decision to sell content really involves a series of more detailed considerations. What content does your company really hold, and where? How much of the content do you truly own, or do others hold some of the photo and copy rights? Just about anyone now can open an online storefront but how much of that burden does your company want to keep in-house or out-source to others?

The decision tree for selling your own content online can be rewarding and profitable to climb. But it takes sure footing and a clear path to success.

To read the full report, go to [www.technology-reports.com/javien.asp](http://www.technology-reports.com/javien.asp)



Javien's comprehensive order management and fulfillment technology provides a flexible ASP solution so you can offer a variety of products, incentives and payment options. Through a web interface you get a complete merchandising solution—administer your digital product catalog, manage your customer information and communications, run sales reports and get secure storage of customer data. Additionally, Javien's adaptive micropayment aggregation engine can reduce the cost of processing small payments. **866-383-4586 • [www.javien.com/business](http://www.javien.com/business)**

## That's One Big Store! and Over 200 Million People are Waiting in Line

Since the 1990's, the Internet has doubled in size every six months. With the Internet as the storefront for e-commerce, and a storefront that is open 24x7 and available from anywhere in the world with internet access, this constant increase offers far more than hope for those wishing to sell online. With customers and information seekers already waiting in line (as of March '06 there were 205,326,680 internet users in the United States alone), online selling is a thing of the past and even more so of the future.

### In 2005:

- Online retail sales came in at about \$165 billion, a 20% increase over 2004. Growing 23% from the same season in 2004, holiday sales were at \$22 billion.

### In 2006:

- From January through June, online spending by consumers totaled \$80.8 billion, up from \$67.2 billion during the same period of time in 2005.

### Time-travel that is well worth it.

As the internet grows, so grows competition via the internet and waiting too long to move online may cause you to lose your place in line entirely. If you are already online pat yourself on the back but now that you're there- don't stop moving. An online business must keep on its toes to stay ahead, such as having top features and functionality on a well-designed, easy to navigate site.

### In 2010:

- Online retail sales are projected to reach \$329 billion.

Moving forward is the only direction to go to become part of that rising number.

\*\* All stats gathered from leading industries in internet research.

To read the full report, go to [www.technology-reports.com/volusion.asp](http://www.technology-reports.com/volusion.asp)



Since 1999, Volusion.com has offered E-commerce Solutions, Web Design, Merchant Accounts, SSL & Search Marketing services to clients. All solutions come standard with built-in business and marketing functions in a customizable package, including One-Page Checkout, Google Checkout integration plus Free 24x7 Support & training videos. Try a Free 14-Day Trial Today! \$99 off new store setup with the code B WEEK- expires 10/31/06. **[www.Volusion.com](http://www.Volusion.com) • (800) 646-3517 • Simi Valley, CA & Austin, TX**



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# Maximizing Your Email ROI: Why Your Reputation Is More Important than Ever

They say nice guys always finish last. Take a quick glance at the current state of email, and one certainly might think it was headed in that direction. Thanks to the unrelenting tenacity of spammers who pollute our inboxes with penny stock picks and Viagra offers, one of a company's biggest challenges is just making sure their emails don't get lost in the sea of spam. In fact, just when you've gotten the email medium down to a science in terms of compelling creative and targeted messaging, the greatest barrier to the success of email programs may be just reaching the inbox.

Well over 80 percent of email sent over the Internet is spam. The unfortunate result is that while message security vendors and ISPs are working overtime trying to keep unsolicited messages away from their end users, they're also frequently misclassifying legitimate mail as spam. As system administrators tighten their requirements for what constitutes "good" mail, many legitimate emails are getting accidentally routed to bulk folders, or dropped altogether. Called a "false positive", this can just as easily happen to an email receipt for a stock trade as to a special offer on this season's latest gadget.

With more legitimate businesses mistaken as spammers and vice versa, your online reputation has become more important than ever. While Internet blacklists already exist to help identify and block known spammers, having a good email reputation can get your emails delivered directly to the inbox.

The first step towards building a good email reputation for your corporation is to ensure you follow the latest industry best practices. By maintaining high standards in your email practices, you can increase delivery rates to the inbox, which mean higher response rates, which mean greater ROI. Sometimes, nice guys do finish first.

To read the full report, go to [www.technology-reports.com/habeas.asp](http://www.technology-reports.com/habeas.asp)



Habeas is an Email Trust Authority that re-establishes email as a reliable business communications medium. Habeas enables commercial email senders to certify their communications as legitimate, and helps ISPs and message security vendors make better, more efficient decisions about how to sort inbound mail. By aggregating, analyzing, and categorizing the reputations of millions of senders around the globe, Habeas is making sure legitimate email gets delivered. Mountain View, CA • 650-694-3300 • [www.habeas.com](http://www.habeas.com)

# EFM Software Solutions: Improving Customer Satisfaction

Enterprise feedback management (EFM) systems have gained an increasingly prominent role in the suite of tools used in customer relationship management. Their usefulness is not simply limited to surveying customers about their satisfaction with your product or service, however. In fact, all the customer data in the world won't be of much use if you can't close the loop and use the information gained to bring continuous improvement to your customers' experience.

EFM works with your existing customer systems to help you understand what your cus-

tomers want and why they want it. With this added dimension of insight, you will be better

**"...you will be better able to design process improvements and quality standards to enhance your customers' satisfaction."**

able to design process improvements and quality standards to enhance your customers' satisfaction.

Once you rolled out your process improvements and quality standards, EFM helps you

measure the performance of your organization in implementing them, as well as their impact with your customers. Using sophisticated mobile data gathering, EFM lets you gather data where it lives: on the factory floor where your products are assembled, or on the retail floor where they're sold.

By using EFM -- both outside your organization to monitor customer desires, and inside your business to monitor processes and quality control -- you can close the loop on customer satisfaction, enabling you to deliver your customers service and product improvements more quickly and with a higher standard of quality.

To read the full report, go to [www.technology-reports.com/prezza.asp](http://www.technology-reports.com/prezza.asp)



Prezza Technologies builds innovative web-based and mobile survey tools with an emphasis on quality, performance, and usability. Prezza Technologies' customers are able to easily deploy even the most complex surveys & data collection applications in a fraction of the time required by the competing products. Prezza Technologies' applications are designed to be used and maintained by non-IT professionals, thus reducing the load on an organization's IT resources. [www.prezzatech.com](http://www.prezzatech.com)