



## 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)**

## 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)**



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# Will Your Website Survive A Challenge? Five Ways To Be Sure

On July 22, a power failure keeps MySpace offline for hours. On August 10, following a thwarted bomb threat, heavy traffic grinds British Airports Authority's website to a halt. On August 15, video-sharing site YouTube is taken down by database troubles.

Incidents like these can be minimized through careful planning. In 2004, a web hosting facility in Houston was severed from local utility power for six days; it suffered no downtime.

Whether your website is hosted within or beyond your premises, data center experts recommend regular review of the following checklist:

**Web server:** Your site needs adequate computing

resources to run smoothly. For mission critical projects, load balancing across multiple servers is essential. For low-volume sites, virtualization offers guaranteed CPU capacity while keeping costs low.

**Network configuration:** The routers and switches within your hosting environment each have a finite data transfer capacity. Very busy websites should run on a separate network infrastructure, leaving room for traffic growth.

**Connectivity:** Bandwidth carriers are responsible for transporting data between your hosting facility and end users' web browsers. To ensure that you have available capacity to support traffic surges, con-

sider a multi-vendor network. This also helps maximize uptime by eliminating single points of failure.

**Security:** A variety of security solutions are available for detecting online intruders and mitigating DDoS attacks. Many service providers also offer vulnerability assessments. Network and server security are a must-have, regardless of the scale of your web operations.

**Infrastructure redundancy:** Many hosting facilities feature backup generators to protect against power failure, but the equipment alone won't keep your site online. It's imperative to follow a strict preventative maintenance program for UPS systems and generators. Backup power infrastructure should be regularly tested to ensure that all the communications, signaling and switching between devices function properly.

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



Jeff Lowenberg is VP Operations at The Planet, the world's largest dedicated server provider. The company operates multiple tier-one data centers in Dallas and Houston. Its network features 66 Gbps of data transfer capacity and state-of-the-art security. Its services include collocation, dedicated servers, and custom-built hosting environments. For more information on The Planet, please visit [www.theplanet.com](http://www.theplanet.com) or call 800-377-6103. For questions on optimizing your Internet infrastructure, contact Jeff at [jlowenberg@theplanet.com](mailto:jlowenberg@theplanet.com).

# 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