



Leading the Industry in Customer Revenue Enhancement



ITUpside Website Products Summary

Simplifying Your Company's Presence on the Web

Changing a simple "Welcome" message on your website should not require a highly skilled IT specialist; you should be able to make that change yourself, when you want to make it and how you want it to be done. This is how the web **should** work. This is how the ITUpside works:

1. We setup your website with ContentPRO^{fx}.
2. You manage all the information on the website easily, within your own browser!

ContentPRO^{fx} makes managing information on your website as simple as browsing the web. In fact, the whole system is operated online, 24/7, from within your own website! Making changes is as easy as:

1. Clicking on the content you want to change.
2. Making your changes.
3. Refreshing the website... and you are done!

Website management has never been so easy, whether you are a web novice or a Webmaster. There is no HTML to learn, no complicated software to install. Once ContentPRO^{fx} is enabled on your website, your only concern will be the message you want to type, not how to get it on the website. **And we are always available to help if you need us.**

Features of ITUpside ContentPRO^{fx} Publisher:

- Access and change content anytime, anywhere using your web browser.
- No need to know HTML – uses proprietary web-based word processor.
- Any part of your site can be editable content, big or small.
- Post menu updates with descriptions and thumbnails.
- Insert images easily and even streaming media!
- Schedule content: set start and expiration dates.
- Easily link between content and pages.
- Insert instant feedback polls, surveys or other web products.
- Set items to automatically archive.
- Organize content by category, order by importance.
- Place content in multiple categories.

Show the same content on multiple pages or multiple sites at the same time.



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Tools included ITUpside ContentPRO^{fx} Publisher:

ContentPRO^{fx}

ContentPRO^{fx} provides 24/7, online access to manage all of your web content on every page of your website, all through the simplicity of your web browser with absolutely no knowledge of "HTML".

eMail Director

ITUpside eMail Director is a mail system that enables the company to create multiple mail templates that can include images, links, lists, tables and virtually any other rich content (COUPONS!). Mail lists are managed as groups and can be imported or exported from other sources. ITUpside eMail Director provides the company with advanced communication capabilities.

Coupon Builder

We provide a web based coupon development and management system that allows you to easily create a coupon and place it on your website. The website visitor can download the coupon by registering with you. This will build demographic information you can track. You can also distribute the coupons through eMail and track their usage.

Registration Database

ITUpside Registration Database provides flexible and robust online forms that can be tailored to your every need, complete with duplicate checking and data validation.

Calendar

ITUpside Calendar enables you to quickly and easily add a robust monthly calendar system to your website.

BannerPRO

As one of our web foundation products, ITUpside BannerPRO allows you to insert and rotate banners on your website. Statistics are kept for each banner as to number of views and clicks.

Photo Album

We provide a web based photo album where you can upload you photos into an image library for use and display on your website.

Contests

ITUpside Contests allows you to quickly set up a promotion that is easy for you to manage, easy for your customer to enter and easy for you to connect to an advertiser or promoter.

Item Scheduler

One of the most important aspects of any successful website is its ability to appear alive. ITUpside Item Scheduler is a full-featured automation system designed to keep your site fresh at all times, with up to the minute, time-sensitive, dynamic images and content.

Shopping Cart

ITUpside Shopping Cart enables an administrator to quickly build a group or multiple groups of products into a shopping cart that can be displayed on your website to visitors for purchase by credit card.

ITupside

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ITupside Website Products Summary

Survey

ITupside Survey enables you to quickly build professional looking online surveys that can be sent via email or loaded as a link on a web page. Your customers and prospects will be presented the questions that can be answered online. The results from completed surveys are tabulated for use by your organization.

Polls

ITupside Polls presents the customer with a question and a list of multiple-choice answers. It provides instant feedback to the website visitor, while also recording their answers for you to review at a later date. It is an easy to use and powerful Online Suggestion Box.

Classifieds

ITupside Classifieds enables a company to simply add a fully functional classified ad system to their website, with very little work and time required. Your customers/employees can easily add and cancel any classified ad complete with images, while the company maintains editorial control.

Jobs

ITupside Jobs enables a website administrator to add a fully functional employment system to their website in no time, with very little work required. Your customers/employees can easily add and cancel any employment notice, complete with images, while the station maintains editorial control.

Personals

ITupside Personals enables a restaurant to quickly and easily add a simple personals ad system to their website. Your customers or employees can easily add and cancel any personal ad, complete with images, while the company maintains editorial control.

ContentPROFX

"Putting Content Management Where It Belongs"