

Global Recommends StructuredWeb to deliver Sales and Marketing tools to Dealers

Completely customized for Global Dealers, "StructuredWeb's eBusiness Solution is a "must have" Sales and Marketing Tool," says Global's Director of Marketing Michael Fishman

Secaucus, NJ - StructuredWeb, Inc., developers of comprehensive eBusiness solutions for small to mid-size businesses, and Global, a leading international designer, manufacturer, and marketer of office furnishings, announced today that Global has deployed StructuredWeb's eBusiness solution to grow Global dealers' online sales and marketing efforts, and to facilitate Global's online communication with its dealer network.

"The Internet has become a vital part of how our dealers generate business, but a majority of small to mid-size dealers don't have the time or resources to go beyond a basic web presence. The StructuredWeb program gives dealers an essential way to use the Internet in their business well beyond the basic website" states Global's Director of Marketing Michael Fishman. Customized for the office furniture industry, StructuredWeb integrates sales, marketing and customer relationship tools with secure online customer accounts, managed product catalogs together with a professional website to give dealers a streamlined eBusiness solution.

StructuredWeb offers office furniture dealers the ability to replace or enhance their existing corporate website presence and cost-effectively market it through professional design and marketing services. Additionally, built into StructuredWeb's service is up-to-date Global product information and collateral that ensures site visitors get an everlasting positive impression of the dealer.

StructuredWeb's solution will give dealers a professional eBusiness platform, up and running quickly, without the resource commitment usually associated with such an effort. "We've customized StructuredWeb to provide office furniture dealers with an affordable and easy to use solution for improving their bottom line." says CEO and Founder of StructuredWeb, Daniel Nissan. "The sales process is not just about prospecting, but creating and maturing opportunities. StructuredWeb helps dealers to identify sales opportunities and then outshine their competition by presenting and managing information in a professional, low cost manner. "

Customized for office furniture dealers, StructuredWeb provides:

- Automatically updated Global product information complete with detailed images, brochures and collateral
- Contact management database for with opportunity management sales and marketing teams
- Marketing tools for personalized customer communications to create awareness, cross-promote services, strengthen relationships and run specials
- Password protected online accounts for exchanging information such as product brochures, proposals, quotes and user guides
- Online meter reading and service area with automated reporting
- Detailed reports for tracking customer response to identify hot leads
- Professionally designed website with content management tools

Nissan adds, “Based on our success so far with office furniture dealers, we are very excited about our strategic alliance with Global and look forward to working with more Global dealers and helping them grow their businesses.”

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