



Empowering Global Total Office Dealers with Advanced Sales and Marketing Functionality

Customer Benefits

- A world class web presence that impresses and motivates visitors
- Build, manage, and present more detailed product and services catalogs on your site
- Contact Management tools with Sales Force Automation provides efficient account management
- Improved sales productivity through automation of time-consuming marketing and sales activities
- Private password protected areas for each customer, quickly created by your sales team
- Increased traffic to web site through highly targeted email marketing campaigns



GLOBAL TOTAL OFFICE ENDORSES STRUCTUREDWEB

We are pleased to announce that StructuredWeb's partnership with Global Total Office has proven to be a great initial success with many dealers across the country reporting increasingly positive results. Over the past year, over fifty Global Total Office dealers have enrolled with StructuredWeb.

This provides a summary of the capabilities that are available to you through StructuredWeb and some exciting feedback from successful dealers that are already benefiting from the program.



WHAT IS STRUCTUREDWEB?

StructuredWeb provides office furniture dealers with advanced marketing solutions that are affordable and easy to use. In one comprehensive package customized for Global Total Office dealers, StructuredWeb's managed solution integrates a suite of six web-based applications - all with sophisticated customer tracking capabilities.

- **SiteCenter:** Easy-to-use tool that enables you to create a professional looking website in minutes, or enhance your existing site with improved functionality.
- **ProductCenter:** Automated service that routinely updates your website with fresh Global Total Office product content and provides your customers with in-depth information on the products you offer.
- **EmarketingCenter:** Do-it-yourself application that allows you to quickly and easily create beautiful and completely trackable email marketing campaigns to create awareness and increase traffic to your web site.
- **CustomerCenter:** Powerful communication tool that enables you to create private presentation areas to share information with customers and prospects including floor plans, furniture standards, marketing collateral and more.
- **ContactCenter:** Robust contact management application with built-in sales force automation and opportunity management modules that synchronizes with any existing database already in use.
- **ServiceCenter:** Allows customers to place service call directly from your website so that you can deliver a higher level of service and uncover up-sell opportunities at the same time.

WHAT GLOBAL TOTAL OFFICE DEALERS SAY ABOUT STRUCTUREDWEB

Customer Benefits

- Centralized document storage & management with remote access 24x7 anytime, anywhere
- State-of-the-art infrastructure to ensure exceptional performance and reliability
- Email marketing with full mail-merge personalization
- Accurately track and analyze customer activity and interests
- Target each client with relevant messaging
- Grab more customer's attention with easy to launch media-rich email campaigns

"With the power of StructuredWeb, we have been able to not only create a great website but now have a presence on the web for our new and existing customers. StructuredWeb provides all the necessary tools to market our products and generate business. I would highly recommend them to anyone."

- Jen Blair
SWC Office Furniture Outlet

"We are very pleased with how StructuredWeb is working out for us. At first, we used the service to build a professional web site, but the CustomerCenters have really made a positive impact on our day-to-day business. Now, It's much easier for us to share CAD drawings and other files with Clients and they appreciate the convenience of having access to information 24/7. It's all about staying ahead of the curve."

- Dave Davis
Creative Business Interiors

"StructuredWeb is a great marketing tool. Efficient web updating keeps our information current and E-Marketing keeps us in front of customers. The customer service has been outstanding!"

- Paula McCarty
Kentwood Office Furniture

DEALER TRAINING & ON-GOING SUPPORT

StructuredWeb offers unlimited training and on-going support to ensure that your dealership can get up and running quickly with the program and fully utilize the service. Every participating Global Total Office dealer will have access to "StructuredWeb University", a continuous series of online seminars and classes conducted by a corporate trainer. All training sessions are conducted online with five training classes every single day of the week.

Participating dealers will have access to a weekly schedule of training seminars and will be able to register for training sessions online. In addition to this flexible training program, your technical and customer service calls will be handled by, StructuredWeb's CSR team via their toll free 800 number.

CONTACT STRUCTUREDWEB

This program will pay significant returns on your investment and we encourage all dealers to consider StructuredWeb as a marketing solution.

To learn more about the program and how StructuredWeb can help you business, contact Peter Brooks at StructuredWeb. Peter can be reached at 201-325-3140 or peter.brooks@structuredweb.com



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