

DATABASE BY DESIGN, INC.

Take the Internet to the Maximum Profitable ways to integrate the Internet with your database systems

Regardless of the economic conditions at any given time, organizations are constantly looking for ways to cut costs and increase revenues. With the explosion of the web over the past several years, the Internet has provided many opportunities to meet these financial goals. The following is an overview, along with links to prior articles, of some of the many capabilities available for your organization:

Enhancing Your Web Site to Increase Its Use

Research has shown that changing content of a web site will increase the number of visits to the site. Making a web site a resource for your target audience increases the probability that they will keep you in mind when it comes time to purchase.

http://www.mycustomdatabase.com/newsletter_archives/newsletter_0203.pdf

Enabling your customers to place their orders on-line is increasingly becoming a requisite for doing business. The advantages that can be realized from implementing an e-commerce and business-to-business component into your web site can be enormous. In addition to saving costs and increasing revenues at the same time, these additions to your site can many times extend the length of patronage of a client resulting in additional sales. By planning your e-commerce site properly, you can better insure the success of your enhancements.



http://www.mycustomdatabase.com/newsletter_archives/newsletter_0112.pdf
http://www.mycustomdatabase.com/newsletter_archives/newsletter_0110.pdf

While each of the above enhancements can be accomplished with traditional web page technology, there are additional options that can further improve the web site experience. Technologies such as Java Applets, Flash, and others can not only enhance the entire web site experience, but they can also help simplify the data entry and data presentation process.

http://www.mycustomdatabase.com/newsletter_archives/newsletter_0306.pdf

Other Benefits a Database Driven Web Site Can Deliver

There are several areas where a database driven web site can provide cost saving benefits. They primarily fall under the category of "Communication". Whenever information is collected and then presented to others in an automated fashion, productivity is enhanced and costs are reduced. You can add several capabilities to your site, for example project collaboration, event registration, customer service information, and web site usage analysis.

http://www.mycustomdatabase.com/newsletter_archives/newsletter_0207.pdf
http://www.mycustomdatabase.com/newsletter_archives/newsletter_0106.pdf

Don't Forget the Details: Get the Right Technology

There are several options regarding the management of the web site itself. You can host the server at your location, co-locate the server at an Internet Service Provider, or use a hosting service. In any case, it's important to determine your goals so that you can match it to the correct technology. This process will help ensure that the project is optimized for its needs.

http://www.mycustomdatabase.com/newsletter_archives/newsletter_0204.pdf
http://www.mycustomdatabase.com/newsletter_archives/newsletter_0211.pdf

You Don't Have to Have a Web Site to Gain Benefits from the Internet

There are many ways in which you can take advantage of the Internet with your own office database. You can gather information from web sites and on-line database systems, and then store it in your database to help in areas such as Customer Service.

http://www.mycustomdatabase.com/newsletter_archives/newsletter_0308.pdf

You can also transmit personalized information to your existing and potential customers via e-mail directly from your database system. Extending the reach of your office database system in this manner can help increase your organization's visibility and potentially its revenues.



http://www.mycustomdatabase.com/newsletter_archives/newsletter_0202.pdf

There are numerous options available to add to your database systems. Each can have significant impact on your organization's financial stability. It's important to have a well thought out plan in place to guide your organization from concept to reality. At Database by Design, Inc. we want your Internet-based systems to be one of your biggest assets. We consistently analyze and utilize the latest technologies so that we can apply the best solution for your needs. Contact us so we can help you plan your next venture utilizing the Internet.

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(Previous Newsletters)

Next Month's Topic: Find the Best Fit - A compilation of database systems