

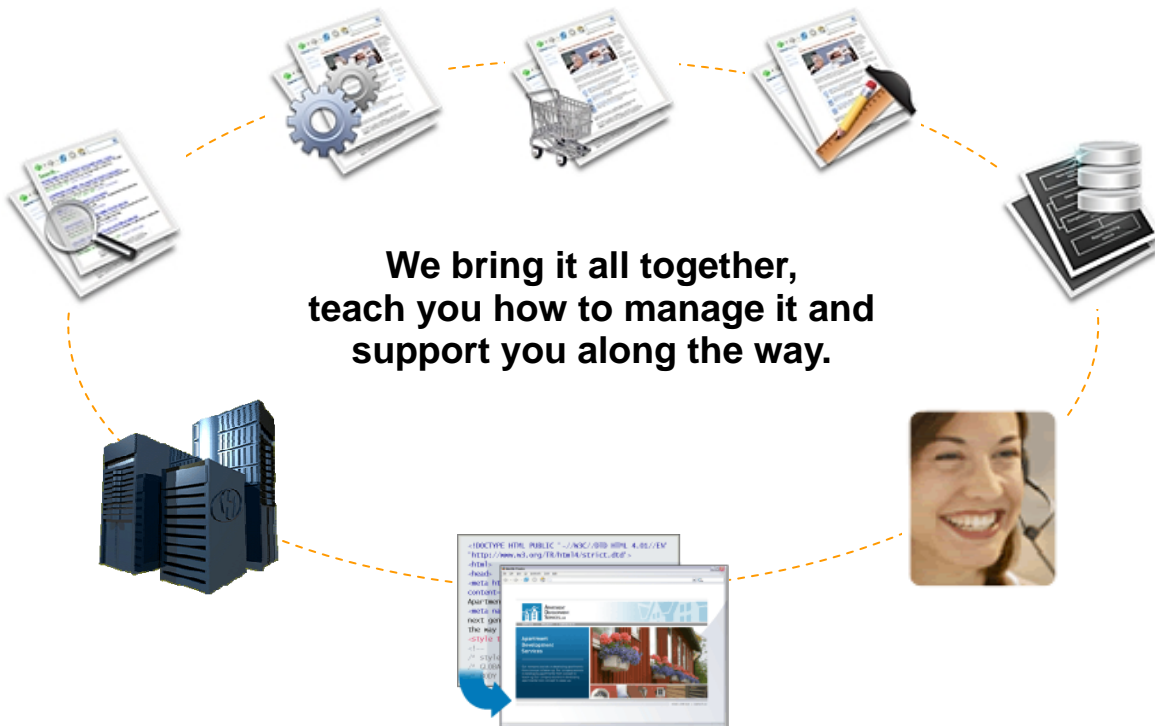


Interactive Multimedia
Search Engine Optimization
E-Commerce and Social Networking
Customer Relationship Management

(508) 644-1553

We help you grow and manage your business on the web

Needs Assessment



www.cnpintegrations.com



Contents:

Business Profile

SWOT Analysis Worksheet

Operations Profile

Web Technology Profile

***Web Interface /
VSET Profile***

What we do...

How we do it...

How You benefit...



What is the nature, size and scope of your business?



Describe your marketing, and your web marketing...

Is your website supporting your goals for your web marketing and sales?

How well is your site attracting and servicing customers?



Needs Assessment



Part 1 - Business Profile

Please identify the profile that best describes your business:

1. Type of Business
[check all that apply]

- private operations
- organizational
- institutional
- manufacturing
- distribution
- service
- consulting

2. Type of Market
[check all that apply]

- (internal ops only)
- organizational
- institutional
- retail
- organizational
- B2B
- niche
- mass market
- vertical

3. Business Scope
[check one]

- private (internal)
- local
- regional
- interstate
- national
- some foreign
- global

4. Internet Businesses
[check one]

Is your operation driven through web technologies?

- yes
- No

I would like to develop that aspect.

- Yes
- No
- What is it?

Comments:

Contact:

Address:

Email:

URL-Web Address:

Phone:

It is important to understand the scope of your business as it relates to the web. Due to the nature of time and investment required for implementing technology, you should concentrate on the functionality that will best suit your existing needs and allow a framework for your future expectations.

CNP Integrations helps you match the scope of your business with a balanced plan that will empower you with web based tools to grow into your future.

An internally focused B2B company has a very different need than an outward focused B2C retail e-commerce or social networking community. The difference in local vs regional, national or international reach can impact not only your best choice for technologies but how they are applied in your situation.

CNP Integrations helps you create a web technology plan to bridge your needs as they meet the demands of your current and future customers.

What are your expectations for this project?

What do you see as your key *strengths* as you implement a new portal program?

What do you see as your *weaknesses*?

What are your *opportunities* as you implement a new portal program?

What are the *threats* your organization faces?

Strengths, Weaknesses, Opportunities, and Threats Analysis				
Strengths	My Company	Competitor 1	Competitor 2	Competitor 3
What are your business advantages?				
What are your core competencies?				
Where are you making the most money?				
What are you doing well?				
Weaknesses				
What areas are you avoiding?				
Where do you lack resources?				
What are you doing poorly?				
Where are you losing money?				
What needs improvement?				
Opportunities				
Any beneficial trends?				
Niches that competitors are missing?				
New technologies?				
New needs of customers?				
Threats				
Obstacles to overcome?				
Aggressive competitors?				
Successful competitors?				
Negative economic conditions?				
Government regulation?				
Changing business climate?				
Vulnerabilities?				



Part 2 - Operations Profile

Please identify the operations profile that best fits your business:

5. Type of Products
[check all that apply]

- Tangible
- Intangible

7. Sales & Marketing Process
[check all that apply]

- lead generation tools
- referral
- direct sales (sales team)
- indirect sales (affiliates)
- real world advertising
- online advertising
- search engine optimization
- direct mail
- promotions

6. Organizational Scope
[check one]

- individual
- 1-3 people
- 3-10 people
- 10-30 people
- more than 30

8. Customer Support Process
[check all that apply]

- Phone
- In person
- Off premises
- Web
- Time Tracking Required
- Reporting Required
- Multiple Service Contacts

9. Training Activities
[check all that apply]

How much emphasis on training is there in your organization?

- Critical, highly effective focus
- We do have some training
- We need to streamline our systems
- What training?

Comments:

It is important to review how your organization will respond to any new processes and what benefits can be achieved through these new processes.

CNP Integrations can help you determine what tools will be the most effective for the size of your organization and improving existing processes.

Often it is not the technology that inhibits success of a web technology project but the climate for change and ability to get the right kind of support and training.

CNP Integrations offers outstanding solutions for support and training. We can help you match an affordable solution that fits the size and scope of your project.

List some realistic goals for your project:

- Within first 15 days
- Within 45-60 days
- By first QT 1-3 months
- By second QT 3-6 months
- By third QT 6-9 months
- By fourth QT 9-12 months

Who from your organization will be involved in this project and what is their expected role?



Needs Assessment



Part 3 - Web Technology Profile

Please identify the web technology profile that best fits your business:

10. Current Site Design
[check all that apply]

- site currently up to date
- attractive design
- easily navigable
- use of multimedia
- content rich

12. Site Value to Users
[check all that apply]

Do you use "expert data" to maximize your site activity?

- yes
- no

14. Audio Visual
[check one]

Do present your marketing, training and management messages in an on-demand, audio/video / multi-media medium?

- yes
- no

Comments:

11. Collaboration Activities
[check all that apply]

You can collaborate online with:

- Customers
- Personnel
- Affiliates
- Associates
- Not available

13. Site Update Capabilities
[check all that apply]

How do you handle web updates, internally or externally?

- in-house designer
- instant online updates
- outsource designer
- rarely
- regularly

It is important to know where you are and where you are going to establish the best means of accomplishing your goals. With the web 2.0 boom and the synergy in the open source movement there are now endless options for tools. The challenge will be choosing a vendor that can guide you through the options and support them through an implementation and customer delivery process.

CNP Integrations is positioned to offer you affordable solutions and value-based services to guide and support you as you deploy web technologies. We are committed to help you improve your business relationships, user experiences and collaborate with your customer, staff and channel partners or affiliates.

What is the average user profile for your portal and how will this impact what you present and how you present it?

How can you attract return visitors and direct them to the pages you want them to respond to?

What are the most popular comments made by your current site visitors or customers?



Part 4 - Web Interface VSET Test Profile

Please identify the ability of users to use and navigate your current web site:

15. Verification
[check one]

Is it clear when a user hits your site that they can find what they are looking for there?

- with difficulty
- with some searching
- easily

17. Evaluation Capability
[check one]

Can users easily evaluate your product and service offerings?

- with difficulty
- with some searching
- easily

19. Applications Online now
[check all that apply]

- Social Network
- Portal feedback
- Employee directory
- HR - Timesheets
- Research portal
- Collaboration tools
- File uploads
- Inventory and sales info
- RSS Feeds
- Search Capabilities
- Document management
- Polls & Surveys
- Video and Web conferencing/chat
- E-Commerce
- Forums & Blogs
- E-Learning

16. Search Capability
[check one]

Are there clear and simple, multiple paths for users to search your site for more of what they are looking for?

- with difficulty
- with some searching
- easily

18. Drive user interaction
[check one]

Do you provide users multiple ways to take action to interact with your business, such as ordering or quoting capabilities?

- none at all
- with some searching
- easily

20. User feedback you experience
[check one]

When you receive negative comments regarding your current site, what areas are usually criticized?

- non at all
- navigation
- design
- features
- content
- the URL
- can't find you on Google

It is important to know how your users respond to your web portal and what features and functionality they will use and appreciate the most.

Verify, Search, Evaluate, Take Action (VSET) is a process to gauge the effectiveness and usability of a website. VSET is an objective review of how a potential customer would use a website. You want to assess whether the customer can:

- immediately *verify* the site has the information he/she is looking for?
- quickly *search* for exact products, services, or specs needed?
- easily *evaluate* the information to help them make a decision?
- then *take action*—buy, inquire— during his/her visit?

This kind of usability testing is essential for meeting the demands of the new global marketplace in which the user has unlimited choices and access to products and services from any where in the world.

CNP Integrations helps you identify the best ways to leverage your choice of technologies and portal features to meet the needs of your customers and respond with a user experience that will encourage return traffic to your portal.

What could be the biggest threat or competition for your new portal?

What do you see as the most important success factor for your new portal?

What is the most valuable take-away that you want for your customer?

Other Comments:



We can improve your Web Marketing and Communications

Web Content Management and Social Networking



CNP helps you take control of your web assets. We build web portals for e-commerce and social networking communities. Our training and support empowers you to take hands on ownership of your web business.

Joomla CMS is a powerful open source content management system supported by a global network of developers. Open source provides faster innovations and access to source code for customizations and scalability. Joomla is user friendly, allowing non-technical users to create, edit and publish content, and it is used all over the world for everything from simple websites to complex corporate applications.

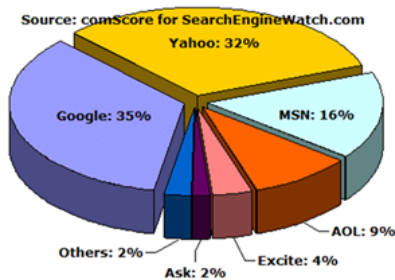
Flash / Interactive Multimedia



CNP brings your site alive with integrated rich multimedia, making it a frequent destination. We have a long history in rich media arts, award-winning interactive multimedia productions, and delivering entertaining presentations.

Interactive multimedia is what makes the web a powerful and exciting channel for businesses to communicate. By linking together text, graphics, images, animation, video and audio, users get to browse, navigate, annotate and control their own experience. We develop interactive multimedia for online and CBT training, and complete LMS solutions.

Search Engine Optimization



CNP will design your site for search engine crawling so you can jump to the top ranks and generate more web sales. Our program of continuous monitoring will ensure sustained website performance and provide you with valuable business intelligence.

Search engine optimization (SEO) is the process of improving site traffic by "natural" keyword query search results. The earlier a site is presented in the search results, or the higher it "ranks," the more users will visit that site. There are many ways to achieve results by partnering with CNP to design, manage and track a program that works best within your resources and industry.



Customer Relationship and Business Management



CNP helps you with your customer relationships and your team collaboration. We use Info@Hand to connect our sales, marketing, accounting, support and project management teams.

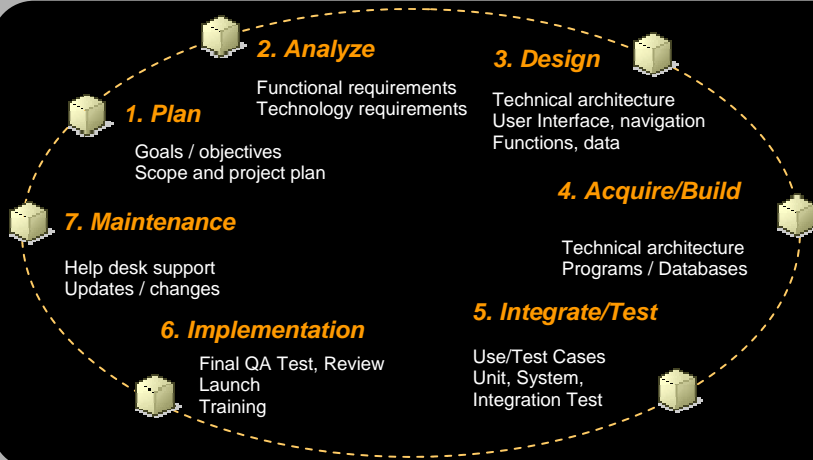
Info@Hand CRBM places an organization's core business information in the hands of those authorized to have it anytime, anywhere, and empowering them to *do business better*. With Info@Hand, small to mid-sized businesses can increase sales effectiveness and marketing reach, reduce costs, increase production, and improve efficiency. The tools that were once only affordable and accessible to large scale enterprises is now available at a price point that can enable small and mid-sized companies to compete on a level playing field.

How We Do It ...



We Integrate, Train and Support

CNP's systems development lifecycle approach delivers high quality results.



Our commitment

We pride ourselves on providing quality project management, innovative solutions and quality customer service and support.

Our award winning production team can help you achieve superior results.

Our chosen technology platforms offer significant cost reductions, greater flexibility and shorter development life cycles

Our approach is unrivaled - our turn key solutions allow us to focus on your needs for Integration, Training and Support and ensure a successful implementation:

1. Plan



Shortened life cycle: We Plan, Analyze, Design and Build



2. Analyze

3. Design

4. Acquire/Build

- We collaborate with you from the start to finish—you can access all of the details for your project: status, deliverables and issues through our online tools.
- We conduct thorough assessments: review current processes, organizational changes, internet business needs, competitors, to determine the most effective strategy.
- We offer a shortened life cycle through use of pre-built components for CRM/CMS/LMS/PRM capabilities.
- We build, or customize, and install templates that manage the content layout which can easily be branded with your color schemes, graphics and media.
- We offer custom configurations for hundreds of components and extensions with minimal cost to you.

5. Integrate

Integrate

We not only build the interfaces between the tools, we bridge the gaps among your processes and facilitate the change and adoption necessary for a smooth transition.

- + Tools and technologies
- + Business automation
- + Workflow systems

6. Test

7. Launch

Test and Launch

- We test the integration of pre-built components
- We conduct user interface, usability and browser testing



8. Train

Train

We mentor and train your people so that you are proficient and independent, and can be off and running.

- + Mentorship & coaching
- + CRM/CMS/LMS Training

9, Track Results

Track Results

- At launch we begin visitor feedback review, redline review and monitor the site performance



10. Support

Support

We respond to your call, email, chat, skype, or fax, within 15 minutes, day

- + Full service production
- + Self-service advice

How You Benefit ...



Efficiency

CNP enables you to be more efficient in your web marketing.

- ◆ *Reduce your overhead, training and support costs*
- ◆ *Deliver more accessible and centralized web assets*
- ◆ *Leverage open source's innovation and scalability*

Independence

CNP empowers you with the tools and training to take control of your web business.

- ◆ *Author, edit and publish content to your site without technical assistance*
- ◆ *Work with your site/portal anytime, anywhere, from any device*

Customer loyalty

CNP arms you with collaborative tools to connect you with your customers and keep them returning to your site.

- ◆ *Respond faster to your customer,s needs and changes in the marketplace*
- ◆ *Integrate with sales, marketing and service for a 360° view and proactive support*

Collaboration

CNP offers solutions to effectively manage your resource networks and channel partners. Working with CNP you get more than support - you get a dedicated technology and service partner who will help you grow your business.

- ◆ *Quality support and fast service*
- ◆ *Results oriented strategies and creative solutions*
- ◆ *Access to global talent network and customized open source tools*
- ◆ *Disciplined proactive project managers and technology integrators*
- ◆ *Professional, quality-conscious, loyal, and hardworking leadership*

How To Get Started....

Visit us online at:

www.cnpintegrations.com

Call today: 1-508-644-1553

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