



STRATEGIC

COMMUNICATIONS

FOR LIMITLESS

ENTERPRISE



AT NEPTUNE WEB,

We deliver **strategic communications** and **technology solutions** that help our clients increase the return on their investments, improve productivity, maximize their marketing presence, and add value to their business relationships — easily and affordably. » **From print design and multimedia** to Intranets and Extranets, from proprietary Content Management Software to e-Mail marketing management solutions, from database design and development to e-Commerce applications, **Neptune Web delivers** unlimited communications for limitless enterprise.



OUR VERTICAL INDUSTRY EXPERTISE



It takes more than creative and technological know-how to make a successful solution. You need to work with a partner who understands not only your industry and its best practices, but also your business processes and how to optimize them. The Neptune Web team has developed special expertise in the following industries and vertical markets:

High Technology Faced with tighter budgets and maxed-out internal resources, many technology firms have turned to Neptune Web to help them integrate disparate systems, launch new service offerings, and take advantage of new, value-enhancing technologies. With our wealth of experience, we can help you reach new customers and retain existing ones, make acquisitions and mergers work smoothly, and invest in the right technologies while enabling your internal teams to concentrate on other strategic priorities.

Financial Services To attract and retain financial services clients today, you need to deliver more information, easier access, and more value-added services. We can help you — by providing the creative strategy and technology to deliver your products, plus the client insight and user interface expertise to link client wants and needs to your capabilities. We'll deliver a solution that's as useful to your clients as it is easy for you to maintain and control.

Healthcare/Life Sciences Healthcare and life sciences organizations are under increasing pressure to control costs while delivering higher-quality care. We can help you bridge that gap with solutions that

OUR VERTICAL INDUSTRY EXPERTISE (CONT'D)



enhance healthcare delivery and alleviate cost pressures while leveraging existing branding with new web technologies. Best of all, we have the insight it takes to make the user experience both productive and enjoyable.

..... **Manufacturing** Today, manufacturing is all about removing barriers to streamline communications and business processes among manufacturers, suppliers, partners, and customers. Neptune Web can help by quickly implementing advanced, scalable, and flexible web based solutions that help reduce costs, increase profit, and provide a competitive advantage. With our experience at your side, you'll be able to identify areas of opportunity throughout the manufacturing process, then implement solutions that reduce cycle time and cost, while improving relationships with customers and partners.

..... **Education** An academic institution's website needs to be a communications medium, a recruitment tool, a revenue channel, and a fundraising resource. We can make your existing creative and online presence all of these things — plus, more productive and efficient, and easier to update and maintain. We'll collaborate with you to determine your goals, then develop the most appealing,

easy to use, and strategically on-target marketing collateral for all your constituencies: students, prospective students, families, and alumni.

..... **Non-Profit** Planning, creating, and maintaining an effective marketing campaign can present an enormous challenge for non-profit organizations with limited resources, staff, and technical expertise. But with Neptune Web, you will receive commercial-quality interactive marketing collateral. We'll make it easier for visitors to learn about you and your valued work, give you the means to accept online contributions quickly and easily, and allow you to follow up with friends and donors using proprietary e-mail marketing tools.

OUR DEVELOPMENT METHODOLOGY

With years of experience behind us, we at Neptune Web know how to bring a solution from concept to completion — on time, on target, and within budget. That knowledge is reflected in every aspect of our six-phase development methodology.



Strategic Planning The process begins by evaluating your needs to determine if our capabilities can accomplish your objectives. We'll discuss your current situation, your strategic vision for the future, and your technological requirements. Armed with that information, we'll work with you to develop a strategic plan that details the scope of work, functional requirements, and an estimated timeframe and budget.

Definition In this phase, we describe the requirements essential to completing the project successfully. We'll deliver a prototype or test demo of preliminary technical and creative concepts for discussion and approval. We'll then develop a formal work specification that documents the functional, technical and creative objectives of the project, and lays out the corresponding Neptune Web solutions with a finalized budget.

Development This is the phase in which all production and programming is done. We test each solution rigorously to ensure top performance, then work with you to refine the details and prepare for implementation and launch.

Implementation It's one thing to develop a solution that works in the lab, and quite another thing to develop a solution that works in the real world. In this phase, we deploy the solution, testing continuously under varied circumstances to make certain it achieves optimal performance. We also provide any necessary user training, as well as detailed instruction on how to manage and maintain the new solution without additional technical assistance.

Partnership Once a solution is successfully launched, we continue to work closely with clients — measuring and evaluating results to ensure maximum ROI and planning for new features, enhancements, and initiatives. Result? Your Neptune Web solution remains a solution you can grow with.



OUR CORE COMPETENCIES

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At Neptune Web, creative and technological proficiency isn't the only thing we have to offer. We bring a unique combination of proven skills and experience in a variety of business disciplines to every development project and consulting engagement we undertake.

Strategy/Marketing We take a strategic approach to every project, focusing on how creative and Internet technology solutions can improve your business and deliver maximum ROI. That means analyzing your current business environment, working to understand your business goals, and developing the creative and technology strategy that will get you there most effectively and efficiently. Are you looking to improve productivity? Lower operating costs? Generate new revenue? Whatever your goals are, we have both the creative and technology expertise and the business acumen to deliver a solution that helps you achieve them.

Design Both Print and Web-based marketing collateral are integral channels for communicating your organization's image, brand, and capabilities. Through detailed stakeholder interviews, customer polling, and site analytic evaluation, we prioritize key business challenges and identify how Print

and Interactive technology can work together to increase your visibility in the marketplace and result in a larger market share. We also conduct competitor, industry, and customer research to analyze how to better leverage your Internet and print-based communications channels to create a superior experience for your employees, customers, and partners. Once the best opportunities are identified, we define associated costs and expected return, and develop a vision and implementation roadmap. The result is a single, consistent brand image across all channels, including Print, Internet, Intranets, and Extranets.

Web Development Whether you require a more appealing employee intranet, an efficient and easy-to-use business-to-business site, or a secure retail site, we will deliver the stronger communications, increased ROI, enhanced productivity, and lower costs you're looking for. From concept to strategy to implementation, our streamlined process is both painless and free of unnecessary friction.

Technological Expertise At Neptune Web, broad, deep technological know-how is the wellspring of all our innovative solutions. Our high degree of aptitude in web technologies and programming languages

OUR CORE COMPETENCIES (CONT'D)

gives us the ability to select the right tool for each project and get the most out of it. Whether you need to reduce load times while simultaneously boosting actual resolution, to develop an interactive, web-based solution that runs seamlessly on any platform, or to integrate a new website with an existing legacy system, Neptune Web can make it happen.

Content Management

Software A website is only as successful as the online experience of its users — and that means keeping the site continuously updated with fresh content and new features. But for many organizations, constant updates result in a bloated, overly complex site with growing operating costs. That's why we developed our Neptune Web Edit Content Management Software, which enhances and strengthens the value of online marketing by making updates easy, fast, and affordable. The more often you refresh your website content, the more frequent visitors you'll attract. And that means improved communications, better-informed decision-making, higher productivity, increased sales, and better collaboration for your organization.

E-mail Marketing E-mail marketing has become one of the most cost-effective ways to attract and retain customers. Besides sharing important news with all your customers and prospects, you can make your marketing efforts more effective by targeting different audiences with personalized messages. We can provide you with professional-looking templates and the ability to customize these templates to help you create effective announcements and newsletters in minutes, as well as preview and test features so you can see your mailings exactly as your customers will. Neptune Web Edit also has built in features to help you manage your mailing lists — from tracking subscribers in your Neptune Web Edit List Builder database. And since measuring results is key to effective marketing, our tools allow you to get accurate reports and statistics that reveal what works — and what doesn't. You'll even be able to see how many e-mails are opened and which links your subscribers follow.



THE VALUE OF NEPTUNE WEB

When you work with Neptune Web, you're not just hiring a team of creative and interactive technology professionals. You're also hiring a philosophy of doing business that delivers greater value to you. This philosophy includes:

Long-Range Focus Neptune Web's uncommon dedication to service is the result of our focus on delivering lasting solutions. We build our solutions to last and to grow along with your needs. Our long-range focus also applies to our client relationships. By taking the time to identify your needs and learn your business — then delivering on our promises — we form the basis for a lasting relationship of trust. And because we put your needs first — above all else — we're extremely easy to work with. These qualities and attributes make Neptune Web the kind of business partner you can collaborate with and rely on for a lifetime.

Senior-Level Service The creative and technology experts at Neptune Web are seasoned professionals who have studied and worked with Print and the Internet since the very beginning, earning advanced degrees and publishing technical articles. Their knowledge and experience

gives them an uncommon vision of the dimensions and possibilities of each project. Unlike other firms that bring in senior people for the first meeting, then turn the work over to less experienced staff, our work is never farmed out to low-level designers or programmers; you get our "A team" working for you on every aspect of every project, from concept to completion and beyond.

An Elite Organization

Neptune Web is not a design or coding factory. We're a close-knit, family-oriented team committed to delivering big-company results while maintaining the direct, personal relationship our clients demand. By blending teamwork with individual accountability and a spirit of healthy competition, we drive innovation and productivity, delivering fresh ideas and doing whatever it takes to ensure your satisfaction.

Affordability The best work doesn't have to be the most expensive. Careful planning, meticulous execution, and the low overhead of our "boutique" operation enable us to provide you with solutions that are as affordable as they are unsurpassed in quality.



T A K E T H E N E X T S T E P

Working with Neptune Web is your opportunity to bridge the gap between your current marketing situation and your long-term aspirations. Between frustrating reality and fulfilled potential. » **We'll show you** how to speak to all your audiences — clearly and compellingly — to share your vision with the world. We'll show you how to deliver **maximum impact** with maximum affordability. And we'll show you how you can leverage your print, multi-media, and web presence optimally for greater productivity and a higher ROI.

To learn more, contact us at

- (617) 628-2300 or visit our website
- at www.neptuneweb.com.