

Divide and Conquer Your Website

To adequately respond to customers, market-driven companies need market-driven web sites. Ongoing business issues demand that companies deliver timely, relevant on-line information that includes:

Press releases and new product introductions

Key technical support documents and FAQs

Software upgrades and maintenance plans

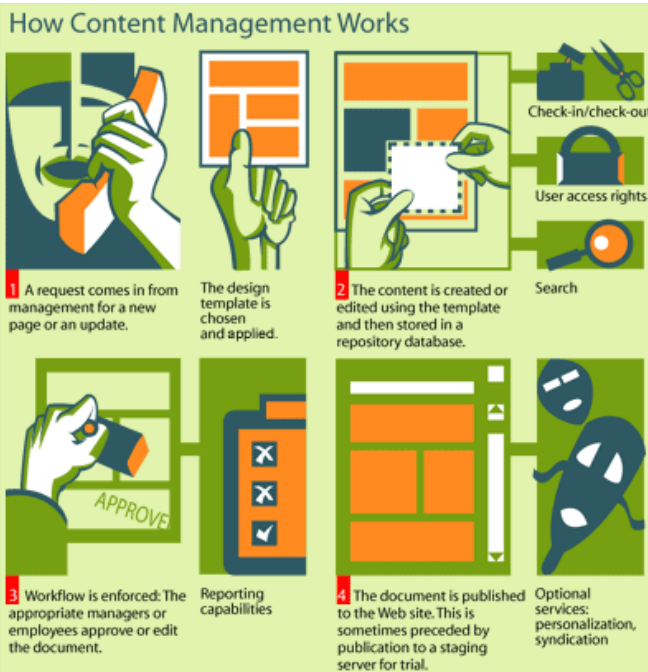
Updated product documentation

The solution to all these issues is the *Content AdvantageSM* Content Management System. The primary goal of *Content AdvantageSM* is to permit business managers and owners to easily add to or maintain their content on the company's web site.



Web Site Content Management System

Tracent Technologies, Inc.



Tracent Technologies, Inc.

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Richardson, TX 75081

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TRACENT TECHNOLOGIES

Divide and Conquer Your Website

Features of *Content Advantage*SM service

Web Site Updates Can Occur As Soon As The Need Is Discovered

Anyone who can use a browser can post or update content to the web site

Minimal Training Required

Articles (pages) for the site are easily entered into an online form that captures the needed information and requires no knowledge of HTML design

Easy To Update Entire Web Site "Look And Feel"

Changing 4 or 5 templates immediately updates the entire web site but does not change the existing database of articles

Web Site Can Have The Look YOU Want

You are not limited to "canned" appearances that may look like other sites

You Already Have All The Required Software

Works with Internet Explorer and does not require any other client software

Staging Capability Permits Internal Review Before Release

Permits proposed web site changes to be reviewed before public release



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*Content Advantage*SM has conveniently packaged service pricing plans to meet the needs of most businesses or it can be tailored to your business.

Service	Capacity	Management Tools
SOHO	30 Articles	5 Templates 5 Users & email accounts
Bronze	100 Articles	10 Templates 15 Users & email accounts
Silver	300 Articles	20 Templates 30 Users & 50 email accounts
Gold	Unlimited	50 Templates 100 Users & email accounts

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