E-Business
From Classic Webshop
to Customer Information System
with External Sales Force Links
and CRM module

WINLine®
WEB Edition

Experience Total Integration
with ERP Business Software.
WINLine® WEB Edition
The E-Business Products from MESONIC

The WINLine® WEB Edition is the Internet-based product line from MESONIC. Using the Internet, it provides total integration with the standard MESONIC business management software programs WINLine® and Corporate WINLine®.

Each WINLine® WEB Edition module enables online access to data stored in the corresponding module of the ERP system. In this way you are ensured of round-the-clock, online access to up-to-date data directly out of the ERP system. The Internet provides the medium for optimal data access - anywhere, anytime, with any Internet browser.

Up-to-date data is not the only advantage of directly linking the Web modules to the ERP system, however. Employing the WINLine® WEB Edition also keeps the cost of maintaining and updating your Internet site as low as possible since all relevant data is maintained centrally in the ERP system, not separately in the Web. Central data access directly out of the ERP system means lower costs and provides you more efficiency by eliminating duplicate entry errors. Specific processes, such as the automatic transfer of online orders to the order processing module in the WINLine® WEB Edition, make it possible for you to eliminate time-consuming manual entry of orders. This saves on personnel costs and prevents bothersome complications due to faulty entry of data.

All of the WINLine® WEB Edition modules allow you to work with multiple companies and are available in several languages. They can handle multiple foreign currencies and can be utilized independent of Internet browser.

The integration of ERP and Internet - Here are your advantages:

- Up-to-date data, at any time
- Round-the-clock information
- Data access, anywhere in the world
- No duplicate data sources
- Avoidance of errors with the automatic adoption of data from WINLine®.
- Low-cost site maintenance
- Structured authorization schemes with controlled access
- For use in Intranet, Internet and Extranet
Module Overview

There are at present six WINLine® WEB Edition modules, each of which is designed to fulfill specific requirements related to E-commerce, customer information, customer relationship management, web publishing and online document archiving.

B2C - Business to Consumer
This is the classic Webshop solution for presentation and sales of products and services. Product data is directly accessed out of the WINLine® ERP system, which means that individual discounts and terms of payment or delivery are automatically observed. Orders are saved directly in WINLine® and can be processed there using the full range of automated tools.

B2B - Business to Business
The B2B solution contains all the components of the B2C module and offers, in addition, options for order tracking, open invoice summaries and past voucher archives for registered users.

ARCHIVE - Online Archiving
Using key words it is possible to search for and display archive entries online in your browser. These can either be internal documents and vouchers produced in WINLine®, or external documents which are scanned and then stored in the WINLine® Archive.

CMS - Content Management System
The WINLine® WEB CMS module offers an easy-to-use, integrated content management and authoring system for the creation of web pages. Text blocks, text files and graphics files can be simply created and then managed in the WINLine® ERP system. Individual texts or whole pages can be individually assigned to specific user groups for personalized browser viewing.

CRM - Customer Relationship Management
The CRM module allows you to streamline your contact management. You can use the module to define different types of contacts and determine which actions should be scheduled and initiated for a particular contact. Furthermore, it is easy to create all kinds of individualized reports.

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**System Requirements**

**Minimum Configuration:**

- **RAM:** 128 MB
- **Operating system:** Windows 2000 - Professional
  - Internet Informations Server
  - Microsoft Transaction Server
- **Database:** MSDE

**Recommended Configuration:**

- **RAM:** 256 MB
- **Operating system:** Windows 2000 - Server
  - Internet Informations Server
  - Microsoft Transaction Server
- **Database:**
  - Microsoft SQL Server 7.0 or 2000

**Installation Types**

With an In-house Installation, all required software components, as well as the WINLine® and WINLine® WEB Edition products, are located internally in the network. Windows 2000 is employed as the server operating system. The Internet Information Server (IIS) and Microsoft Transaction Server (MTS) are also required. As a database source you may either employ MSDE or MS SQL Server (Version 7.0) files. The database server should be installed on a separate workstation in order to ensure a distinct separation between external and internal IP addresses.
With an **external installation**, the system database and web-based WINLine® components are located at the provider of your choice. Synchronization of databases with your internal WINLine® application can be performed either online (with permanent SQL database replication) or offline (with defined interfaces such as EXIM, Batch voucher and Terminal Server). Due to the tight integration between WINLine® and WINLine® WEB Edition products, this type of installation is of primary application only for the B2C solution.

As a third type of installation you can also employ an **ASP solution**. All programs and data are located at your ASP provider. Data access is made over an Internet browser and Terminal Server client software. The most significant advantage of this variation lies in the complete out-sourcing of all activities normally related with operating an in-house installation. Software updates, automatic backups, hardware enhancements on the server - all of these requirements are taken care of by the ASP provider.

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Prospects and customers are enabled to register themselves directly online. In addition, they can place orders or perform everyday tasks such as checking on order status or account balances.

More and more, companies are recognizing the advantages which are associated with linking the Internet to your value-added chain. Take the improved efficiency in purchasing, production and distribution, for example. Or the quicker turnaround of orders in order processing. Similarly, your opportunities for targeting potential customers and for entering new markets are significantly improved with Web access.

**Internet Shopping is Here and Now**

The Online Shop is the classic E-commerce component. In comparison to a printed catalogue, an Online Shop has numerous advantages:

A primary advantage is that of accessibility. An Online Shop is available to customers 24 hours a day, seven days-a-week. Customers can order at any time and pay for products while still online.

Changes in price are immediately updated and made available in the Internet. Informing customers of pricing changes with separate mailings becomes a thing of the past. Product availability and delivery times can be seen online in realtime.

**Product Presentation for Customers and Surfers**

The WINLine® WEBTrader B2C is the classic Webshop within the WINLine® WEB Edition.

You can easily set up and extend your product lines and provide accompanying information and graphics for each product. Product searches are simple and clearly organized. Using search key words, it is possible to search by product categories, sub-categories, products on sale or by best-selling products.
Registered customers log onto the shop with their own password. When ordering, all appropriate data on customer accounts, such as customer discounts and terms of payment, are automatically adopted directly out of the WINLine® ERP system.

When requested by the customer, an automatic order confirmation is sent to the customer per email after an order has been successfully placed.

As an additional service, registered users can access information on their own accounts. Not only Base Info data, such as addresses or terms of payment, can be accessed, but also various kinds of transactional data, such as current account balances. Using this source of information, it is easy for your customers to quickly identify credits due them or payments still to be made.

Important functions of B2C at a glance:

- Classic Webshop solution
- Product presentation in Internet
- Access for Surfer and registered customers
- Unlimited number of products
- Unlimited number of customers
- Pricing logic from WINLine® ACC2
- Delivery / payment terms and customer discounts from WINLine® ACC2
- Simple order processing
- Customizable Design
- Multiple languages / companies
- Foreign currency management
- Account overview for registered customers
- Simple upkeep procedures

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WINLine® WEBTrader

B2B Business to Business

The Business to Business (B2B) module extends the scope of the B2C module. With it you can optimize existing business operations between your business and other businesses using various forms of electronic communication. In addition, different kinds of supplemental information concerning account sheets, order tracking, open invoices, discounts and automated pricing is made available to your registered customers.

Full Service for your Customer

The WINLine® WEBTrader B2B unifies the typical functions of a Webshop with all the advantages of a customer information system. Along with the standard functions for ordering products and services, customers can also access more specialized information.

B2B permits both your employees and customers easy and quick centralized access to comprehensive, up-to-date information.

Information System

Along with the functions of the B2C module, the B2B module provides all the features of a complete, full-scale customer information service.

The spectrum of available data includes general, customer-related data, such as addresses or payment terms, as well as more specific information at the transaction level, such as order status or account balance sheet.

Using this information customers are enabled to receive clear, concise overviews of offers that have been made to them. They can view their previous orders and any orders executed online. The B2B module also offers optimal order tracking functions for your employees and customers.

Using the B2B module, for instance, you can send individualized emails to registered customers when they have not paid an open invoice. And while you are at it, why not provide your customer with direct access to a list of his open invoices? All information comes directly out of WINLine® ACC1. It is fresh and up-to-date, enabling your customers to always see which invoices are still to be paid.
Shape Up Your Homepage

Each module of the WINLine® WEB Edition allows you to individually customize your website layouts. You can define the contents and scope of every list and report window. Modify background colors, fonts and font size, for instance. Or link graphics and logos to your page. Even the design of your selection menu is customizable to your requirements.

Take advantage of the increase in workflow efficiency which means savings both in time and cost for you. As an additional benefit, the automation of complex business processes frees up your employees to devote more time to what is really important - cultivating customer relationships.

Important functions of B2B at a glance:

- Typical Webshop functions (see B2C)
- Customer information system
- Access for surfer and registered customers
- Unlimited number of products
- Unlimited number of customers
- Pricing logic from WINLine® ACC2
- Delivery / payment terms and customer discount from WINLine® ACC2
- Simple order processing
- Individually customizable layouts
- Multiple language / companies
- Foreign currency management
- Account overview
- Open invoice overview
- Order tracking
- Customer voucher archive
- Easy upkeep procedures

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On the security side, an integrated authorization system ensures that each sales rep may only access customer information assigned to his or her own assigned customer group.

Customer orders can of course be entered directly in the module and posted online by your external sales force. They are then immediately passed on to the central office for processing.

Support for Your External Sales Force

These functions make the WINLine® WEBTrader BS Business Solution the optimal information tool both for sales reps and external sales employees.

Using the Web, these employees have round-the-clock access to essential customer data, such as prices, terms, inventory levels, and sales revenues.
In addition to the extensive customer information service, the WINLine® WEBTrader BS Business Solution is also provided with an extended arsenal of reports. With the aid of customer statistics your sales reps can tell at a glance which customers are producing the highest sales turnover. These values, needless to say, are of great interest when it comes time to calculating sales commissions, for example.

The WINLine® WEBTrader BS Business Solution makes sure your external sales force is always online and working with up-to-date information!

**Important functions: Business Solution**

- Typical Webshop functions (see B2C)
- Customer information system (see B2B)
- Information tool for sales reps and external sales force
- Current inventory levels and prices
- Pricing logic from WINLine® ACC2
- Delivery / payment terms and customer discounts from WINLine® ACC2
- Individually customizable design
- Multiple languages / companies
- Foreign currency management
- Online order handling
- Account overview
- Open invoice overview
- Order tracking
- Customer statistics
- Commission accounting
- Authorization level for each sales rep

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CRM simply means customer loyalty. Or put more precisely, the targeted acquisition of potential customers and the continuous maintenance of existing customer relationships.

Providing information, marketing and communication over the Internet has become an everyday standard in today’s business world. But how do you take your business to the next level and optimize your customer relations?

The Customer is King

This sentence has long ceased to be merely a slogan, it has become reality. Just as important as the actual product line and services being offered by a company is its capability to reach out to customers, to keep them interested, to motivate them to buy and to gain their long-term loyalty.

A CRM system is a tool that gives every company the ability to improve its customer loyalty. When it is combined with a powerful ERP system, you have the all the components necessary to fully recognize customer requirements and respond to them on an individual basis. With WINLine® and the WINLine® WEB CRM by MESONIC, all important customer, product and market data is accessible online, at any time. Round-the-clock accessibility of information concerning the needs, wishes and interests of your customers gives you the competitive edge that will bring you the ultimate reward - customer loyalty.

But what do you do to ensure long-term customer loyalty?

Professional CRM systems like the WINLine® WEB CRM by MESONIC support you in the intensive and in-depth building of customer relationships. Your customers have already begun to expect and demand that information and services be delivered round-the-clock!

With the WINLine® WEB CRM you can both offer customers a professional level of service in the form of support, service and call center solutions, and at the same time, improve the efficiency of your company. And in the area of marketing, the acquisition and registration of potential customers plays a crucial role in utilizing the kind of personalized information that is the key to winning and keeping new customers.

Goals of Customer Relationship Management:

- Enhancement of customer loyalty through optimized, complete market servicing.
- Customer relationship building through high quality service.
- Revenue enhancement through seamless customer acquisition and support.
- Strengthened competitiveness by standing out from the competition, especially with quicker, easier, and situation-oriented customer access to your company and all its service centers.
- Shorter „Time to market“ cycles, with quicker adaptation to and utilization of rapidly changing market conditions.
- Productivity increase by efficient use of your work force.
Integration of Business Software means Everything

The up-to-date data that results from the complete integration of ERP and CRM represents an enormously important advantage for users. Up-to-date customer data, for instance, is ready and waiting in the ERP system and is automatically available in the CRM system. This eliminates data entry redundancies and streamlines system upkeep.

In contrast to many other CRM system producers, MESONIC offers with the WINLine® WEB CRM a system that is already fully integrated in the WINLine® ERP system.

All information on customers and prospects that is generated in the Web is automatically and efficiently transferred into the WINLine® ERP system. This means your customers and work force are always working with current information. In addition, due to the centralized data storage, no one is forced to enter the same data in more than one place.

The system gives employees, sales reps, customers, vendors and prospective customers quick access to information, steered by sophisticated access rights using hierarchically shared structures. This ensures the security of sensitive data.

CRM for Marketing

It is the goal of marketing to sell products and services to respective target groups. It is imperative to be able to respond to the individual needs of each customer. To meet this challenge you need comprehensive and up-to-date information about each customer.

The basic foundation for the WINLine® WEB CRM is the Corporate WINLine® system. This is the database where you enter and maintain data. Using additional user-defined information fields, you can organize customers and prospects into various categories, such as prospects which were acquired at a particular trade fair, for example. With the use of this precise information, marketing and supply activities can be precisely orchestrated to correspond to specific target audiences.

When you allow prospective customers to register themselves with their contact and address data, this initial registration is automatically created as a new account in WINLine®. Each registered customer is subsequently enabled to maintain his or her own address and contact data with the CRM module. This keeps your data always up-to-date.

Regardless of which kind of action is performed, everything is recorded in the Action History of the Customer Base Info. This ensures that you can follow up and document chains of events at any time. To provide a complete case history, you can save all kinds of information in the history entries, whether it be notes on telephone conversations, mailed documents or other written correspondence.

The WINLine® WEB CRM permits you the online management of marketing and supply workflows. Using the integrated Workflow Editors you can create Ation Lists which either delegate actions to employees or directly execute specific actions, such as mailings or generating form letters. The status of individual tasks and actions can of course be tracked at any time.
**CRM for the Sales Department**

The creation of offers and order confirmations are among the most important everyday activities in your sales office. Sales employees need to have constant access to inventory and order data to be able to give customers prompt information on product availability and order status. All this is critical in building customer loyalty and is just what the WINLine® WEB CRM was designed for!

All sales documents from order processing, such as inquiries, offers, orders and invoices, are the basic elements in the sales process workflow and can be managed easily and seamlessly in CRM.

Due to the direct access to data in WINLine®, the WINLine® WEB CRM permits quick and easy creation of offers and orders while sales reps are underway. All relevant data concerning an AR account, such as delivery and payment conditions, or price and credit limits, are automatically checked and applied. Through the complete integration with WINLine® ACC2, you also have full, online information available on product inventory, delivery dates or alternative products. And what’s particularly important - all data is automatically stored in the WINLine® Archive, where it can be found and used for future reference.

Using the customer information function, all important details from Account Info can be accessed, including account sheets, open invoices and invoice overviews. At the same time the History entries enable you to see which offers have already been made for a particular customer.

**CRM for Customer Service**

Customers today expect service to be available round-the-clock. With the WINLine® WEB CRM your customers can comfortably access services on the Web - whether it concerns a simple support question or something more complicated like scheduling an appointment for on-site service. The order status can be checked online at any time. This increases customer satisfaction and reduces the number of service support calls.

In order to guarantee optimal customer service, you need to provide easy access for your employees to all important customer information. This is especially important for your external sales force, who constantly need all relevant customer and repair information online. A service employee needs to know, for instance, if a customer has paid a service contract or if a needed part is on stock. If you are assured that all this critical information is easily available, you can be certain that your customers are receiving quick and efficient service.

Registered customers can place questions over the Internet and receive answers over the same medium. Such inquiries are directed to the responsible employee in the workflow. This workflow can then be tracked or further modified at any time with additional delegated activities. The customer receives a status report in the form of an automatically generated email at every phase of delegation and is thus always kept up-to-date on the progress of the support case.

Workflows can be designed according to a respective authorization level and be assigned to particular events.


**Calendar Function**

Every company needs efficient scheduling procedures for customer appointments. When an employee has an out-of-house appointment, all employees need to know about it in order to be able to make detailed project plans according to the available company resources. You and your work force have clear sailing ahead with the calendar function of the WINLine® WEB CRM!

Appointments can be planned on a daily, weekly and monthly basis. Concise calendar overviews of your workforce capacities can be made at any time.

Triggered by a workflow, calendar entries can be automatically inserted into the calendar, when this is so defined. A simple example is a vacation request. When defining a corresponding workflow, you can set up that vacation dates are automatically entered in the calendar when approved by a department supervisor or manager.

All employees use the same uniform calendar. They are able to see all external appointments, for instance, and can plan accordingly. The larger the company, the more important this information becomes, especially for companies with large internal and external sales forces.

The proverbial inability to tell customers and vendors on the phone where a particular employee is at the moment becomes a thing of the past. According to the assigned authorization level, every worker in your company can look up and provide current information on individual appointment schedules in the calendar.

In addition, it is easy to schedule not just individual, but also group appointments, such as meetings or general events (fairs, training, etc.) in the calendar. Simply put, the WINLine® WEB CRM calendar will provide you a big advantage in the efficient, long-term management of your company.

**Reporting Possibilities**

Customized lists and reports can be created in the CRM module with the easy-to-use reporting functions. Using filters, you can use search criteria to narrow down the focus of your selected data. This method can be applied to address and contact data, as well as to supplemental information, such as type of business relationship, contact person level or information on existing types of contracts, for example.

Reports can be freely configured directly in the Web and can be authorized for release to individual users or user groups. In addition, you can generate reports in several different output file formats, which can then be sent per email.

With the WINLine® WEB CRM and its freely definable reporting capabilities, you have the ability, for instance, to analyse the purchasing behavior of your customers, and orient your sales activities accordingly.

In another example, you can set up a report analysis to reveal how much turnover has been generated by a particular marketing activity. Or evaluate the amount of sales revenue each sales employee has achieved in a particular time period. Using the freely-definable options for selection criteria, you can configure reports to satisfy the specific requirements of your company.
The WINLine® WEB CRM is a flexible solution which can be adapted to the needs of every business. With the help of the integrated Workflow Editor, you can generate automated processes in the CRM module. The Workflow Editor is built around a graphical user display that is simple and easy to operate.

Beginning with so-called Starting Points you can model diverse workflows in your company. All kinds of work processes in your company, from simple tasks, such as taking care of information requests, to complex tasks, like the processing of guarantee claims, can be modelled in the Workflow Editor.

The individual steps of claim processing, for example, checking data, transmittal of claim data, checking for guarantee entitlement, repair orders, customer follow-up inquiries, etc., can all be managed with precision. Tasks can be delegated at each step to individuals or groups (departments), either with or without sending of mails, or authorizations, etc. And rest assured that we have not left the customer out of the picture, either. They can inform themselves on the progress of their inquiries at any time or receive corresponding information from their service rep. All these workflow activities are automatically steered by the Workflow Editor!

Using the "escalation period" function, you can steer when a case becomes "top priority", or when it may only be handled by company management. Furthermore, authorization assignments manage in detail which users may see or handle a particular case.

Different design layouts can be applied per workflow type to promote easy case differentiation. A request for information is displayed differently than a warranty claim, for instance, or internal information can be displayed differently than external information.

Customer inquiry entry masks can be individualized according to the type of workflow. An information request may only require a name and address, for instance, but a warranty claim may require the input of much more information, such as the number of the purchased product (and perhaps a serial number), a purchase date and other such information.

Moreover, it is also possible to create so-called History steps. These purely informative entries can contain notes on a telephone conversation, an appointment date or the like. These entries are directly saved with the customer account and can be called up at any time.

With the Workflow Editor you can optimally configure all your internal work processes. This applies not just to requests for material (e.g., new hardware), but equally as well to requisition orders or vacation requests. All of these workflows are naturally available for evaluation and reporting.

Report generation is not just restricted to info requests, guarantee cases or acquisition orders, however. In addition, reports on customer behavior, such as marketing activities, can also be made. Assume you would like to create a customer report, for example, on all customers who have requested a particular piece of information. Based on this report, you can now set up a form letter mailing as a follow-up activity. In this case the report is generated as a list which is then sent per email to the appropriate employee. The WINLine® ERP system functions here as the centralized data source. This is the key to genuine efficiency. With workflow cases which contain appointments evaluated in a report, for instance, it is also possible to generate calendar sheets with optional views according to day, week or month.
Your homepage has become one of the most important instruments for communicating with your customers. Besides functioning merely as a source of information, company homepages are increasingly being used for purchasing and selling over the Internet.

A simply professional Internet site

It’s a quick process to create a few HTML pages and memorize the file names for the page links, but what do you do when the website has swelled to a whole lot of pages and more and more people want to publish on it?

Suddenly there are a lot of good reasons for implementing a Content Management System!

The WINLine® WEB CMS is a full-scale, integrated Content Management System that helps you to save on costs and time and eliminates errors of duplication. It allows you to create and maintain web content in a simple and effective way, without any knowledge of programming or outlays for external tools and editors.

And what is more, every WINLine® user can create web content directly in the financial accounting, inventory control or order processing modules and publish it in the Internet. Publishing texts and graphics with the WINLine® WEB CMS is just about as easy as surfing on the Internet. And this simplicity is of tremendous importance, for when creating and maintaining a website is complicated and costly, the motivation to work with it decreases proportionally. You thereby lose the most important advantage delivered by your Internet presence - up-to-date information!

The Content Management System ensures that current information is always displayed properly. Your work force does not need to have technical expertise to present their content. They can simply concentrate on what is important - delivering valuable information.

<table>
<thead>
<tr>
<th>Content Management System Advantages</th>
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<tbody>
<tr>
<td>Uniform corporate identity on all pages</td>
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<td>Centralized data administration</td>
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<td>Version history function enables recovery of previous publications.</td>
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<tr>
<td>Data up-to-dateness controlled by date comparisons</td>
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<td>Information classification according to importance</td>
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<td>Every employee can create and maintain web content according to his authorization level - no programmer is needed</td>
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<td>Differentiation by user group (prospective customers, customers, etc.)</td>
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<td>Simple internationalization of the website</td>
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<td>System for Internet, Intranet and Extranet sites</td>
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<tr>
<td>Integrated workflow management permits modelling of work processes in the Net.</td>
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</tbody>
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**Publishing made easy**

All content, designs and layouts are saved in the central database of WINLine®. This assures you easy and quick access. Use an existing design for a new page, for example, and you save yourself twice the effort. Simply assign a different background color or graphic to the new page - and you have a new Web page. Web content can be created in this manner by every logged on WINLine® user.

There are two basic procedures when publishing texts with the CMS module. Text blocks can be created directly in the WINLine® ERP system, then inserted with Drag & Drop or Cut & Paste, and automatically converted from RTF to HTML or PDF format.

Alternatively, it is also possible to import data from text editing programs. For large publications with lots of text blocks, complete text block groups can be adopted in a one or multi-step process. Texts are then "released" and automatically published in the Internet.

Text blocks can be easily formatted - applying another font or underlining a passage in another color is just as simple as in any other standard text editing program.

In addition, you can quickly enrich texts with graphics, photos, and drawings. This applies not just to newspaper articles, but also to product web display pages. Using these features you can provide full, comprehensive information on each product.

**Up-to-date and Consistent**

When products are on sale, you can define sales price validity periods for each product. Information and news page articles can be managed according to their timeliness and importance. Black boards for internal and external communication are easy to maintain. Discussion groups, meeting agenda proposals, and meeting protocols can be published by any ERP user directly in the Intranet.

Furthermore, it is possible to define which content can and should be seen by specific target groups. A surfer on your site may have access only to sales-oriented and marketing information, for instance. Customers, vendors or employees may have access, on the other hand, to a completely different set of information.

Using pre-defined layouts which transform diverse content into a uniform whole, it is possible to adopt any content to the corporate identity and make sure all authorized users conform to the same standards. This prevents the uncontrolled proliferation of different designs on your site.

The WINLine® WEB CMS supports you in the quick and easy creation of web page content and ensures that later expenditures in site upkeep are kept at a minimum.
1. **The most important step:**
   **Know your audience!**
   What do you need to offer your target group so they like to shop on your Webpage or look for information. Contact your best customers and find out which services and functions they expect on your Internet site.

2. **Know your competition!**
   Knowledge about what your competition is doing can be crucial to guaranteeing or preventing your success. Try to discover also how your visitors view your competition.

3. **What are the goals of your online presence?**
   What are your expectations for your Internet site? What do you expect from your customers? Sales? Referrals? Registrations? Information? Before you do anything, you should define the goals of your Internet presence. Only then can you decide how to construct your Internet page so that customers are motivated to fulfil these expectations.

4. **Take a look at your Internet page from a customer point of view.**
   Are customers easily guided through the pages using links? Can they reach the information that is the most important for them? You may have several different customer groups with different requirements. Keep in mind that each customer group is an important element in your overall success. Make sure, therefore, that every customer group receives exactly the kinds of information it needs and gets the motivation it requires in order to purchase your products.

5. **Design your pages clearly!**
   Get to the point fast. If you do not grab the attention of your visitors in the first few sentences, you will lose them to the competition! Rank information according to importance. It is a dangerous trap to hold important news back, to “hide” it, so that visitors do more surfing on your site! They simply will not do it! Summarize information clearly and concisely first, and then link from there to more extensive or detailed information.

6. **Tell it like it is!**
   Lots of people are looking for information in the Internet, but no one wants to waste time in wading through complicated text passages. Make sure you say clearly, as simply as possible, what you do and how your visitors can get to the information they need. Keep your pages simple!

7. **Give clear directions!**
   Give clear instructions on what to do, where information is located or how to navigate around on your site. The directions should motivate your visitors to act according to your goals.

8. **Promote lasting interest!**
   You have spent a lot of time in making each page informative so that your goals are achieved. The more interactive your page is, the greater the benefit to the user. For this reason you should provide links to other sites when possible and suitable.

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**WINLine® WEB ARCHIVE**

**Online Archiving System**

*The WINLine® WEB Archive is the web front-end for the WINLine® Archive. It makes your archive data accessible online.*

The WINLine® Archive is a comprehensive and completely integrated document management system. All kinds of documents can be collected, saved, archived and called up again later for future reference.

These documents may be offers, delivery notes or invoices which were created in WINLine®. They may also be external documents, contracts, for example, which have been scanned, then key worded and stored for future reference in WINLine® Archive.

With the WINLine® WEB Archive it is possible to access all these vouchers online at any time. This means complete information anytime, anywhere!

**Integrated Solution - Online Access**

There are two basic approaches when archiving documents. On the one hand all forms of incoming documents may be archived, such as written forms of correspondence that are scanned and stored, or you may choose to archive the entire output of COLD (Computer Output on Laserdisk, whereby the laserdisk is generally today the hard disc). This includes letters, calculations, and of course all vouchers which have been created directly in WINLine®, e.g., offers, invoices, account sheets, past due reminders, and much more.

Each archived voucher is assigned particular key words which assist you in finding the document again in the archive. Key words for an invoice search, for example, should include the invoice date, invoice number, customer name and customer number. Assign as many key words as you like and find documents quickly and easy!

With the WINLine® Archive this key wording can be set up for automatic assignment. It simply cannot get any easier!

After all vouchers have been assigned appropriate key wording, it is a very simple procedure to search for documents in the WINLine® WEB Archive.

The administrator defines authorization schemes in advance. This authorization defines which vouchers may be seen by particular users or user groups. A customer, for example, may only see his own vouchers, while an external sales rep is entitled to see all vouchers which have been assigned to his customer group.
After a search has been completed according to the specified key wording, all documents which correspond to the search profile are listed in the return results. By clicking on the archive document hyperlink, each user, such as a customer or sales rep, can open a window with a display of the corresponding voucher.

As with all products of the WINLine® WEB Edition, you can of course determine the layout and structure of the WINLine® WEB Archive yourself. Set the screen layout and determine background colors, font colors, and font sizes. Logos and graphics can be easily inserted - no programming knowledge needed!

Use the WINLine® WEB Archive to give your employees and customers direct access to all the valuable company information which has been collected in your company over the years.

WEB ARCHIVE Advantages

- Online access to the archive system at any time, any place
- Automatic key wording
- Comprehensive document management
- Easy searching for archive entries
- Management of internal and external documents
- Freely-definable layout options
- Authorization release control
- Incoming correspondence or COLD