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BECAUSE THE SKY'S THE LIMIT // WITH OUR ADVANCED BUSINESS SOLUTIONS

We're specialists in NetCentered business strategies—

the kind of strategies that help you leverage the Internet and Internet-based technologies to best achieve your business goals.

Mind you, thinking "NetCentered" doesn't mean ignoring traditional media. No way. We create traditional media campaigns as well, marshalling the best attributes of print advertising and PR, radio, TV, direct mail, and other outlets to generate "buzz" and bolster branding. With one difference. We use these media specifically...

- to drive consumers to your website
- and to support new Web technologies that increase your market reach and effectiveness.

Now, more than ever (and more than any other medium), the Web lets you build an ongoing, profitable relationship with consumers—one you can measure with unprecedented accuracy. And we can help you do it.

After all, as e-business consultants, we've been helping clients since 1995. They trust our experience and know-how.

From our base in Fort Wayne, Indiana, we've worked with hundreds of diverse enterprises across the country. They range from large Fortune 500 companies, such as Toyota and Intel, to numerous small- and medium-sized businesses, both local and regional. All have benefited from our expertise.

**The Net is
gaining
audience.
We'll help
you tap it.**

We are, in fact, a new kind of consulting company—
a hybrid engaged in four distinct spheres of activity:

- website development—designing customer-grabbing, result-getting, award-winning websites for clients in a wide range of industries and activities (This is our bread-and-butter service. We cut our teeth on it. And if that's all you need from us, you can be sure we'll serve up the best site for your buck.)
- Search-Engine Optimization (SEO)—doing what it takes to make your website “search-engine visible,” the whole point being to get you found by the people you want
- marketing and new-business development—heavily focused on branding strategy and lead generation
- and business process innovation—using Web technology to streamline your operations.

Few companies specialize in the latter. Fewer still specialize in all four. But this is the essence of our NetCentered approach. And this is what makes us unique.

Our people are unique, too. Look at our team, and you'll find seasoned marketers, branding masters, IT gurus, Web impresarios, and business experts working side by side with skilled programmers, designers, and writers—top-flight professionals, all. They'll work with you to create not only innovative NetCentered strategies but also the tools to execute them brilliantly.

***You need solutions. We've got 'em.
And we'll stick with you to help you continue using our NetCentered
approach to your best competitive advantage.
Visit us at cirrusabs.com, or call us at 260.420.2222***

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