

# NetMaverick

Leading the way in website management

## Summary

Isn't it time you took full advantage of your website? Imagine having the website you wished you had – flexible, complete, accurate, secure, easy to use and easy to maintain without the need of IT or web professionals – push and pull information to visitors with ease, well beyond a static brochure.

## The Solution

NetMaverick is a business website solution that has been built around process management – focusing on the human element of your website. Instead of concentrating on bits of information and pages, NetMaverick takes website technology out of the hands of the IT department and delivers a flexible, robust solution designed for the non-technical user.

As easy as saving files on your network, this database driven solution allows information to be entered once and accessed from multiple locations on the website. No longer do you need to pay programmers to code information or find the secret passage to the information you want to change. Designed for ease of use, NetMaverick has put the technology behind the scenes and usability out front.

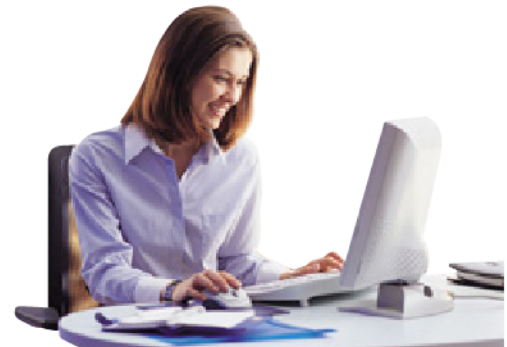
Almost anyone can use NetMaverick – and with advanced security and administration features built in, different permission levels can be given to different users – a receptionist can now make changes and post for a managers approval – and managers can post directly to the live site in real time.

So put NetMaverick to the test, get creative, what are you looking for in your website? What are your customers and employees looking for? If you're not sure, our product demonstration is guaranteed to spur some ideas.

## Key Benefits

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- Reduce costs and improve ROI
- Targeted communication by membership
- Automated data capture and communication
- Offer self-service capabilities to users
- Improve sales and marketing with surveys and web reporting
- Easily integrate with existing technology
- Remove the technical barriers of website maintenance
- Shorten sales cycles



The benefits of NetMaverick are almost endless – if you can imagine it, chances are NetMaverick can make it happen. Whether it's improving communication with employees through the use of an intranet, giving customers a secured area for information, or empowering the marketing department with research capabilities – NetMaverick is the right choice.

## Key Features

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### General:

- Completely browser-based
- Template based product for growth, flexibility & customization
- Quick start - easy single setup installation
- XML/XSLT & SQL platform for scalability & interoperability

### Publishing:

- Basic work flow - share, edit, review, approval
- Separate staging area
- File management (Asset Management)
- Multiple data sources
- Mini survey tool
- Search engine
- Schedule content
- Page content, daily selections, weekly features
- Filter, rotate, select content dynamically
- Keyword, membership, random, most recent
- Integrated Internet search engine optimization
- Email forms automation/control
- Automatic alerting of errors, dead links, and others
- Enforce page level secure-only access (HTTPS)
- Site-wide text, image, or icon based dynamic navigation menus
- HTML Editor (WYSIWYG) – MS Word Paste, no excess HTML
- Insert tables, photos, flash animations
- Standard word processing functions
- Absolute positioning

### Security:

- Levels of authority – manager, staff, partner, contributor, and others
- Limit access only to applicable areas/ content by user/group
- Powerful, easy to use

### Personalization:

- Added content display on existing pages based upon login
- Flexible and extremely easy to use

### Membership:

- Website - public
- Intranet – employees
- Extranet – dealers, partners, customers, etc.

## Requirements

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### System:

- Windows 2000/ 2003 Server
- Microsoft IIS 5.0 or higher
- Minimum 650 MHz PIII or higher
- Minimum 256 MB RAM or more
- Internet connection
- Microsoft SQL Server v7.0/ 2000 (or MSDE)
- Windows SMTP configured

### Users and Administrators:

- Level 4 Web Browser, Microsoft Internet Explorer v5.0 or higher
- 800x600 display system resolution at 16 - bit color depth or better
- Internet connection

## Additional Services

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### Custom Templates:

Professional, high-grade NetMaverick Template design and visuals by Kennon's creative team.

### Product Support:

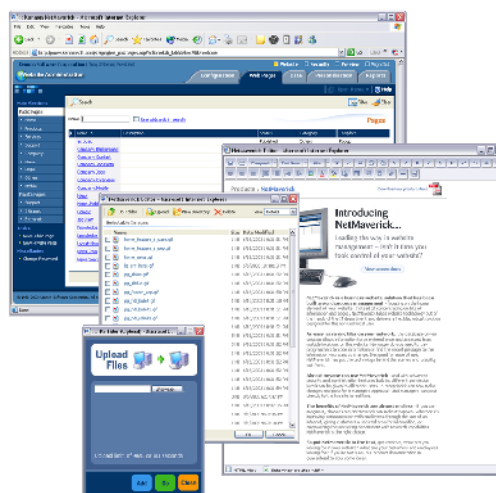
Standard and Premium levels of product & business support tailored to suite varying needs.

### Remote Hosting:

Turnkey hosting of your NetMaverick website with a Tier 1 provider and maintained completely by Kennon's IT staff removing all IT costs, security issues, and complexities.

### Custom Add-ons:

Add-on custom modules and outside integrations leveraging NetMaverick's extensibility to better solve unique needs elegantly, cost-effectively.



## For More Info

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Kennon Software was established in 1993 for the purpose of developing solutions that allow companies to focus on their businesses, instead of technology. Kennon is known for delivering flexible, customizable and secure enterprise-class business software for midsized businesses.

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