

Businesses Need Solutions

At Vulcan Logic, we are committed to providing our clients with the highest level of computer service possible. For over a decade we have invested in the future of our clients by providing them with competitively priced products, professional services, expert service and quality support.

We recognize that no two businesses are alike, and will not try to push cookie-cutter solutions on our clients. We'll research your needs, consider each aspect of your business and provide you with a complete turnkey solution that addresses your specific requirements and budget.

Vulcan Logic has everything you need to provide your business with complete system integration and IT solutions. We can handle all your IT needs, from hardware to software to systems design and consulting.

We Can Help

Vulcan Logic can help your company:

- Manage and protect your IT investment
 - Share information, even between disparate and/or legacy systems
 - Share office resources
 - Streamline and/or automate operations
 - Improve productivity
 - Manage and secure data
 - Improve communication
 - Harness the power of the Internet
- ... and much more. Visit our Web site at **www.vulcanlogic.com** for more information. Or contact us by email at **info@vulcanlogic.com** or by telephone at **(305) 865-4918** to discuss your needs and schedule a free consultation.

Computer Consulting Services
Custom Programming
Networking
Mobile Computing
System Design & Integration
Training & Support
Web Site Design & Hosting
Equipment & Supplies

VULCAN LOGIC.
INFORMATION TECHNOLOGY SOLUTIONS

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Web and Internet Services

VULCAN LOGIC.
INFORMATION TECHNOLOGY SOLUTIONS



Tel: (305) 865-4918
www.vulcanlogic.com

Affordable Web and Internet services for small and medium businesses

A sound marketing campaign and well-designed Web site — they work hand-in-hand. In fact, if your company does not yet have an Internet presence, your competition is leaving you behind. Many companies are evaluating their strategy to incorporate the Internet into their current businesses. Many others have already successfully done so.

The Internet is a powerful sales and marketing tool that can increase your revenues with minimal investment. When your business has a presence on the Internet, potential customers from around the world can find information about your company and its goods or services — and even make purchases — 24 hours a day.

Maybe you've looked into establishing a Web presence for your company, and have experienced "sticker shock" at the high prices some Web design companies charge for their services. You've thought about setting up your own Web site — but you have neither the knowledge nor the time to do it. And why should you have to? You have a business to run. Let Vulcan Logic worry about your Web site.

Let Vulcan Logic handle your Internet presence

At Vulcan Logic, we provide high-level expertise in developing custom Web sites. We can create anything from a simple and inexpensive site to a full-scale creative site utilizing state-of-the-art Web technologies like animation and other multimedia capabilities.

We also offer Web site hosting. We can either maintain your entire Web site through our own servers, offering you a low-cost, low

maintenance service, or we can assist you in setting up your own Web server at your place of business.

Maximize your exposure with a dynamic Web site:

- Web site / Intranet site design and development
- Web site hosting and maintenance
- Web site promotion and search engine placement
- Web database and application development
- Web site translation / localization
- Custom Web programming
- Domain name registration
- Internet email (SMTP / POP / IMAP)
- Mailing lists
- Newsgroup (NNTP) services
- File transfer (FTP) services
- Internet access¹



For More Information

Visit www.vulcanlogic.com/services for more information on Vulcan Logic's Internet, Web and networking services, and how else Vulcan Logic can help your business. Our staff will also be happy to answer any questions you may have about any of our products, services or solutions. Contact us by email at info@vulcanlogic.com or by telephone at **(305) 865-4918** to discuss your needs and schedule a free consultation.

(1) Coming soon

Just as it is assumed that you will have some type of written material you can send out or leave behind describing what you do, it is becoming expected that everyone in business for themselves will have a Web site where those interested in what you do can log on and look over or experience what you offer.

The marketing possibilities for a Web site are rich and varied. You can have a simple site of one or more pages with informative content you update periodically that serves much like an electronic brochure. Or you can have a more dynamic site that functions more like a newsletter with daily, weekly, monthly, or quarterly updates. Depending on your business, you can provide some type of sample or experience of what you offer. You can broadcast news of changes in your site via email to anyone requesting updates.

Alternatively, your Web site can be like a multimedia direct sales piece featuring sales and specials and an opportunity to order on the spot. Or it can be like having a twenty-four-hour virtual shop or up-to-the minute electronic catalog through which customers browse and shop. It can even serve as the equivalent of an electronic trade show booth where visitors can see demonstrations of what you have to offer. You can even provide actual products or services on-line in real time, or you can use your site as a customer service tool offering updates and support to existing clients and customers.

In addition, your site can be an interactive tool, enabling existing or potential clients and customers to respond to surveys, leave personal messages, or make inquiries.

As you can see, one beauty of having a Web site is its remarkable versatility. You can use it for doing promotions, making direct sales, or providing customer service. It can be little more than a business card one month, an animated multimedia commercial the next, all the while serving as an ongoing customer support line. Another plus is that anyone who's interested in exploring what you have to offer can do so at their convenience 24 hours a day without your needing to be available or hiring staff to handle inquiries. Thus, you can generate potential new clients and customers or provide customer support quite inexpensively. There's no phone tag. No long-distance calls. No postage for sending something out in the mail. No trying to find the kind of people you're seeking; they find you.

*P. & S. Edwards, L. Clampitt Douglas:
Getting Business to Come to You, 2e, Putnam Books.
Available at www.vulcanlogic.com/resources*