



Forward e-business Services

**Forward e-business
Triga 7
11145 Athens
Greece
URL: www.forward-e.biz
e-mail: info@forward-e.biz**

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Basic Web Presence (web site)

The Internet is more than another channel to market; it is a rapidly growing, parallel virtual world soon to be inhabited by billions of e-customers. It is essential for every company to enter this new market in order to remain profitable and sustain a competitive advantage.

Building a web site will help you present your products and services to a broader audience, improve communication with customers and suppliers, broaden your horizons by penetrating new markets, reinforce your company's image and create competitive advantage in a cost-effective way.

A web site should be flexible, aesthetically pleasing, easy to use and navigate, appealing to a broad audience from various cultures and disciplines and most of all adhering to its customers needs and preferences, always aiming at serving its customers best.

Our web design specialists will examine and analyze all your company's aspects and web site requirements and propose integrated solutions for an effective and attractive web presence. Our proposals are tailored to your specific needs providing flexible, cost-effective and qualitative solutions.

Web site services include:

- Website design
- Aesthetics design
- Multimedia integration
- Promotion on the Internet
- Hosting in a secure environment
- Technology Consulting
- Software installation and training
- Ongoing maintenance and support
- Constant platform upgrades

e-commerce

Your basic web presence can be easily upgraded to a fully functional and flexible e-commerce shop, customizable to your company's goals and targeted in serving your customers the best. Adding a dynamic shopping cart, an online ordering system together with a flexible payment system and an enhanced communication practice with your customers, partners and suppliers will bring you a step towards e-commerce integration.

For-shop is based on our proprietary platform Ilius e-shop and established open source technologies and can be easily integrated with leading third party software or your legacy systems.

For-shop can be integrated with the For-CMS module, which gives you full power in managing your site, in-site. For-CMS offers unlimited possibilities in manipulating not only real-time critical data but also the design and aesthetics of your site, letting you add your personal touch.

Combined with our carefully planned e-commerce strategy campaign For-shop will become a successful tool for the promotion of your products and services, helping you to benefit the most from the power and strengths of the virtual marketplace and gain competitive advantage.

For-shop basic features include:

- Unlimited number of products and services
- Multiple departments
- Multiple groups and categories
- Multilingual support
- Simple and extended search
- Cross selling and up selling
- Stock availability
- Online ordering and payments
- Dynamic shopping cart (cart-in, cart-out)
- Secure transactions
- Customer and Product Database
- Communication with customers, partners and suppliers
- Traffic Statistics and Statistical reports

Content Management System (CMS)

CMS is a dynamic, web-enabled platform that gives you the full power to control your site or e-shop without requiring any technical knowledge. It is a powerful, yet easy-to-use tool, that allows you to update real-time critical data, add and edit content, enrich your web presence with multimedia interfaces, specify presentational and promotional features or simply do an extensive search through large numbers of documents.

Coupled with a robust security module, that confines access only to authorized personnel, allows you to efficiently manage your site from any browser on the company intranet, as well as through any remote connection over the Internet, just as easily and securely.

CMS is the ideal tool that empowers you to take hands over your site management and lead your own promotional campaign without relying on outside advice.

e-business

"The transformation of key business processes through the use of Internet technologies"

(IBM's definition)

E-businesses form "business webs" or "value networks" which are all glued together by the Internet. These new value networks consist of partners who offer themselves in the areas of production, distribution and services and revolutionize the traditional value chains.



The extended Enterprise

E-business is an "extended enterprise" which integrates the buy-side (B2B) with the in-side (B2E) and the sell-side (B2C) processes. Working closely on an interdependent environment and driven by strong customer-centric perspectives, integrated e-business processes improve operational efficiency, enhance Knowledge management, nurture lifetime loyalty with customers and strategic partners and lead to competitive advantage.

Our E-business-engine platform addresses all key issues of e-business processes and becomes the foundation upon which our tailor made applications are built to satisfy your business requirements.

B2B Business-to-business

- Supply Chain Management
- Partner Relations Management
- Enterprise Resource Planning

B2E Business-to-employee

- Knowledge Management Tools
- Enterprise Application Integration

- Decision Support Applications
- Human Resources

B2C Business-to-consumer

- Customer Relations Management
- Selling Chain Management

e-marketing strategy

Our professional staff works closely with you in order to formulate an integrated e-marketing strategy aimed at effectively promoting your web presence and actively marketing your products and services. Through our proposed e-marketing campaign you can achieve higher customer traffic, extend your reach in the e-market and expand your synergy potentials, achieve lifetime loyal customers, thus maximizing the benefits of the web and the new technologies and augmenting your market share.

Our intended marketing campaign consists of a blend of proposed tactical tools as well as a mix of assessment techniques to evaluate the applied tactics and eventually lead to possible revision and further enhancement of your promotional policies.

Proposed marketing tactics include:

- Search engine registration and optimization
- Registration in various directories in the web
- Identification and application of basic keywords that will increase customer traffic and improve positioning in all the main search engines
- Registration on affiliate sites and other relevant sites and portals
- Banner Advertising
- Pay-per-click Advertising
- E-mail, Newsletters, Direct campaigns, forums etc.
- Viral Marketing
- Online and Offline brochure ware
- Sales confirmation e-mails
- Customer Account Management

Assessment techniques, reports and statistics:

- Track site traffic report
- List of sites and advertisements originating sales
- Click-Trough-Rate to evaluate placed ads effectiveness
- Prompt order delivery reports
- Sales reports
- Repeat Customer reports
- Customer suggestions and feedback
- Customer preferences
- Customer statistics based on various demographical/ environmental and social criteria

Web Services Technology “The future of software”

Web Services constitute the most evolving and innovative technology of the future, worldwide. Their definition and standardization is the result of a joint, ongoing effort by huge IT enterprises such as Microsoft, Sun Microsystems and IBM.

Web Services are based on ubiquitous industry standards and potentially offer the best way to smoothly integrate applications inside a business network, such as accounting and CRM systems, as well as outside your business, such as integrating your financial applications with your suppliers' applications.

Based on XML and a variety of other technologies, they provide an easier way to do distributed computing by facilitating interconnected systems to exchange information and transact with each other.

Forward e-business making the best use of its applied experience in Java and XML applications dynamically enters the area of Web Services technology, offering flexible, custom-made yet qualitative and cost-effective solutions that will lead you to broader integration of your business infrastructure.

e-learning

Forward e-business offers specialized solutions in the area of e-learning, giving you the opportunity to effectively utilize the benefits of new technologies. We specialize in the following areas of e-learning:

- **Educational software**

We offer innovative solutions in the area of educational software incorporating modern e-learning techniques into existing educational programs. Our solutions are suitable for presenting information with multimedia support and encompass techniques and methodologies that abide with the most evolutionary technologies.

Complementary educational pages can be built to enrich your web site or presence. Intended for a broader audience, they function as an extended gateway to your products and services and can be reached from in-site organizational personnel as well as out-site enquiring visitors.

- **Distance learning**

Distance learning is the new approach to education, allowing for unbound distant access to worldwide open universities and educational centers. Our innovative e-learn platform can implement interactive, user-friendly web-seminars (webinars) or even well structured, comprehensive and integral educational programs. Distance learning best suites businesses that wish to create virtual classrooms to support in-site training as well as educational organizations seeking to exploit the unlimited potential of the Internet in the educational sector.

Technology Consulting

Forward e-business analyzes the needs and requirements of your organization and offers advice that will help you implement future and current technologies. Our principle is to recommend the best solutions that will turn your business competitive and provide the maximum benefits and return on investment (ROI).

We offer advice in the following areas:

- Selection of various Greek and international software packages
- Hardware specifications and requirements
- Implementation and efficient use of new technologies
- E-market penetration techniques
- Submission on relevant funding programs of the Greek government and the European Union

Personnel Training

Our highly trained personnel is always available to assist you, answer your questions, solve your problems, and offer you expert advice in an online or offline basis. We train your personnel in all areas of information technologies in topics ranging from the broader, like MS Windows and Internet access basics to the most specific like Netbeans and Jboss.

We conduct seminars in various technologies and software tools. Indicatively:

- Java/J2EE
- XML
- HTML
- JavaScript
- C++

- Microsoft Windows
- Microsoft Office
- Database administration
- Netbeans
- JBoss
- etc.