intaglio
PLUS

"Data-driven solutions which simplify, innovate and amplify your communications and marketing presence"

TECHNOLOGY

WEBSITES

CREATIVE MARKETING

intaglio
PLUS

ABOUT US:

Intaglio Plus has partnered with marketing and technology experts who understand that small to mid-size companies have the same needs as Fortune 500 companies. That is; they want affordable, cutting edge marketing solutions and the technology to help them keep pace in their industry to differentiate themselves from their competition. We are mindful that many companies can't afford the prices that agencies charge. Our desire is to provide affordable marketing and technology solutions to help you succeed in your marketplace. Intaglio Plus has the power to foster your future growth.

PAGE CONTENTS:

Pricing Model for Custom Websites

- ★ 6-9 Pages
- ★ Custom Design
- ★ Mobile Friendly

SILVER

- ★ 10-29 Pages
- ★ Advanced Design
- ★ Custom Forms
- ★ SEO Centric Design
- ★ Mobile Friendly
- ★ Built-in Search

GOLD

- ★ 30+ Pages
- ★ Very Robust Design
- ★ Custom Forms
- ★ SEO Centric Design
- ★ Mobile Friendly
- ★ Built-in Search
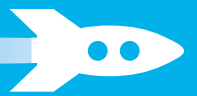- ★ Custom Scripting
- ★ Advanced Reporting

PLATINUM

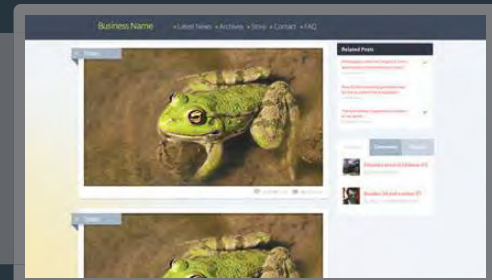**All Levels include custom mobile responsive designs!**

WEBSITE TECHNOLOGY TO FIT YOUR COMPANY'S NEEDS!
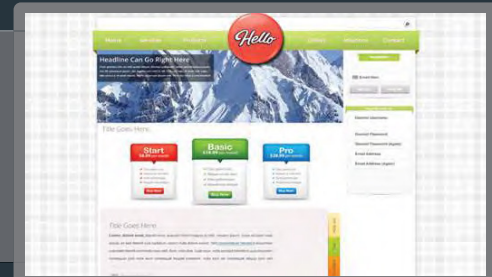
SILVER

Perfect First Impression
Silver level websites are perfect for companies that need to display a limited amount of product, service and capability information. This level also provides custom mobile friendly designs that are compatible with today's mobile devices.

GOLD
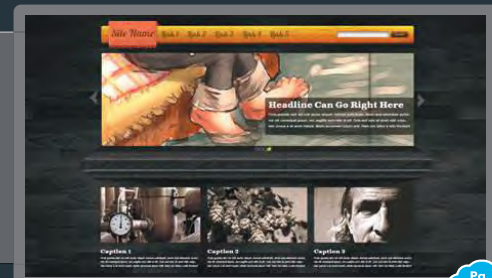
Advanced Website - Great Price
Gold websites are for companies that require a more extensive site that will increase exposure and your value proposition in the marketplace. This level gives you an advanced mobile-friendly design with up to 29 pages of eye catching graphics and content. Gold sites can also feature custom forms, in-site search and an SEO-centric design that can help you get noticed.
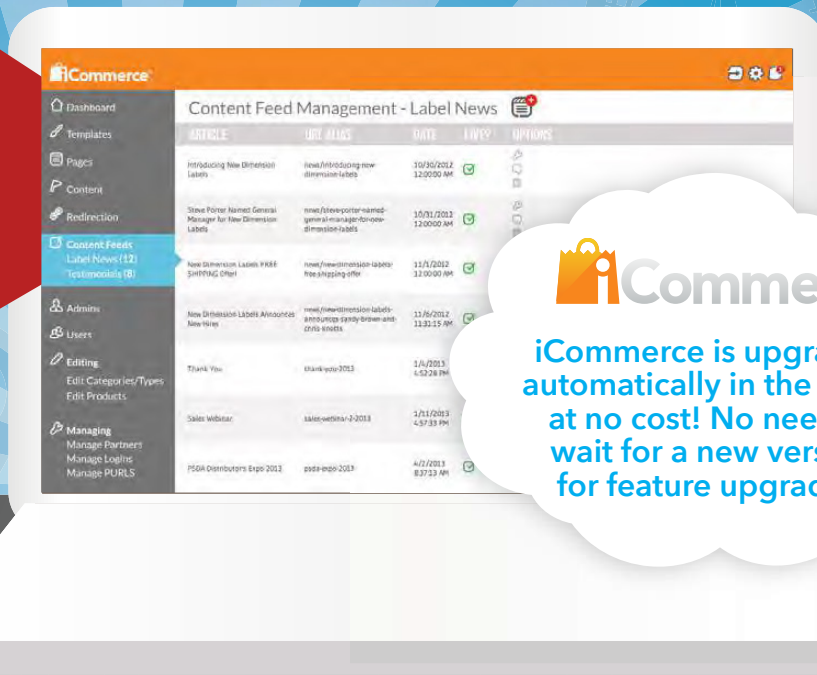
PLATINUM

Our Most Robust Offering
Platinum was developed for companies seeking an extremely rich, robust website that features highly user-friendly interfaces, interactive controls and a large library of content and assets. Platinum adds custom scripting and advanced reporting. If you couple this package with optional e-Commerce add ons, there is no limit to what you can do on the web.

YOUR IDEAS
POWERED BY iCOMMERCE®

Mobile Responsive Designs

TABLET

PHONE

Content Feed Management - Label News

iCommerce is upgraded automatically in the cloud at no cost! No need to wait for a new version for feature upgrades.
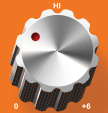
We researched the Content Management Systems (CMS) that exist today. What we found that functionality is limited and some e-Commerce sites required customers to pay for very expensive upgrades even for more remedial web functions. The costs for adding functions such as e-Commerce, search engine optimization, online product design, online payment processing and more were astronomical. We created our own proprietary CMS that gives our customers powerful, upgradeable functionality at an affordable cost. Our system is called iCommerce. iCommerce is so straightforward to use. It puts on-demand content changes back in the website administer's hands. You don't have to pay a high-priced developer to update your content any longer. Now you can plan all your web marketing activities in advance and schedule them to appear the exact moment that you want them to go live. It's that simple.

Some of the modules available include:

- ▶ **e-Commerce**
- ▶ **Payment Processing**
- ▶ **XML Integration**
- ▶ **Vendor Partner Management**
- ▶ **Freight Estimator**
- ▶ **Variable Template Proofing**
- ▶ **Social Media Integration**
- ▶ **PURL Management**

- ▶ **SEO Keyword Design**
- ▶ **U.S. Taxation Module**
- ▶ **Website Command Center**
- ▶ **Advanced Reporting**
- ▶ **Analytics/Traffic Reports**
- ▶ **Content Feeds - RSS**
- ▶ **Product Catalogs**
- ▶ *And Much More!*

Your Website's Command Center.

iCommerce gives authorized company personnel the power to view, edit and control your entire website and e-Commerce platform 24/7 from one centralized command center. Edit content, preview before going live, publish your site in seconds. No system gives you this functionality yet is so easy to administer. The days of outdated or obsolete website content are gone.

We also work with industry standard CMS Platforms:

WORDPRESS

Drupal™

Joomla!™

Magento®

We are not affiliated with any of the companies listed above.

e-Commerce Add Ons

Intaglio Plus Makes e-Commerce Add Ons Easy!

After you decide the website level, your company may want to add more functionality to supercharge your web offering. We offer multiple packages to customize your site to your requirements. All add-ons are modular and can be added as your needs grow. Contact us if you have any specific questions regarding add-ons or the unique functionality that you require.

e-Commerce Retail Package

Energize your website with retail capabilities that include: product catalogs, integrated shopping cart, and the ability to accept credit card payments.

▶ **Online Product Catalog**

▶ **Shopping Cart / Checkout**

▶ **Online Payment (Authorize.Net)**

e-Commerce Portal Package

Portal websites allow you to establish a product catalog for a specific company, group or individual. Portal sites utilize an integrated shopping cart and also accept credit card payments.

▶ **Enable Custom Web-2-Print Portals For Your Users**

▶ **Online Shopping Cart And Checkout System**

▶ **Online Payment System**

▶ **Works With All Vendors**

▶ **Custom Pageflex Template Creation**

▶ **Online Print and Design Engine**

SSL Certificates

Required for e-Commerce Websites

If your website is doing e-Commerce, you need to think about getting an SSL Certificate (Secure Sockets Layer). It is a protocol designed to enable encrypted communications across the Internet. Online shoppers want to know that their personal information is safe.

Get Online!

If you're not providing a way for your customers to order online, you may be missing out on a lucrative opportunity. Studies show that when given all information and tools to order online, current business decision makers and potential customers will choose this method over ordering by phone or face-to-face shopping. Creating or expanding an online offering is just good business!

$362 B IN REVENUE IN 2016

Bank It!

In 2012, U.S. e-Commerce sales amounted to $289 billion, up from $256 billion in 2011. Online sales will reach nearly $362 billion in 2016, eMarketer estimates that the number of U.S. digital shoppers is expected to grow from 137 million in 2010 to 175 million in 2016.

65% GROWTH RATE SITES W/ SSL

Shop Secure!

This year, Netcraft's SSL Survey has found more than 600,000 SSL certificate sites on the Internet, in 1996, there were 3,283 sites. Since then, the number of SSL sites has had growth of 65% per year.

Online Print and Design

Variable Template/On-Demand Creation

Intaglio Plus uses PageFlex, our preferred template proofing engine.
Your customers can customize, proof, edit and order any templatized product. By combining this functionality with our iCommerce system, you can integrate press-ready artwork and order data into your manufacturing and financial systems for maximum efficiency.

PAGEFLEX®

Online Print and Design Engine

Our online print design engines allow you to place the work of designing your product into your customers' hands. We implement one of the industry's most powerful imaging system, which allow you to proof almost any product line such as apparel, checks, forms, labels and ad specialties.
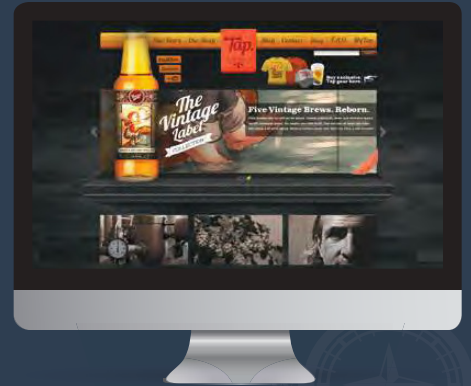
▶ **Allows Any Item To Be Customized Online**

▶ **Interactive Online Proofing System**

▶ **WYSIWYG Design From Website-To-Press**

▶ **Works With All Vendors**

AFFIRM
MICR Verification Technology

"We use Pageflex to power our QuickChecks™ Online Print and Design Solution and similar solutions for our customers' e-stores. Our AFFIRM™ technology also eliminates all MICR spacing issues. Distributors can configure custom checks online in less than three minutes.
This is revolutionary in our industry. We integrated this into our manufacturing back end process and now we go direct to press, eliminating delays for proofing and order entry. Our customers are ecstatic!"

Hosting

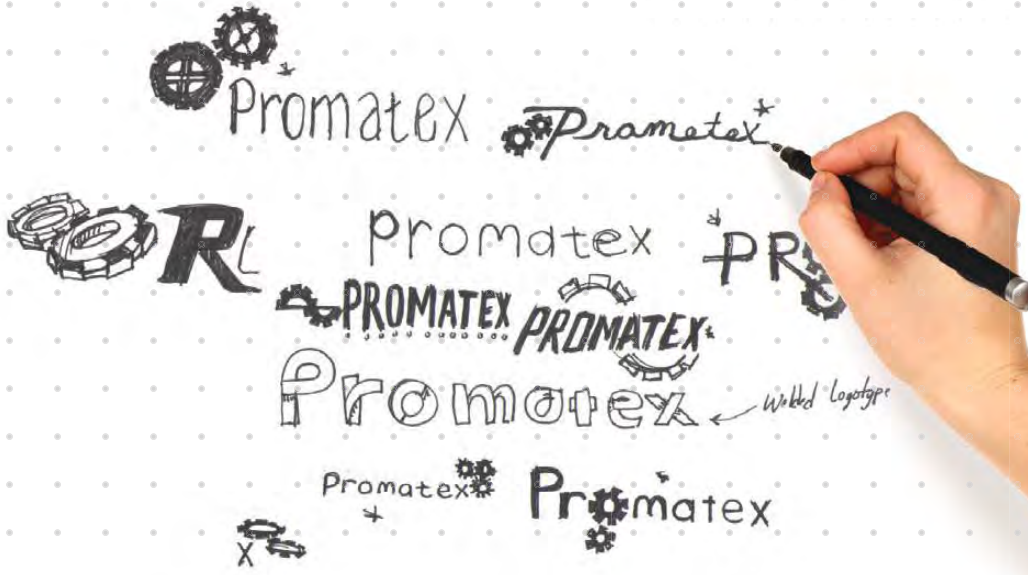|	A PRO HOSTING	B BUSINESS HOSTING	C ENTERPRISE HOSTING
BASIC FEATURES			
Storage / Webspace	100 GB	200 GB	500 GB
Bandwidth / File Transfers	3,500 GB / mo.	6,000 GB / mo.	10,000 GB / mo.
ASP.Net 4.0 / Classic ASP	✓	✓	✓
PHP	✓	✓	✓
FTP Access	✓	✓	✓
SQL Server	250 MB	500 MB	1 GB
Windows Hosting	✓	✓	✓
Daily Backups	✓	✓	✓
Redundant Network Firewall	✓	✓	✓
Redundant Power Backup	✓	✓	✓
Server Clustering	✓	✓	✓
Host your own domain	✓	✓	✓
e-Commerce and Special Features			
SSL Certificates Available	✓	✓	✓
e-Commerce Extensions	✓	✓	✓
Online Payment Available (requires merchant account)	✓	✓	✓
Online Product Configuration		✓	✓
Custom Reports			✓
XML Trading Partner Integration			✓
Content Management	✓	✓	✓

If your e-Commerce site goes down, you're closed for business. Intaglio Plus's primary hosting and backup facilities eliminate the need for businesses to purchase, manage and maintain pricey – complicated – computing infrastructures.
We provide a facility with redundant internet and power supply and high security, climate controlled server room, **providing clients with 99.9% uptime.**

Affordable Cloud Hosting
With our website hosting services, our cloud hosting uses highly available and redundant power to maintain 99.9% uptime. In addition to these safeguards, all systems are backed up daily and mirrored at our multiple Disaster recovery sites located across North America.
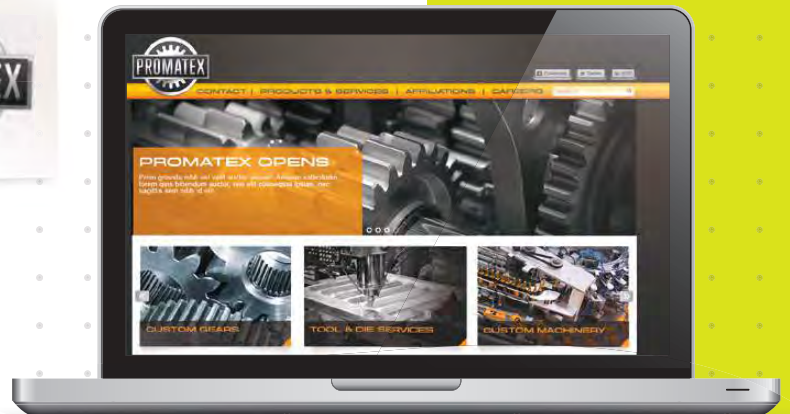
FROM CONCEPT TO REALITY:

WE KNOW BRANDING.

Your brand is much more than just your logo. It's the image you portray to all your customers. How you differentiate yourself up against your competition, Intaglio Plus helps you deliver a consistent message from brand strategy to implementation.

WE ARE WITH YOU EVERY STEP OF THE WAY

All creative marketing projects and simple composition work are billed at a competitive rate. Please call for estimates.

Ever received business cards with different fonts, colors or designs from the same company? Creating a recognizable logo with a coordinating palette, graphics and font is one of the easiest ways to make your brand recognizable. Intaglio Plus helps you design, deliver a consistent multimedia message. Maximize your impact. Solidify your brand. New product/company launches are our specialty.

Intaglio Plus' webpage aesthetics experts will design your site so that the flow drives sales and new opportunities. We are unique from other design firms in that we can design and implement the coding for your site under one roof. We can eliminate delays and ensure that your web project exceeds your expectations.

LOGO DESIGN

We take the time to work with you before we undertake any logo or branding project. It's important that your logo not only satisfies your requirements but also fits with your industry and your overall brand strategy. Any designer can give you a logo, but Intaglio Plus invests the time to ensure that your logo communicates your desired company message.
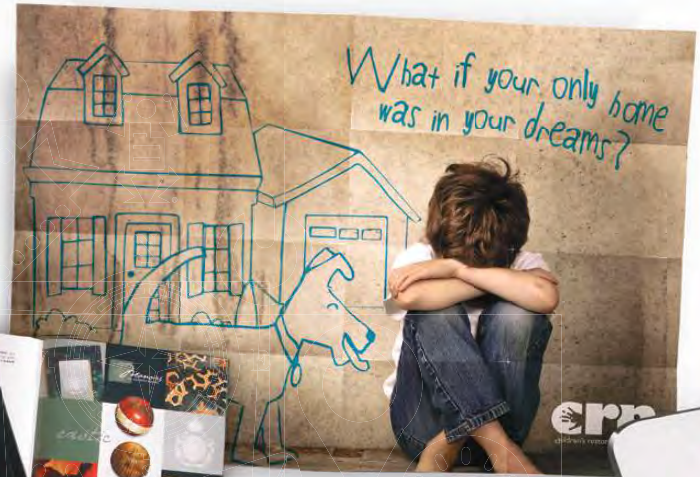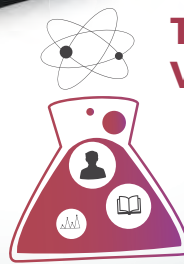
COLLATERAL AND CUSTOM PACKAGE DESIGN

Our senior designers will create your collateral design to match the identity you have established in all of your branding elements, including logo, website, business stationery and package design. We create eye catching pieces that help your sales and marketing team deliver high value to potential customers to help increase sales.

Intaglio Plus works to get your product noticed in today's crowded market-place.
 Let us help enhance your customers' first impression.

Print Marketing

Think of us as your Visual Chemist!

ADVERTISING AND PROMO

You want high-end creative design without the high-end cost, then call Intaglio Plus to design your next advertising or promotional piece. We provide multiple design concepts to choose from in order to guarantee you the perfect piece to grab potential customers' attention. Not only will your ad get noticed, but customers will remember your ad concept when making buying decisions.

Have you ever come across an ad in a magazine only to find that you can't tell what the marketer is promoting? At Intaglio Plus, we realize you don't have an unlimited marketing budget.
Your advertising ROI is important to you and your business growth goals. Intaglio Plus will create your ad to get your promotional message noticed by your audience so that you can maximize your investment.

EMAIL CAMPAIGNS

Intaglio Plus designs and delivers high color, mobile-friendly email marketing campaigns to educate your customers on new products and services.
Drive new opportunities and repeat purchases. Every campaign is provided with open and click-thru reporting to help you track campaign success. Need better return on your marketing spending?
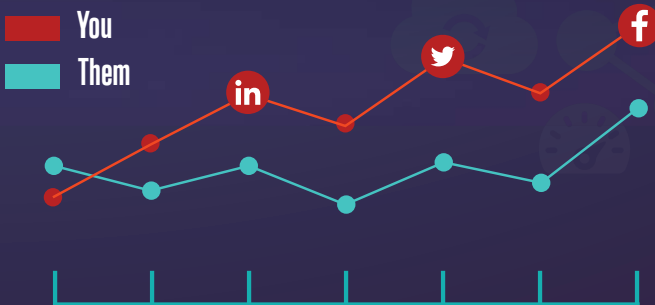Combine your email marketing with customized PURL landing pages.

Email marketing delivers a trackable, low-cost method to communicate with your customers and prospects.

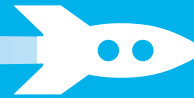**We Adhere To CAN-SPAM Requirements!**

SEARCH ENGINE OPTIMIZATION

"Build it and they will come" is just not sufficient. When it comes to potential customers finding your site, SEO is essential if your business strategy relies on customers finding your product or service on the Internet. In addition to employing SEO experts to show you how to get the most out of your search results, we also provide you the analytics you need to adjust your ongoing SEO strategy to maximize your return while minimizing your investment.

You
Them

PROJECT TIMELINE

Getting your project implemented is essential to your company's overall marketing strategy. Depending on its complexity, it may take anywhere from a couple of days to months to finish your completed website. Your Intaglio Plus project manager will work with you to deliver your project on time as well as on budget. All costs will be communicated in advance so there will be no surprises unless the overall scope of the project changes.

Days — RAPID TURNAROUND
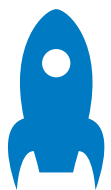## Weeks — GOOD TURNAROUND
Month(s) — LONG TURNAROUND

Days (RAPID TURNAROUND)
- Website (Bronze)
- Logo Design (Bronze)
- PURL Campaigns
- Email Campaigns
- Social Media Setup
- Ad Words Setup

Weeks (GOOD TURNAROUND)
- Website (Silver)
- Logo Design (Gold)
- Standard e-Commerce
- Product Catalogs
- Basic Vendor Fulfillment
- Package Design
- Ad / Promo Design
- Basic Collateral Design
- Basic Branding
- SEO "R&D"

Month(s) (LONG TURNAROUND)
- Website (Platinum)
- Online Product Design
- Advanced e-Commerce
- Advanced Product Catalog
- Custom Integrations
- Order Approvals
- Custom Vendor Fulfillment
- Large Scale Branding
- Heavy Collateral Design

ARE YOU READY FOR LIFTOFF?

intaglio PLUS

"Where Extraordinary Service is Ordinary"

Call us today: (314) 645-1980
Or visit us at: **intaglioplus.com**

*Our project coordinator will provide you with a detailed scope document and project estimates.