

**For immediate release**

## **Advancis.com introduces Online Advantage 2.0, the professional choice for developing and executing solid Internet strategies.**

**(Dallas, TX) - 09/11/2000** - advancis.com announced today the availability of Online Advantage 2.0, the only Internet business tool designed to help executives and their staff plan and implement solid Internet strategies. Version 2.0 takes Internet strategy development / execution to a new level by providing an integrated approach whereby all employees involved have access to the tools needed to accomplish their specific tasks. One resource. One focus. One carefully-developed and superbly-implemented Internet strategy.

From defining and understanding target markets' online behaviors to planning profitable e-business models and executing a fully-integrated Internet marketing plan, Online Advantage 2.0 guides users through the key stages of Internet strategy development/ execution to help them achieve desired marketing/business outcomes, improve the profitability of ecommerce ventures, design viable e-business models or meet financial targets. The focus is not only on building a solid foundation for all Internet-based activities, but also on ensuring and accelerating the adoption of the web site concept by the entire targeted audience, not just innovation seekers.

### **Online Advantage 2.0 benefits**

Version 2.0 includes several new features and resources to help users build customer-driven web sites that recognize the informational needs of visitors and delivers the right content, to the right prospect in the right sequence; form the online habits of visitors; developing/executing fully-integrated Internet marketing plans that combine several tools to reach and educate prospects as well as influence their purchase decisions; and meet the evolving needs of customers through the development of microsites.

Whether a company generates revenue from selling products/services on the Web, selling advertising space or receiving commissions on exchanges, it will benefit from content and tools developed specifically to help users understand the dynamics of doing business on the Internet in their specific sector.

Stated Bertrand Balzano, President of advancis.com, "most companies have spent their efforts on designing web sites and adding e-commerce functionality without really developing a strong Internet strategy that takes into account competitive pressures, prospects' online buying behaviors and habits, industry characteristics, or internal resources. As a result, most have built sites capable of taking orders. With Online Advantage 2.0, they will be able to transform their site into a site that sells as well as encourage repeat purchases."

### **Online Advantage 2.0 features**

Online Advantage 2.0 includes seven software modules designed to improve online performance through collaboration between executives, marketing management, staff, web masters and others.

Module 1 :: Defining your organization's e-business environment

Module 2 :: Developing winning Internet strategies

Module 3 :: Building customer-driven web site

Module 4 :: Internet Marketing - Opportunities/Programs/Strategies for 2000-2001

Module 5 :: Improving the effectiveness of your web site

Module 6 :: Building next-generation web sites

Module 7 :: Organizing your staff/resources for competitive advantage

The result: a powerful Internet strategy that can be directly integrated into the organization's 2001 overall marketing or business plan. Said Bertrand Balzano, "Online Advantage 2.0 is for companies serious about doing business on the Internet. A solid Internet will be crucial in 2001. Professionals willing to do the work can make ecommerce work for their companies; Online Advantage ensures they realize their full potential."

### **Online Advantage 2.0 quick facts**

Online Advantage is now offered as a web-hosted application compatible with the following platforms: Windows 95, 98, 2000, NT, Me; MAC OS 7.5 or later. Future supported platforms will include OS/2, Sun Solaris, and Linux x86.

The Online Advantage 2.0 pricing structure is based on the following schedule:  
[3-month license=US\$ 395; 6 month-license=US\$ 495; 12-month license=US\$ 595].  
All prices shown are for single-user licenses. Site licenses are also available.

### **Special Introductory offer**

In time for 2001 planning, companies will be able to build highly-productive Internet teams by taking advantage of the 3-for-2 offer. By buying two user licenses, customers will get the third one for free until 11/01/2000.

**About advancis.com**

Since its inception, advancis.com has focused its efforts and resources on developing and marketing software applications as well as web-based services that help small and large organizations take full advantage of the World Wide Web. Through the development of smart Internet solutions, advancis.com makes it possible for enterprises to incorporate the latest Internet technologies and techniques to create a competitive advantage on the Web. The company's smart Internet solutions include ReadyWeb™, ReadyLive™, the e-business first-aid kit, and Online Advantage.

advancis.com recently opened advancis.agency (<http://agency.advancis.com>) - a full-service Interactive/advertising agency that offers marketing executives the best of both worlds with innovative Internet marketing solutions and clever traditional marketing programs designed to take marketing activities to the next level as well as deliver solid results.

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**Note to editors:**      *Obtaining more information*  
For more information about Online Advantage 2.0, including detailed descriptions of each module, visit <http://advancis.com/OA/press.html>

*Downloading product's literature*  
You can also download digital brochures by copying and pasting the following URLs into your browser  
MAC - [http://advancis.com/OA/OA20\\_brochure.sit.bin](http://advancis.com/OA/OA20_brochure.sit.bin)  
PC - [http://advancis.com/OA/OA20\\_brochure.zip](http://advancis.com/OA/OA20_brochure.zip)

*Evaluating Online Advantage 2.0*  
Editors are invited to evaluate the new version of Online Advantage. Simply email advancis.com at [press.relations@advancis.com](mailto:press.relations@advancis.com).

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