



Steven Wicinski

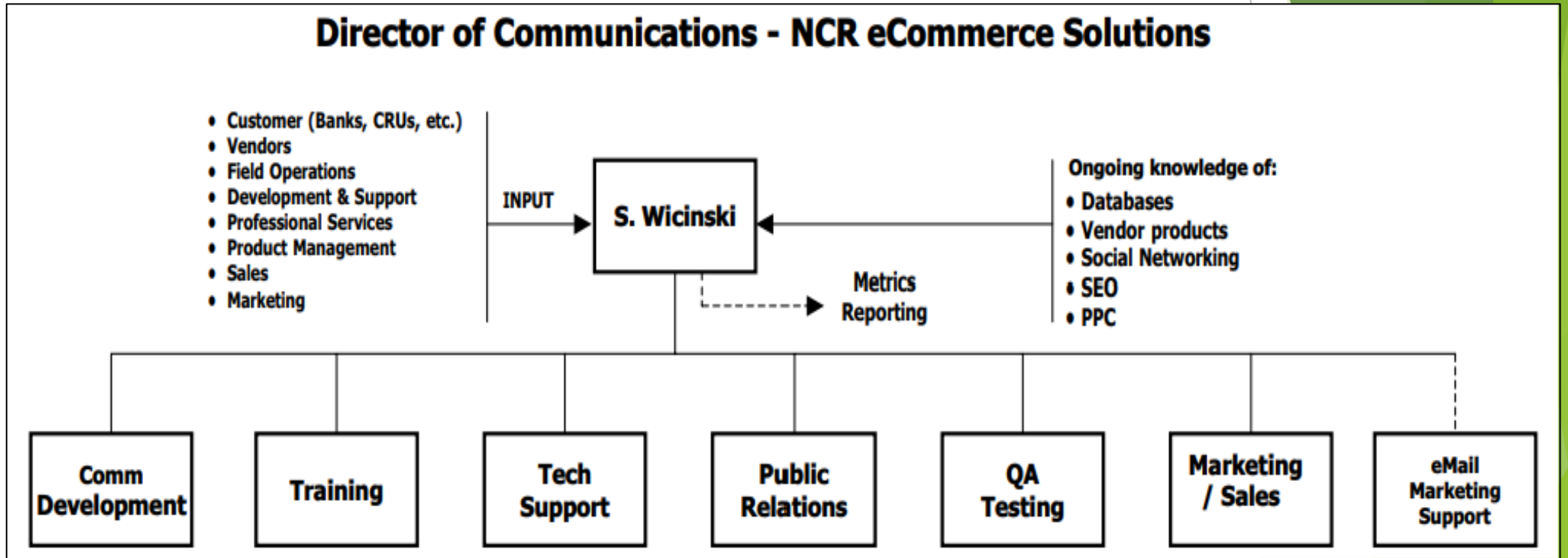


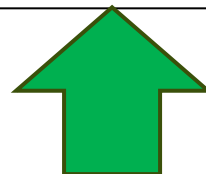
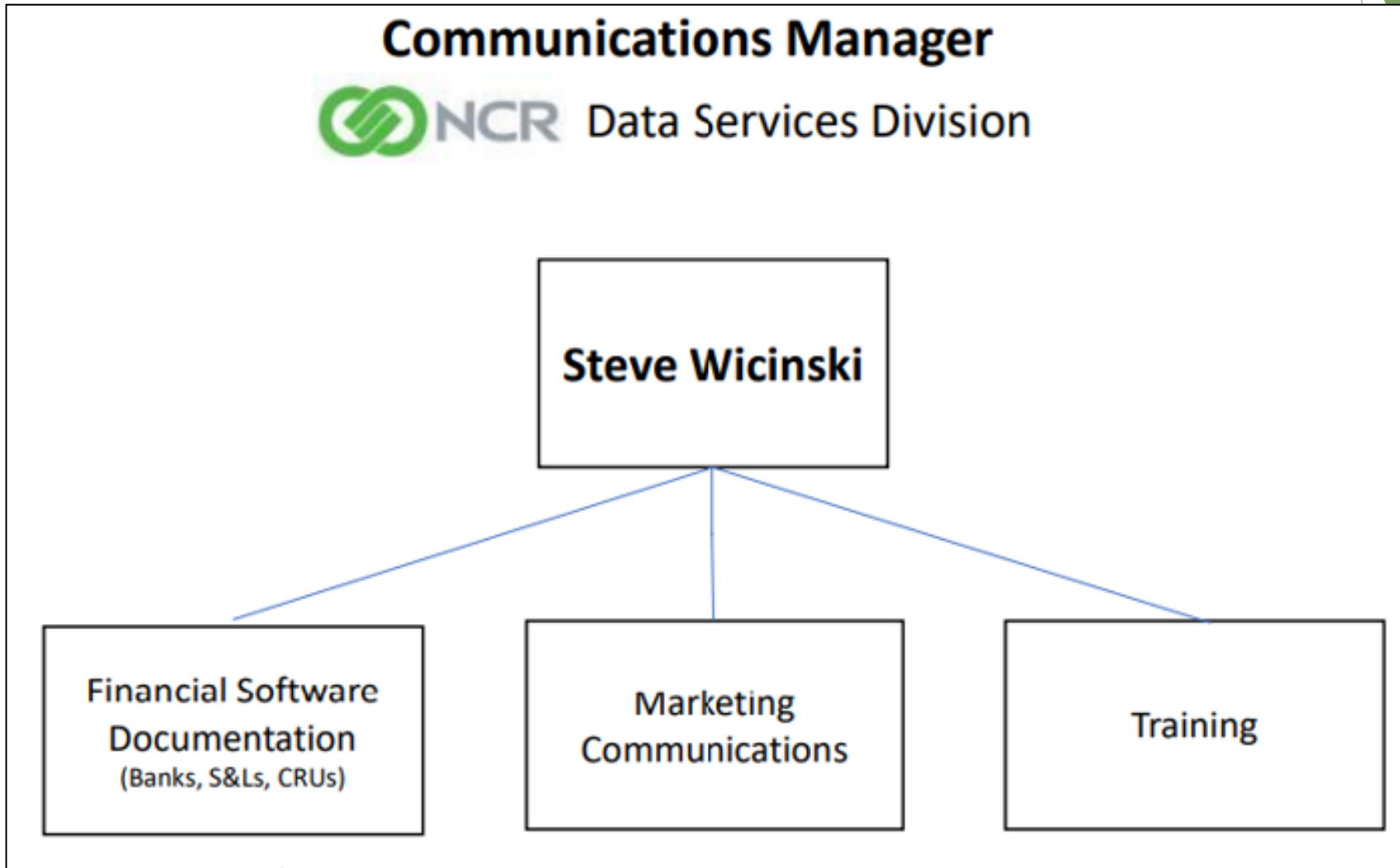
**Marketing Communications
Experience**



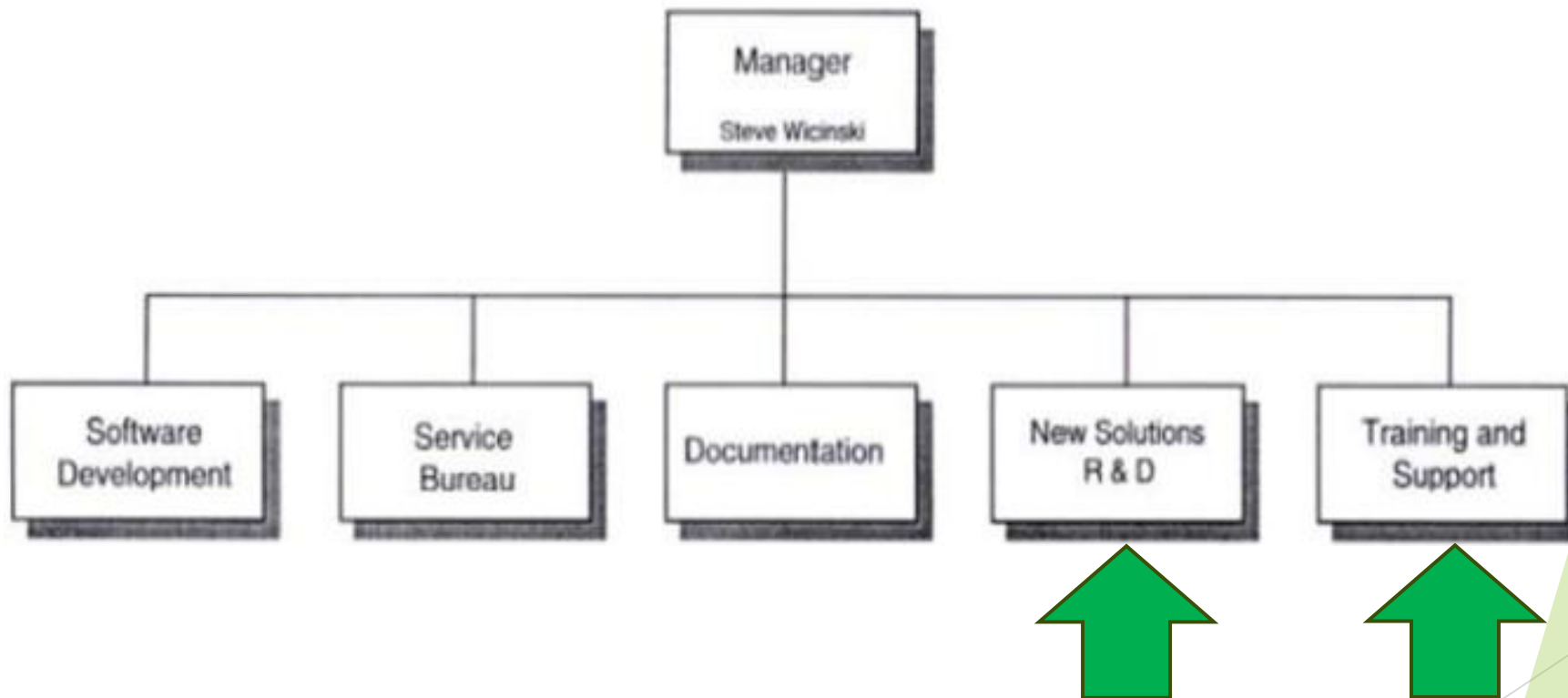


Marketing Environments & Clients





Information Products Research & Development



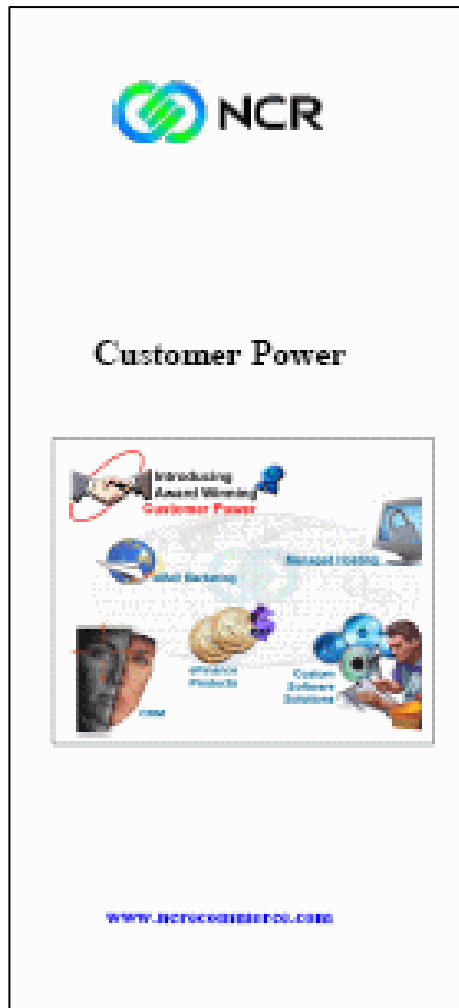
OTHER
CLIENTS






Deliverables

- Brochures
- Data Sheets
- Communication Plans
- Advertisements
- Email Campaigns
- Online Ordering
- Surveys
- Flyers
- Logos
- Newsletters
- Booklets
- Proposals
- Press Releases
- Web Pages





eCommerce Solutions at a Glance

About NCR
NCR Corporation (NYSE: NCR) is a \$4.6B company and world leader in Relationship Technology™. Founded in 1884 & headquartered in Dayton, OH, our major divisions are *Financial Services*, *Retail Services*, and *Customer Services*. Descriptions of our solutions follow.

Financial — Self-service devices such as ATMs, cash dispensers, services and software solutions, such as the APTRA application suite.

Retail — Technologies such as POS terminals, bar-code scanners and software, as well as innovative products like our self-checkout systems to retailers worldwide.

Customer Services — Maintenance and support services for our base of NCR solution customers. Featuring site design, staging and implementation, and complete systems management.

About eCommerce Solutions
Founded in 1997, we provide services to financial institutions, retail stores, and other businesses. Our *Best in Class* Solution consists of industry-leading consumer & commercial banking applications in the market used by 10 of the top 20 and 28 of the top 100 financial US institutions. It is available as an on-premise solution and in an outsourced environment at one of NCR's secure, high-availability data centers.

APTRA™ Online Banking for Consumers & Businesses

- Mobile Banking
- *Best in Class* integrated solution on a single platform
- Online Account Information
- Account Consolidation
- Bill Payment & Presentment
- Check Imaging
- eStatements
- Stop Payments
- Alerts & Notifications
- OFX (Web/Direct Connect)
- Secure Messaging
- Customer Relationship Management, Maintenance, & Reporting
- Message Maintenance
- Tiered Authority & Entitlements
- Wire Transfers
- Internal/External Transfers
- Positive Pay
- ACH
- Web-based Payroll Services
- Remote Check Deposits
- Intelligent Authentication
- New Account Funding

APTR™A eMarketing

- Award-winning solution
- Multi-channel support (Web, ATM, kiosk, branch, call center, IVR/VRI, wireless)
- ATM Personalization
- PostMaster eMail marketing
- Targeted marketing via ATMs
- Event-based marketing
- Online surveys
- Banner advertising
- Customer analytics/reporting
- Alerts and notifications

Virtual Retail Stores

- Shopping-site development
- 24x365 Shopping
- Secure processing
- Fast, easy access to products and services
- Multi-channel promotions accessible over the Internet, in-store, and through self-service kiosks

[Managed Services]

- Managed application hosting
- Secure and hardened high-availability data centers
- SAS 70 Level-2 certified
- FFIEC audited
- eMail marketing & campaign management via APTRA eMarketing

Disaster Recovery Services


- Redundant ISP connectivity
- Diverse carriers
- Multi-directional POPs
- Intrusion detection
- Firewall redundancy
- Load balancing
- N+1 configurations
- Multiple host interfaces
- 24x7x365 monitoring

Why Financial Institutions, Retailers, and Other Businesses Use NCR Products and Services
NCR has been bringing insight and innovation to world-class financial institutions for over 120 years. Our solid reputation for delivery and stable history is reassurance that we'll be here over the long haul. Our unique blend of eCommerce experience and expertise can help you reduce costs, increase productivity, strengthen market share, and maximize ROI.

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eCommerce Solutions for Financial Institutions: ATM PERSONALIZATION AND TARGET MARKETING

Optimizing The Value Of Your ATM Channel
An increasing number of bank transactions are migrating to self-service channels, providing significant cost savings to banks and convenience for customers. However, moving transactions to self-service channels brings with it the pain of losing personal contact with customers.

But what if banks could use self-service channels to build relationships with their customers and generate new revenue? NCR's Apris Relate Manager for Customer Power works with one of your most touched customer self-service channels, the ATM, to transform it into a powerful marketing tool, enabling you to communicate the right message to your customers at the right time.

Customers can personalize the ATM transaction, for example, through language preferences, fast cash amount, favorite transaction and receipt options, making the transaction more convenient for the customer and eliminating unnecessary preference questions. Personalization options can also help to improve productivity for the bank as transaction times can be reduced by as much as 20%.

Banks can also utilize Apris Relate Manager for Customer Power to offer highly targeted marketing campaigns for products and services through the ATM channel. Unlike other marketing tools, Apris Manager for Customer Power allows two-way interaction for customer responses to be captured right at the ATM. Follow-up can be provided through other channels for interested customers. Targeting in this way has been proven to be approximately 30% more effective than methods such as direct mail, and at up to 60% less cost.

Connecting Your World
NCR Worldwide Customer Services delivers Knowledge Driven Services to the financial industry. Our global repository of service knowledge, powered by TruSight, enables us to analyze and provide you with actionable IT intelligence to make more informed decisions. You gain enhanced value for your business, resulting in operational excellence.

NCR supports financial institutions of all sizes, from the smallest to the top 10 banks in the world, giving us the industry expertise and proven track record to deliver value to your financial institution. Our expertise in providing customized solutions helps you expand your initial channel and geographic reach. We help you better connect your world to that of your customers.


Choose NCR
To learn more about how NCR eCommerce Solutions can help your financial institution attract new customers, improve account retention, increase share and leverage current investments, visit us at www.worldwidecustomer.com.

Knowledge Driven Services

NCR WORLDWIDE CUSTOMER SERVICES



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eCommerce Solutions for Financial Institutions: Disaster Recovery Services

Protecting Your Investment
Your business counts on the availability of your system resources all day, everyday. In the event of a disaster, you need assurance that your business and its customers are protected financially via processing capabilities at a highly secure, remote stand-in facility. With NCR's Disaster Recovery Services in place, you can feel confident that your business and clients are protected electronically while your business operations are restored in a reasonable timeframe with minimal impact to your bottom line.

Full Recovery In Motion
Once a disaster is declared and damage to the production site is deemed substantial, the remote Disaster Recovery Site in Dayton, Ohio is activated. Next, a highly skilled team of Managers, Logistics, Technical Support, and Restoration professionals then put the recovery process in motion. Activities include installing special hardware and software, routing customer data to the remote site – all leading to full service restoration in as little as 48-96 hours.

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- **Redundant ISP Connectivity** – ISPs running under multiple carriers
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- **Multi-directional POPs** – Multiple sources for communication channels
- **Intrusion Detection** – Monitoring network traffic from the Internet
- **Firewall Redundancy** – Use of both primary and backup firewalls
- **Load Balancing** – Balancing applications over multiple servers
- **N+1 Configurations** – Expandable server / application solutions
- **Multiple Host Interfaces** – Connection to third-party vendors
- **24x7x365 Monitoring** – 24-hour coverage for servers and networks

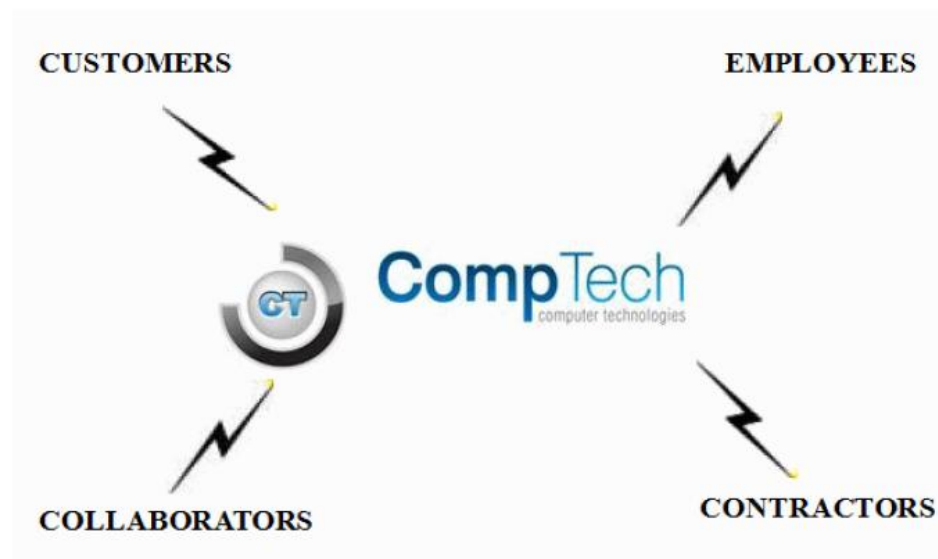
Knowledge Driven Services

NCR WORLDWIDE CUSTOMER SERVICES

COMMUNICATION PLANS



Executive Communication Plan



Prepared by

Steve Wicinski
Consultant




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ADs





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Let Mr. Wassel remove any frustration you may have and be your guide through the technology maze with tips and advice specifically for you!

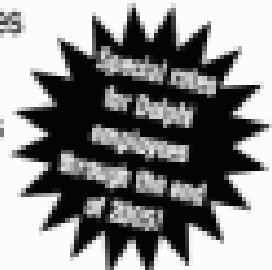
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To satisfy your self-service customers, NCR offers complete multi-channel solutions such as ATM Personalization, Mobile and Internet Banking, and Virtual Shopping.



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- Help readers do their jobs better and easier, grow in their careers, and do it all with less hassle and research.

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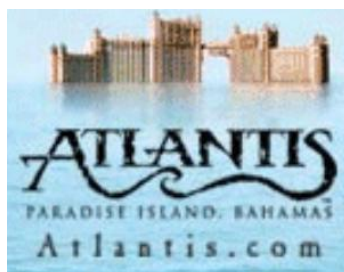
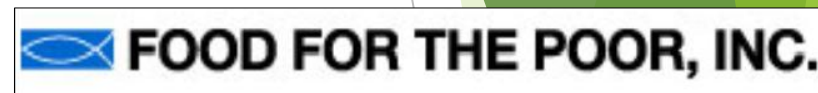
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- **Consumer News:** Beware latest credit card fee wrinkles
- **Marshall Loeb's Daily Money Tip:** [Don't buy e-mail scams regarding fallen soldiers](#)
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February 25, 2005


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*Annual Percentage Rate - Balance transfers posting on or before 05/31/05 will receive a rate between 3.9% - 6.9%. Offer valid for new accounts only. Transfers posting after 5/31/05 will post at the standard balance transfer rate, which is the same as the APR for purchases. As of 02/05, the standard rate for purchases is between 9.49% - 15.49% APR.
Your rate may vary.

ALERT: NEW PHISHING ATTACK TARGETS CU MEMBERS

The Texas Credit Union League (TCUL) has been advised of a new phishing attack that targets credit union members. The attacks come in as an Email urging members to update their data online. When members access the fraudulent site, their user credentials and account details are requested.

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Interactive Surveys



WCS Customer Engineer NCR Logo Apparel Survey











1. WCS recognizes that for security reasons, an NCR logo shirt may not be appropriate for every Customer Engineer. With that in mind, please tell us how often you would wear an NCR logo shirt?
- ☐ Always ☐ Often ☐ Rarely ☐ Never

2. Shirt Style – Please rank the following shirt styles pictured below in order of preference, where **1** is “Most Preferred” and **4** is “Least Preferred.”

	Polo/Golf Shirt - Long Sleeve	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
	Polo/Golf Shirt - Short Sleeve	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
	Button-down Shirt - Long Sleeve	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
	Button-down Shirt - Short Sleeve	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4

- English
- Chinese
- French
- German
- Italian
- Japanese
- Portuguese
- Spanish

3. Shirt Color – Please rank possible shirt colors shown below in order of preference, where **1** is “Most Preferred” and **10** is “Least Preferred.”

	1	2	3	4	5	6	7	8	9	10
 Black	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Gray	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Navy Blue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Royal Blue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Light Blue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Olive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Dark Green	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Light Green	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Khaki	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. (QUESTION FOR MEN ONLY) Please indicate your shirt size:

- ☐ Men's Small
☐ Men's Medium
☐ Men's Large
☐ Men's eXtra-Large
☐ Men's 2X-Large
☐ Men's 3X-Large
☐ Men's 4X-Large

Men's Shirt Sizes	INCHES		CENTIMETERS	
	Sleeve length for long sleeve	Neck	Sleeve length for long sleeve	Neck
Men's Small	32 / 33	15	81.28 / 83.82	38.1
Men's Medium	34 / 35	15.5	86.35 / 88.90	39.37
Men's Large	36 / 37	16	91.44 / 93.98	40.64
Men's X-Large	36 / 37	16.5	91.44 / 93.98	41.91
Men's 2X-Large	36 / 37	17	91.44 / 93.98	43.18
Men's 3X-Large	36 / 37	17.5	91.44 / 93.98	44.45
Men's 4X-Large	36 / 37	18	91.44 / 93.98	45.72

5. (QUESTION FOR WOMEN ONLY) Please indicate your shirt size:

- ☐ Women's Small
☐ Women's Medium
☐ Women's Large
☐ Women's eXtra-Large
☐ Women's 2X-Large
☐ Women's 3X-Large
☐ Women's 4X-Large

Women's Shirt Sizes	INCHES		CENTIMETERS	
	Sleeve length for long sleeve	Neck	Sleeve length for long sleeve	Neck
Women's Small	31	15	78.74	38.1
Women's Medium	31.5	15.5	80.00	39.37
Women's Large	31.5	16	80.00	40.64
Women's X-Large	32	16.5	81.28	41.91
Women's 2X-Large	32	17	81.28	43.18
Women's 3X-Large	32.5	17.5	82.55	44.45
Women's 4X-Large	32.5	18	82.55	45.72

Documentation Manager Survey

1-1. What position best describes your role as a manager?

- ☐ Documentation Manager
☐ IT Manager
☐ Marketing Manager
☐ Product Manager
☐ Project Manager
☐ Manufacturing Manager
☐ Operations Manager
☐ Training Manager
☐ Other

1-2. If other, please specify.

2-1. What best describes the industry you are in?

- ☐ Manufacturing
☐ High Tech
☐ Healthcare/Medical
☐ Financial Services
☐ Insurance
☐ Government
☐ Other

2-2. If other, please specify.

3. How many people do you supervise?

- ☐ 1
☐ 2-5
☐ 6-10
☐ 10 or more
☐ None

4. Of the people you supervise, how many are writers?

- ☐ 1
☐ 2-5
☐ 6-10
☐ 10 or more
☐ None

5. As a manager, how much time do you spend writing technical documentation vs. other responsibilities (supervising, admin work, etc.)?

- ☐ 1-10%
☐ 10-25%
☐ 25-50%
☐ 50-75%
☐ 75-95%
☐ None

6. Do you have budgetary and hiring control over your staff?

- ☐ Yes
☐ No
☐ Budget only
☐ Hiring only

What are your biggest management challenges? Rank each from 1 (most challenging) to 8 (least challenging).

	1	2	3	4	5	6	7	8
7-1. Finding good employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7-2. Keeping good employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7-3. Promoting your team's value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7-4. Balancing workload and resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7-5. Dealing with difficult SMEs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7-6. Personnel issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7-7. Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7-8. If other, please specify.

8-1. At your present company, what types of management training do you receive? (Select all that apply.)

- ☐ Training from immediate supervisor
☐ Formal on-site training
☐ Formal off-site training
☐ Books and tapes
☐ Online courses (PC or Web-based)
☐ Other

8-2. If other, please specify.

What concerns you most about producing your documentation? Rank items from 1 (most important) to 6 (least important).

	1	2	3	4	5	6
9-1. Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9-2. Cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9-3. Appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9-4. Accuracy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9-5. Time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9-6. Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9-7. If other, please specify.

10. In your management role, how does the workload and stress level compare to that of a technical writer/staff role?

- ☐ Much heavier
☐ Heavier
☐ No difference
☐ Lighter
☐ Much lighter

11. Does your company involve your department early enough in the project-development process?

- ☐ Yes
☐ No
☐ Sometimes
☐ Unsure
☐ Not applicable

TECH SURVEYS

Value & Recognition	
Compared to other staffs (Engineering, HR, etc.) within your organization, to what degree do you feel your techcom team is valued and recognized for its contributions?	
Valued on an even par with all other teams.	18.3%
Considered overhead but still highly valued.	14.1%
Valued to some degree, but not recognized like other departments.	50.7%
Minimally valued and recognized.	12.7%
Not valued at all.	4.2%

Employee Recognition	
How often does your company formally recognize workers (individuals or groups) for doing a good job.	
Annually	17.6%
Semiannually	4.7%
Quarterly	12.9%
Whenever appropriate	49.4%
Never	15.3%

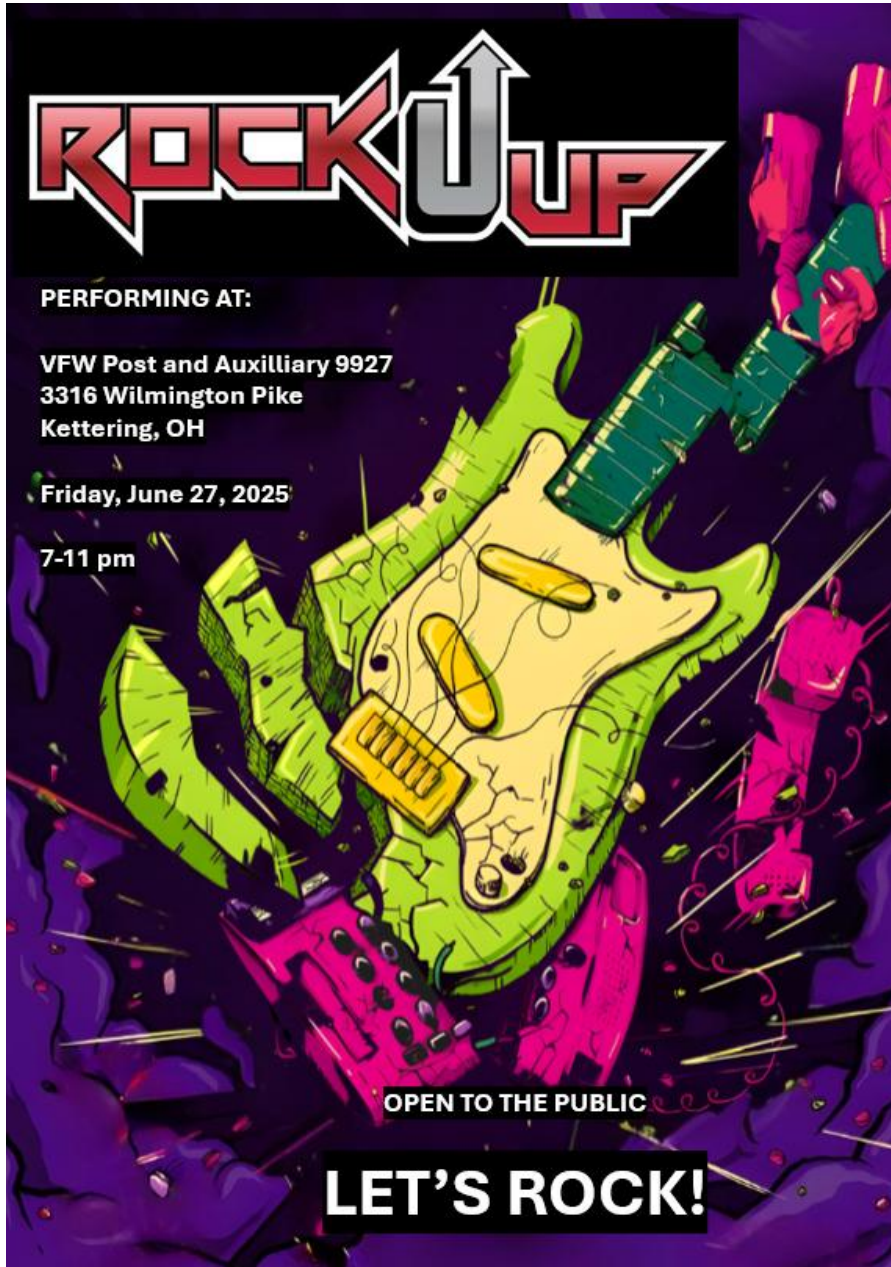
Performance Expectations	
In your opinion, is it important for techcom managers to be willing to accept, from their employees, work that is of less quality than they could produce themselves?	
YES. Managers need to be flexible with employee expectations, as long as the overall results are acceptable within pre-defined boundaries.	75.8%
NO. Managers should expect employees to perform at least at the same competency level as they would perform for a given task.	24.2%

Solution Investment	
At the company where you are presently employed, how would you rate the organization's willingness to invest in a content-management solution?	
Extremely willing	7.6%
Very willing	3.8%
Somewhat willing	31.6%
Not willing	35.4%
We already have a solution in place.	21.5%



Social Media Marketing

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JULY 16**

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@6:00PM*

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NIGHT**

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ROCK UP

Craft Beer & Seltzer Tasting

Arcanum's Ivester Park

Park Circle Dr., Arcanum, OH

Friday, June 20, 2025

6:00p – 10:00p



Live Music by

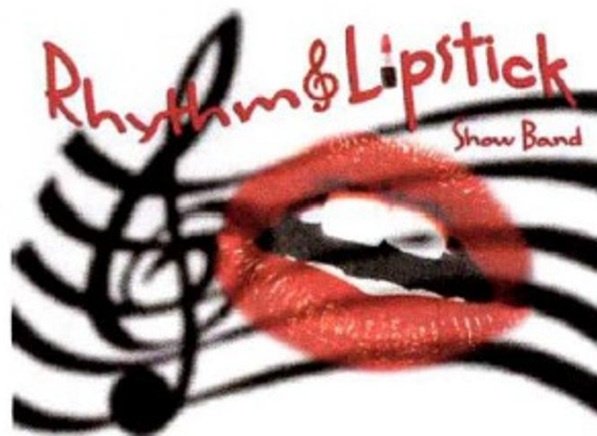


Hosted by the Arcanum A# Music Boosters

*With special thanks to the Village of Arcanum and the
Arcanum Area Business Association*



LOGOS



LOGOS





Content Marketing



TechCom Manager

The Newsletter for Documentation Managers

Monday, June 1, 2009 Issue 56 VOLUME 1 ISSUE 56

In This Issue...

From Your Editor ... Steve

Feature Article: Web Site Globalization's Hidden Secrets
Results from Last Month's "Economy Slasher" Poll

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"The only thing we should fear is fear." have to **itself**
- Franklin Delano Roosevelt

FDR had an editor. Now you do, too.

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PROEDIT

From Your Editor ... Steve

Welcome everyone to Issue 56 of TechCom Manager! We're looking forward to a great Summertime season filled with hopefully good news from our readers! We want to hear from you. Tell us how you're doing. [Click Here for Full Story]



Feature Article: Web Site Globalization's Hidden Secrets
by Theodora Landgren

If you're planning to take your web presence to a global level, do your homework and proceed carefully. [Click Here for Full Story]



Results from Last Month's "Economy Slasher" Poll

How much notice do you think companies should give employees when it comes to delivering bad news in tough economic times? [Click Here for Full Story]

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Web Globalization For The World Wide Web

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TechCom Poll

Employee Talent Retention

Whenever your company terminates jobs, how much effort does HR and/or management personally put forth to place affected employees in other positions within the company?

☐ Great deal of effort

☐ Moderate effort

☐ Little effort

☐ No effort (employees are on their own)

ARCHIVE

Issue 55
March 31, 2009
Vol. 1 Issue 55

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Newsletter Volume 16, Issue 1



NCR RETIREE NEWS

Official publication of NCR REA, Inc. www.ncr-rea.org 1st Quarter 2012

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LETTER FROM THE PRESIDENT

Greetings everyone and **HAPPY NEW YEAR !!!!!**

Welcome to our first newsletter for 2012! All of us here at the NCR REA--your trustees, administrator, media editors--hope this issue finds you and your families safe, happy, healthy, and off to a great start. With 2011 now behind us, I believe we're all looking forward to a prosperous, productive year.



As you will see later in this issue, we have included more captivating pictures from our very successful reunion and annual meeting, which we held last September. If you were unable to attend, you might want to peruse through the Q4 2011 newsletter for the complete details. Once there, you will find snapshots of all our fine guests and activities. You'll also see lots of smiling faces in the pictures. It was a great turnout and everyone had a fabulous time!

And speaking of smiles. We hope to see more of those faces at our next Annual Meeting, which is scheduled for September 20, 2012 in Dayton, Ohio! Our Vice President, Mike Freeman, is working diligently on organizing this event, so we will provide additional information as it becomes available.

We hope you enjoy this issue and we look forward to hearing from you throughout this year!

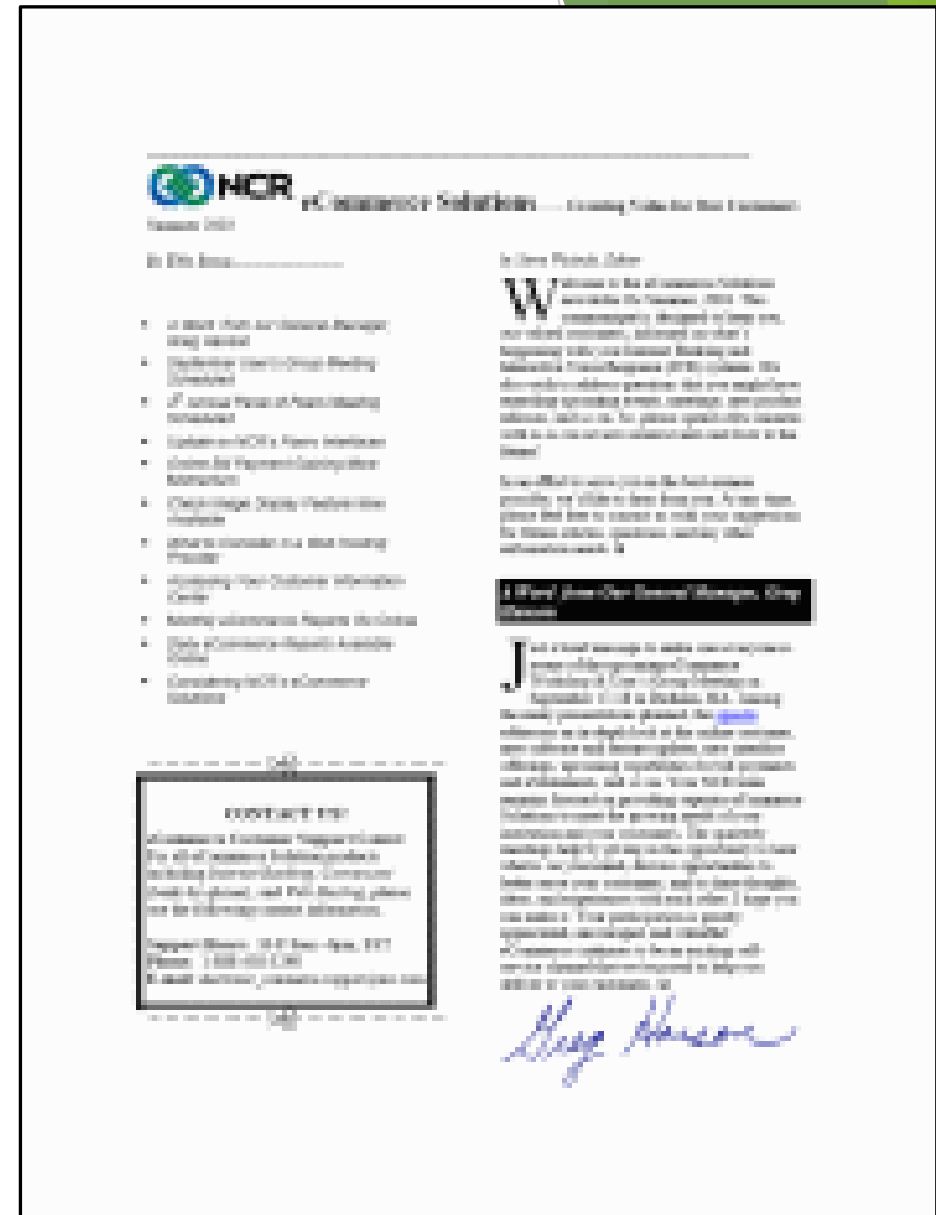


Sincerely,

Chuck Stuart
President



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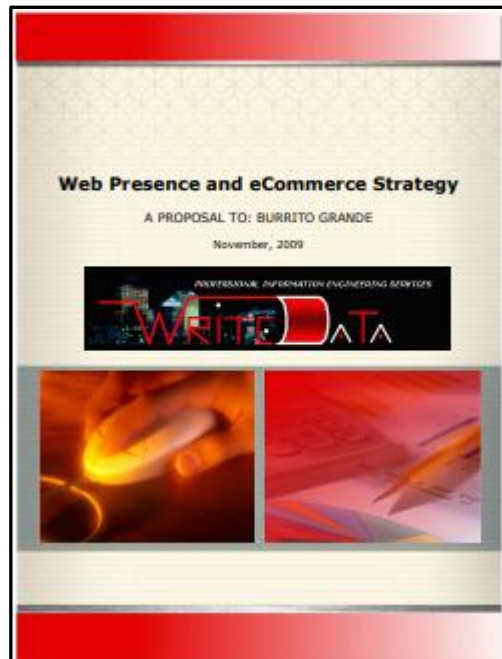
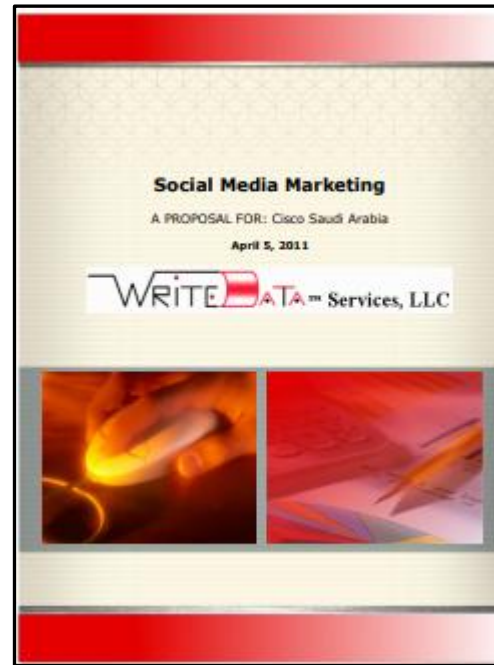
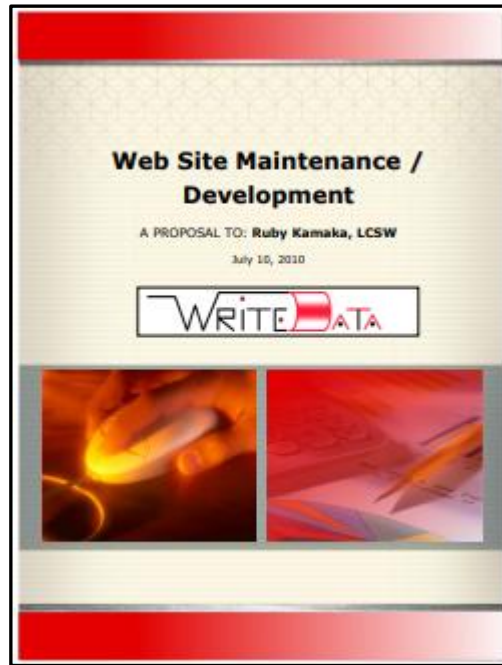
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eCommerce Information Products Now Available

To help you market online banking to your existing and potential customers, the NCR eCommerce Solutions Team now offers affordable hard copy mini booklets that show your customers how truly easy online banking can be. When customized to your specific brand, these great little marketing tools have less than 30 easy-to-read illustrated pages, complete with step-by-step instructions, informational callouts, and realistic screen captures.

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If you have any questions, please contact Steve Wicinski at (937) 445-9494 or steven.wicinski@ncr.com.



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NEWS RELEASE

For further information:

Steve Wicinski
NCR Corporation
(937) 445-9818
steven.wicinski@ncr.com

For Release on June 2, 2005

NCR's Customer Power 5.0 Uses Real-Time Customer Data to Maximize E-Marketing Effectiveness

"Live" data from multiple customer touchpoints enables businesses to continually fine-tune their message and improve marketing effectiveness

DAYTON, Ohio – [NCR Corporation](http://www.ncr.com) (NYSE: NCR) is opening new possibilities for businesses to deliver personalized e-messaging that is relevant to each customer's individual needs. Customer Power 5.0, NCR's online marketing solution, combines the marketing experience of leading retailers, financial institutions, catalogers and suppliers with NCR's advanced customer analytic software, self-service technology and e-Commerce hosting capabilities. The resulting solution enables e-marketers to draw from multiple databases to individualize the offer to each customer, deliver it across multiple channels and fine-tune the message based on the "live" customer response.

According to Greg Hanson, NCR e-Commerce solutions general manager, "Customer Power 5.0 provides marketers with a continuous loop of customer transaction information and feedback. This data can be drawn directly from a wide variety of online or offline databases and customer interaction points including ATMs, retail checkouts, Web sites, customer call centers, bank branches and kiosks. Advance analytics are then applied to facilitate customer insight, giving businesses the information they need to personalize their offer to each customer's individual needs and wants."



Antenna House Announces The Release Of Their Rainbow PDF Server-Based Converter, Version 2.0

The software can now transform Microsoft Office 2007 files (Word, Excel, PowerPoint) to PDF and SVG on the fly...

August 12, 2008

TOKYO — Antenna House today announced the latest release of its Rainbow PDF Server-Based Converter, Version 2.0, for immediate distribution. Much like rail systems that deliver freight using multiple tracks, IT integrators often rely on dependable “switches” to process vital documents and to deliver them in usable formats over Intranets, Internets, and most recently through radio to hand-held devices.

Release 2.0 of the high-speed Rainbow PDF Server-Based Converter now enables users to easily convert Microsoft 2007 documents to PDF and SVG in addition to a variety of other previously supported formats. This can be done either in a batch operation or on the fly, thereby introducing a vital new connection “switch” in a comprehensive document-delivery infrastructure.

<< [Click here for full release](#) >>



October 5, 2009

WORLD HABITAT DAY STARTS AT HOME

Habitat for Humanity of McHenry County celebrates with revitalization at home

McHenry, IL- October 5, 2009 is World Habitat Day and the local affiliate in McHenry County has plenty of reasons to celebrate with the successful launch of the Exelon Pilot Weatherization Program, and in welcoming a new member to the volunteer staff.

In 1986, The United Nations designated the first Monday in October as annual World Habitat Day, and 2009 marks the first global celebration to be hosted by the United States at the National Building Museum in Washington, DC. The local McHenry County Habitat affiliate is already celebrating this historic occasion with the successful launch of the Exelon Weatherization Program.

Working in partnership with Exelon Corporation, the agency began reviewing homes owned by low-income families to increase energy efficiency and provide cost savings. The program provides improved insulation and replaces old appliances with energy-efficient models. The launch of this program began by studying two homes in September and continues with more scheduled studies throughout October.

<< [Click here for full release](#) >>



AGS Analytics

Data Mining Overview, AGS Analytics , November 2009

Today's successful businesses rely on extracting patterns from data to drive strategy and growth. Data is gathered from nearly every business function including sales activities, purchasing records, web traffic, and other functional analytics routinely collected in a systematic fashion. Over time, these data points comprise a complete data set with a size that can exceed hundreds of terabytes. Turning these data points into relevant, actionable strategies is the function of data mining.

The power of data mining lies in the ability to produce patterns that highlight specific behaviors and extrapolate statistical predictions of future actions. Algorithms that consider core relationships in data sets help produce a clear and far more accurate picture of the whole data set, while providing a framework for future performance goals. An example of this might be city planning provisions to support increased population growth driven by census data models. Financial institutions use predictive modeling to determine viability for proposed start-up businesses requesting capital loans, while researchers around the globe rely on data mining to aid their studies and progression towards medical and scientific breakthroughs.

Businesses use data mining as a critical component of Customer Relationship Management (CRM) and cost-reduction strategies. An accurate model of customer purchasing behaviors can help balance stock management goals with shipping requirements by determining which items are likely to sell and when. Companies can strategically target better sales prospects and optimize limited resources across multiple regions in response to marketing campaigns and business cycle fluctuations.

Overall, data mining provides a powerful and strategically vital direction, outlining a framework for predictive analysis that helps deliver measurable benefits and profitable growth.



Website Marketing



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*Quality content makes all our lives easier. Let's build
some together today.*

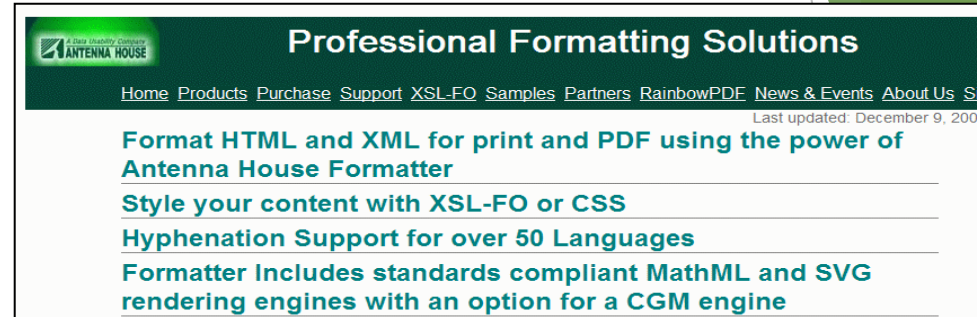


Primary Challenges:

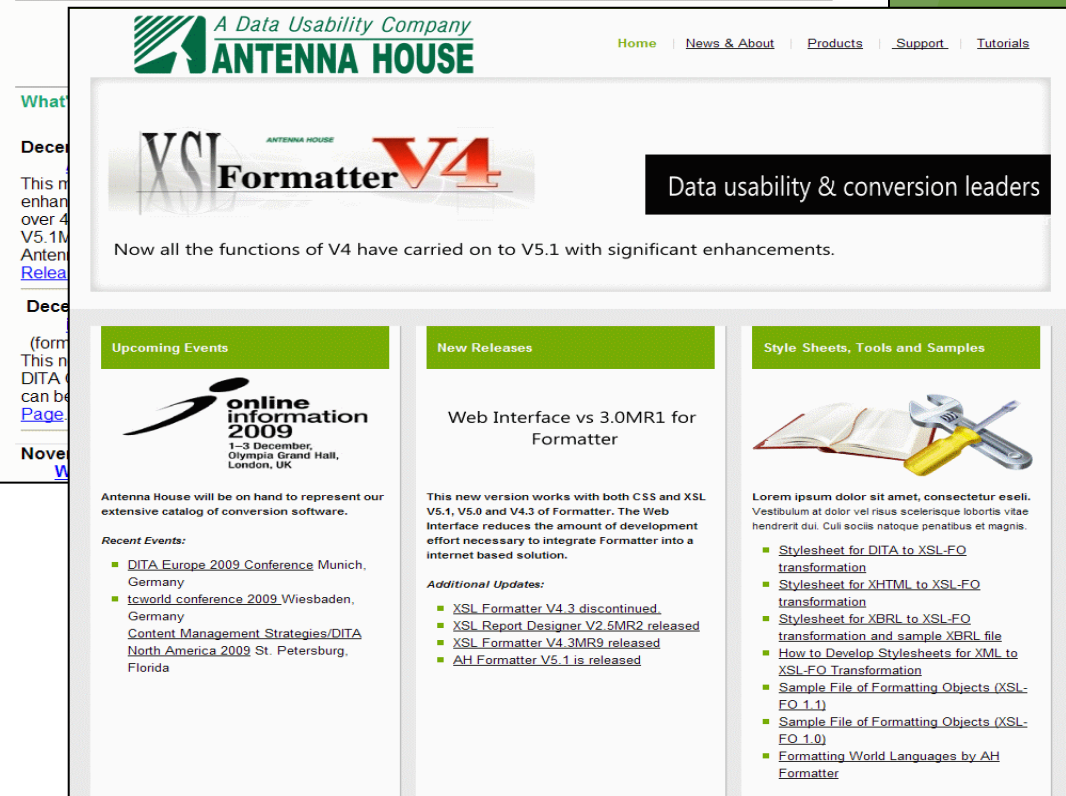
Antenna House is an industry leader in data usability and conversion. The company's original website neither enticed its audience nor provided easy, clear navigation to all available products and solutions.

Through animation effects and a crisp 21st century look and feel, the new site quickly illustrated the many solutions that are available and provided easy access to downloadable evaluation copies of each software product.

Before



After





Prime Nanotech, LLC

Primary Challenges:

Prime was a start-up company that needed an informational site for prospective clients. Their web presence needed to be slick, impactful, and convey a feeling of high technology.

The copy had to outline a complex science in a meaningful way to compel prospects to action with an understanding of this groundbreaking solution model.



WEBSITES



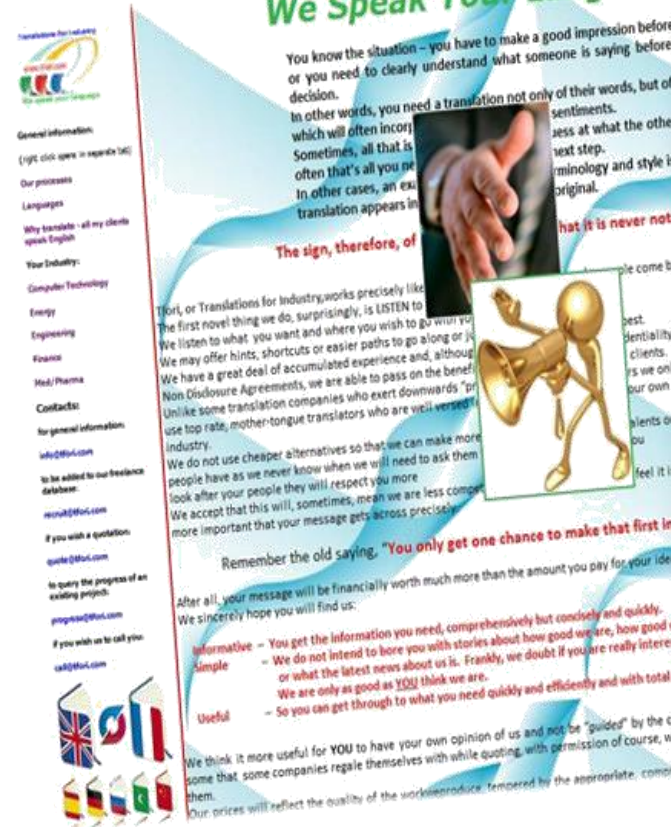
Primary Challenges:

TFori, a UK-based document translation company, started with a website built by a novice who had little to no copywriting experience.

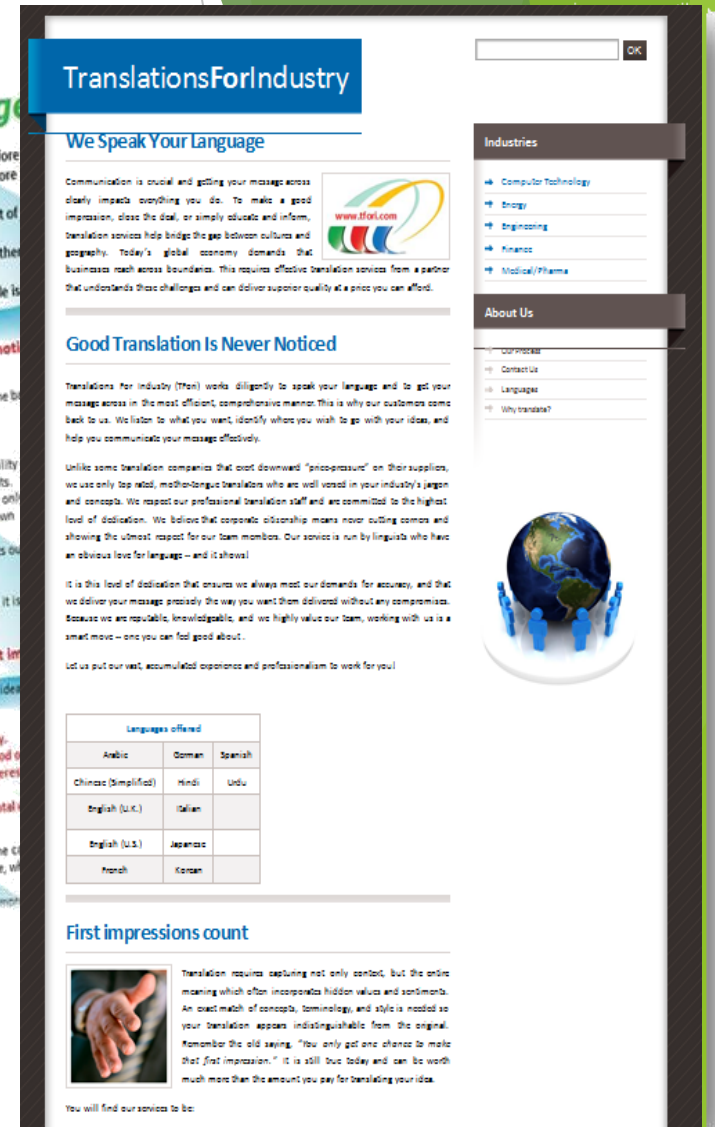
The redesign included edited copy and a clean layout that helped portray Tfori's brand in a more professional, comprehensive manner.

The result significantly improved Tfori's web presence while adhering to their modest project budget.

Before



After





Primary Challenges:

Artisans Café was a new concept in dining that needed an artistic flair to promote not only non-traditional cuisine, but also a wide variety of accomplished artists, musicians, and chefs.

The site showcased mouth-watering menus, weekly fine-dining events, and ongoing musical performances and art exhibits.

As a result, the restaurant significantly boosted sales, created a following of loyal customers, and received exceptional acclaim from professional food critics.



"Promoting the art of food, music, and painting"

8351 N. Main Street
Clayton, OH
937-890-5250
8:00am - 8:30pm Mon-Sat
Sunday Brunch 10am-2pm
[MAP](#)

Email: je@artisanscafe.net

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LOCATED IN CLAYTON OH, the Artisans Cafe offers a wide variety of tasty, healthy foods to satisfy even the choosiest palates. Our various menus feature:

- *Vegetarian entrees
- *Vegan entrees
- *Fat-free and sugar-free items
- *WOW-COW frozen yougurts
- *Home-made cookies and desserts
- *Seasonal and monthly specials
- *Mediterranean entrees and specials (south location only).

NO FRIED FOODS and a healthy kids' menu. Many items even provide the Weight Watchers Point values. So come on in and enjoy a relaxing, healthy alternative to dining. Be sure to check this site often for upcoming art- and music-related events!



FINE-DINING EXPERIENCE

Come see us every Tuesday night from 5 - 9PM for a unique, savory dining experience with Chef **James Shipley**. Reservations require 24-hour advance notice. Call 937-890-5250 or email us at reservations@artisanscafe.com. For upcoming menus and other details, [click here](#).

CLICK & EAT DELIVERY

For our customers in Englewood, Clayton, Union, Vandalia, and North Main St. south of Turner Rd., we now offer delivery service through Appetite Express. To place a delivery order, [click here](#).





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