

# WEBDESIGN & DEVELOPMENT

## Promote Your Business!

- Customized Layout & Design
- Individual Photography
- Flash and Animation
- 3D Modeling & Rendering
- Technical Writing
- E-commerce
- Content Management Solutions
- ERP Integrations and Maintenance

Microflare is a **full service internet agency**. Our high quality products and solutions cover all technological needs. After years of experience, and hundreds of customers, Microflare has developed a systematic process to efficiently strengthen business organizations by delivering measurable results. It is this process that sets Microflare Solutions apart from the competition.

Each web site that we build is designed with your specifications in mind. Our programmers, designers, and account managers will work closely with your needs in mind to deliver the best custom web site design for your business.

We are faster, better, and more economical than our competitors. **Full service from one source saves money!** Microflare delivers all relevant services from one source. We avoid personnel overhead cost and communication redundancies, saving money for our clients.

For more client samples, please visit our online portfolio:  
**WWW.MICROFLARE.COM/PORTFOLIO**

Or contact us for a free consultation:  
**1-866-MICROFLARE**  
info@microflare.com



www.rmfi.net



www.karriereforum.no



www.homewerkssa.com



www.icemanspub.com



www.ecowatersa.com



www.forretrinsadvokatene.no



www.nmj.no



www.clarksbars.com



www.sensametrics.com



www.nbm.no



www.teamotto.no



www.chinathek.de



Wolfe Engineering Inc. Microflare is Wolfe Engineering's #1 choice since 1999. In today's competitive marketplace, Wolfe recognizes that its continued success depends on providing low cost, quality solutions.

www.e-wolfe.com



North Star Dodge NS Dodge is all about grabbing life by the horns. Whether it's winning awards or providing best customer services. NS Dodge does it all with Microflare's support.

www.nsdodge.com



Lobita Designs When you shop at Lobita Design, you will be keeping dreams alive. Encouraged to create personalized high quality toys with a no hassle guarantee and 100% customer satisfaction. Lobita Design and Microflare - a choice of excellence.

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# BRAND COMMUNICATION

## Strategy & Design



- **Strategic Brand Consulting**
- **Creative Marketing & Communication Concepts**
- **Corporate Identity Development**
- **Logo/Corporate Design**
- **Collaterals** (Letterhead, Businesscards, Brochures, Flyers, Leaflets...)
- **Print Production** (Quality control, process surveillance)

Microflare is a **full service advertising agency.**

Microflare has a proven track record of substantially increasing our client's revenue by establishing brand communication concepts. Our long term based Brand, Design, and Marketing experience **covers all your online & offline communication needs.**

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### About CI and Logo development

Wolfe had a vision for a corporate identity, and Microflare turned that vision into a concept and later, reality. A strategic communication concept from logo development to brochures and business collateral, van decals, website development, customer & vendor portals and all around brand communication.



### Logo Development

At Microflare we will custom design various logo concepts per your specifications. We provide a communication strategy with each logo. Concepts can be revised with unlimited design revisions.



### Corporate Identity:

Developing a corporate identity may take time, energy, thought, resources, money, and patience. It is an important aspect of your overall marketing. Microflare assigns a dedicated design team that is available to you.



### Business Collateral:

At Microflare, we take care of every step by providing business collateral from the design to production. With one stop for all image needs, we guarantee that your corporate identity is consistent, professional, unique, and within your budget.

# YOUR STRATEGIC IT & ADVERTISING PARTNER

## Decades of Experience for your success!

- **Cost Reduction**
- **Performance Enhancement**
- **Scalable Technology Solutions**
- **Potentially Unlimited Resources**



We can help your company succeed by seamlessly integrating brand and technology solutions into your business model. The unique synthesis of strategic branding, marketing communications and design in combination with state of the art business technologies, web and software applications strengthens business organizations and delivers measurable results.



### **Promise of achievement**

Microflare Inc. delivers innovative and reliable solutions, customized with full dedication to our clients business model



*OUR STAFF DELIVERS CREATIVE MARKETING STRATEGIES!*



### **Vision**

Microflare Inc. desires to be the best consulting company and solutions provider for business technologies and brand communications in the eyes of clients, employees, partners, shareholders and the community.



### **Mission**

The mission of Microflare Inc. is to increase the productivity of our business partners by using a methodological and innovative purchased in-process R&D. We strongly focus on providing excellent services for business to business outsourcing needs.

Microflare Inc. is always focused on integrating business technology solutions (IT/IS) in combination with brand communication strategies for business development, marketing and advertising needs.

### **Values**

- Innovation
- International Experience
- Quality
- Long Term Partnership
- Reliability
- Passion
- Win-Win Proposition

Contact us for a free consultation:  
**1-866-MICROFLARE**  
[info@microflare.com](mailto:info@microflare.com)

# References

## Client quotes from around the world!



**Robert Stubbs** | President & CEO  
Plaxitus, Inc. | Sunnyvale CA, USA

*"The quality and timeliness of Microflare's design and branding services has exceeded my expectations. Thank you for going the extra mile, which is a rarity in business and especially on the Internet."*



**Will Sutherland** | VP of Engineering  
Artificial Muscle, Inc. | Menlo Park CA, USA

*"The team at Microflare Inc. has demonstrated an acute sense of understanding of our Company's process implications and corporate structuring. I strongly recommend Microflare to any Company with the need of a "high impact" customized enterprise resource planning development."*



**Dr. Garo K. Kiremidjian** | President & CEO  
Sensametrics, Inc. | Palo Alto, CA, USA

*"After previous less than optimal experiences with other hosting providers, it is refreshing to have a reliable service with an easy-to-use customer interface but most importantly impeccable customer service. The space and bandwidth allotments are quite adequate for its cost."*



**George "The Iceman" Gervin** | Owner  
Iceman's Pub | San Antonio, TX, USA

*"We were behind schedule on the redesign of our web site and marketing collateral. Microflare came to the rescue immediately and we have been very pleased with their incredible responsiveness, commitment to the task, creativity, and professionalism. I personally recommend Microflare's web design and marketing services to any company."*

**Knut Moe** | Managing Partner  
Norsk Modeljernbane AS | Strømmen, Norway

*"Microflare has demonstrated reliability and integrity throughout the whole process. We were able to launch our website within a few weeks. Microflare has sparked our product awareness and brand recognition. Our client's feedback is outstanding and our profit has increased. We will continue utilizing Microflare's services."*

**Vince Wolfe** | Director of Customer Service  
Wolfe Engineering Inc. | Sunnyvale, CA, USA

*"Wolfe had a vision for a corporate identity and Microflare turned that vision into a concept and later a reality. With their talents and professionalism they changed our small company image into a large company... and it was affordable."*

**Christian Stoffler** | Managing Partner  
Ott & Colleagues | Munich, Germany

*"For over two years the Microflare consultants and developers have been constantly improving our efficiency and productivity by providing innovative application solutions. I'm impressed with the level of professionalism and first rate customer care I have received from the Microflare consultant team. I will certainly refer Microflare to other Companies."*

**Sindre Rising** | Managing Partner  
Forretningsadvokatene DA | Oslo, Norway

*"Besides the extreme high level of professionalism, I would like to address the outstanding response time and flexibility of Microflare even on short notice and at any time of the day. It is a pleasure doing business with you and we are looking forward to continuing the business relationship."*



# Hosting

## 24/7 - Uptime and Support for your site



All our hosting Plans include:

- Webmail
- FTP Access
- SMTP, POP3, IMAP Servers
- UNIX-based
- Online Control Panel
- Custom 404 Page
- PERL, PHP4, Python, Ruby and TCL
- One Free Domain (.com, .net, .org)
- Spam Protection
- Anti-virus Software
- 30-Day Money-Back Guarantee
- Unlimited Number of E-mail Accounts
- 24/7 Tech Support
- FrontPage 2002 Extensions
- Personal CGI-BIN
- Password Protected Directories
- Secure Socket Layer (SSL)
- Server Side Includes (SSI)
- Graphical Hit Counter
- Latest Server Technology
- Pre-Installed Scripts
- Can Host ANY Domain
- WAP Support
- Web Site Statistics

- 1 Free Domain Name (com/net/org)
- 2000 MB Disk Storage
- 40 GB/Month Datatransfer
- 6 MySQL Databases
- 21 Subdomains
- Unlimited e-mail-webmail accounts
- Paid online advertising
- Search Engine Placement



Order your hosting plan online now:  
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Or contact us directly:  
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### Universal Plan

\$30.00 per Month or  
**\$300.00 per Year**

### Business Plan

\$40.00 per Month or  
**\$400.00 per Year**

	1 GB	2 GB
Disk Storage	1 GB	2 GB
Data Transfer	20 GB/Month	40 GB/Month
Free Subdomains	7	21
MySQL Databases	2	6
Domain Parking	3	9

SAVE \$60.00 A YEAR!

SAVE \$80.00 A YEAR!

**THE LARGEST INTERNET HOSTING SERVICE CENTER BUILDING ( 350,000 sq. ft. ) IN THE WORLD DESIGNED TO HOST OVER 10,000 RACKS**

Microflare & Partners recognize that down time is not an option for your web site. That's why we invest heavily in hardware and our facilities are carefully chosen to ensure that clients are up and running on the web 24 hours a day, 7 days a week, 365 days a year.

**All accounts on a month to month basis, 30-Day Money-Back Guarantee**

#### Helping Your Business Grow Faster

Our goal is to help you establish and grow your business online. We continually strive to improve our products and services and develop new solutions that meet your business needs.

We help protect against the latest Internet threats, viruses, spyware, identity theft, hacker break-ins, and more. We safeguard your privacy and prevent unauthorized transfers of your domain name registrations.

# E-commerce

## Easy shopping for your web customers

- Shopping Cart customized to your specs
- Unlimited Products
- Multi Language and Currencies
- Customized Shipment/Real-time shipping rates
- Secure Payment Gateways
- 24/7 Technical Support
- Import/ export feature
- Inventory tracking

Our web based automotive vehicle inventory software



is completely automated. Databases can be synchronized with public car databases such as autotrader.com

Contact us for a free consultation:  
**1-866-MICROFLARE**  
info@microflare.com



### Increase sales while reducing cost with our e-commerce solutions.

Online merchants across the world trust Microflare with their vital e-commerce operations. We deliver integrated, customizable e-commerce storefront systems for companies of all sizes. Our e-commerce shopping carts are efficient and easy to use.

Our products are equipped with security and fraud prevention, UPS, USPS, and FedEx shipping calculation, search engine friendly product pages, side-bar shopping cart, newsletter management, and many more features.

- Contact customers directly via email or newsletters
- Easily backup and restore the database
- Accept numerous offline payment processing (check, money orders, offline credit card processing, etc.)
- Accept numerous online payment processing (2Checkout, PayPal, Authorize.net, iPayment)



- Print invoices and packaging lists from the order screen
- Statistics for products and customers
- Flexible tax implementation on a state and country basis
- Set different tax rates for different products
- Charge tax on shipping on a per shipping service basis



# trueProspex™

## Live Support



trueProspex Live Support includes:

- Realtime Monitoring of website traffic
- Proactive support invitation
- Co-Browsing
- File transfer
- Push link
- Online/offline status
- Visitor summary including browser information, geo-location, click history and visit duration
- Block and ban abusers
- Match look and feel of your company website
- Multiple Language Support
- Multiple Websites Support
- Unlimited departments
- Unlimited operators
- Admin tool for operators, departments, canned answers, surveys, data warehouse, and many more
- Operators can be assigned to departments
- Canned answers
- Auto-forward visitor requests to a default e-mail account
- Visitor queue
- Visitors can request transcripts via e-mail
- Chats can be transferred to a different operator
- ... and many more! Check our website [www.trueprospex.com](http://www.trueprospex.com) for more info!

# Add live chat & monitoring to your website!

## Easy setup. Free trial.

- **Transform prospects into customers**
- **Sell more & sell faster by stimulating your customer's shopping behavior**
- **Reduce overhead support cost**



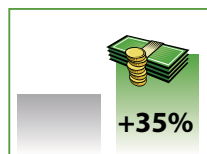
### Benefits for Online Sales

Sell "instantly" by chatting with your customers. Boost your online revenues with:

- higher conversion rates
- larger order size
- increased customer loyalty



**HIGHER CONVERSION RATE**  
Chatters are 3 times more likely to buy from the site



**LARGER ORDER SIZE**  
Chatters orders are 35% larger



**INCREASED CUSTOMER LOYALTY**  
Chatters are twice as likely to return to the site within a day

### Benefits for Technical Support

Provide complete service and support to your visitors in real time. Give them the service they deserve with:

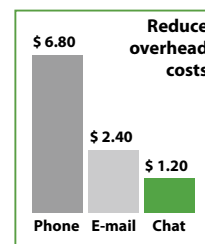
- a real person
- immediate answers
- accurate information



**DECREASE PERSONNEL COST**  
One operator can easily handle multiple customers at the same time.



**INCREASE CUSTOMER SATISFACTION & LOYALTY**  
Your customers experience shorter waiting time and get immediate answers to their questions.



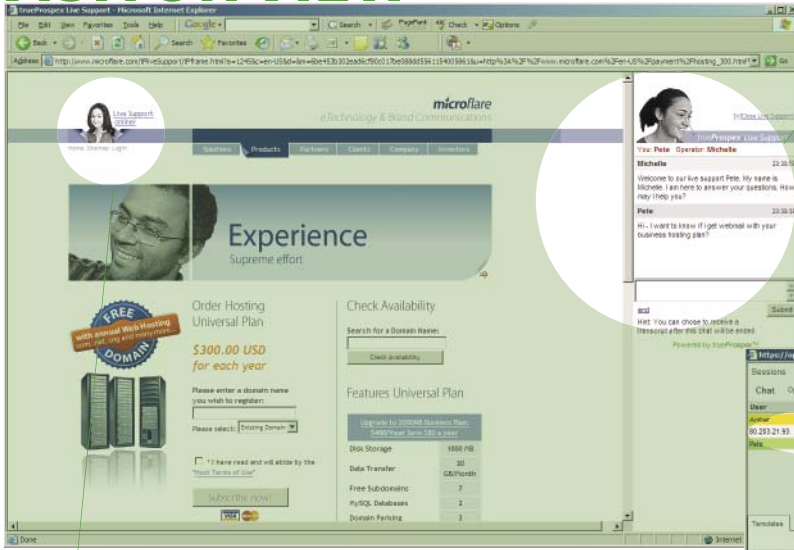
**DECREASE YOUR COMMUNICATION COSTS**  
Reduce overhead costs by deflecting calls from your 800 number  
Get high-end queue placement features without expensive hardware investments and maintenance fees.

Get your free trial:  
[WWW.TRUEPROSPEX.COM](http://WWW.TRUEPROSPEX.COM)

Or contact us directly:  
**1-866-MICROFLARE**  
[info@microflare.com](mailto:info@microflare.com)



# VISITOR VIEW



### Availability:

- Never lose out on potential business:
- Visitor can initiate Chat from Website
- Invite Visitor to Chat
- Visitor can leave a message when offline
- Operator to Operator chat
- Agent to Agent transfer

### Templates:

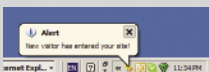
Time is money!  
Pre-written (canned) messages are wonderful time savers; they're great for answering those repeat questions.  
Choose a professional-sounding predefined chat text. Memorize your predefined answers and customize them on the fly.

### Tech specs:

- ASP Solution with free upgrades (ease of use and implementation with no hardware or IT staff requirements).
- No minimum server or computer requirements
- No plug ins! Pure html!
- No database installation - setup in 10 minutes
- No security risk
- 24/7 e-mail support

### Desktop Monitor:

- Optical and acoustical alerts for new visitors and chat requests
- Constant control over number of visitors and operators (available/unavailable)
- Easy Login/Logout
- Monitor your website while doing other work on your PC

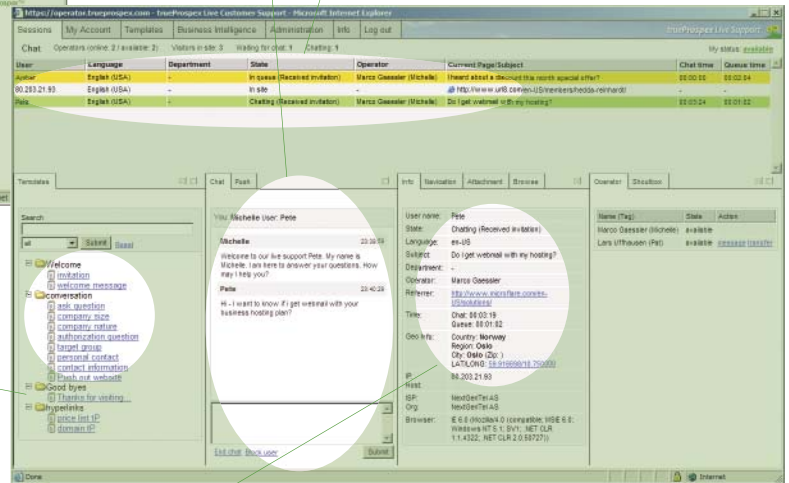


### Chat:

Built-in visitor chat to provide live support and real-time interaction directly on your web site!  
Visitors can see that REAL people are behind your website and the company. The visitor's chat window is fully customizable based on your corporate identity standards.

### User Sessions (unique visitors):

With our unique color coded user and operator session visibility, it is easy for operators to handle and manage more than one session at a time, thereby reducing the need for additional operators.



# OPERATOR VIEW

### Info & Reports:

- Easily understand how visitors use your site and capture your visitors' interest of your website in real-time
- Monitor 1000's of visitors simultaneously
  - Visitor History
  - Visitor Browser Type, Country, Browsing history
  - Visitor Time spent per page
  - Monitor the response queue time
  - Chat Satisfaction Survey
  - Retrieve Chat Transcripts
  - Detailed Reporting and Statistics
  - Understand how a visitor finds your site



## Can your company benefit from trueProspex?

### Ecommerce

Increased Sales and Customer Loyalty, Cost Effectiveness, Marketing Tool, Fast and Efficient Communication, Prevent Shopping Cart Abandonment, Increase Conversion Rates

### Travel/Events/Ticketing

Online Consulting and Sales, Booking support, Success control

### Insurance/Financial

Live Website Sales, Efficient Staff Multitasking, Website Visitor Monitoring

### Real Estate

Saved Travel Time, Chat with Website Visitors from Any Location, Improved Communication between Agents

### Education

Efficient Staff Multitasking, Increased Student Enrollment, Creation of Live Catalogs, Simple Operator Interface

### Auctions

Active Sales for Your Auction Website, Canned Responses, Provide Instant Answers, Prevent Negative Feedback

### Web Hosting

Increased Sales, Easy Implementation, Enhanced Communication, Profit by Selling Live Chat

### Auto Sales

Live Sales 24/7, Send Brochures and Promotions, Improved Sales Staff Multitasking

### Online Pharmacy

Real-time Answers to Urgent Questions, Efficient Information Exchange

### Government

Improved Operator Multitasking, Improved Inter-Office Communication, Efficient Information Exchange

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