

## // CHALLENGE

- To build an on-line press release service for eNVOLV that fully automates the creation, tracking and performance measurement of email campaigns and allows personalized web-pages to be delivered to groups or individuals.
- An array of administration tools were required so that even the most non-technical administrator could create personalized emails, each with a user-specific URL that takes visitors to their customized homepage.
- The eNVOLV system needed extensive reporting tools that could track visitor activity down to the individual user, so that the client agency could provide relevant, one-on-one follow-up.

## // TECHNOLOGY

Microsoft Windows 2000 Server  
 Microsoft SQL Server 2000  
 Microsoft Word 2000 Automation  
 Microsoft Visual Studio .Net 7.0  
 Microsoft ASP.Net 1.0  
 Microsoft .Net Framework 1.0  
 C#  
 Solien Business Objects 1.2  
 XML/XSLT

## // RESULTS



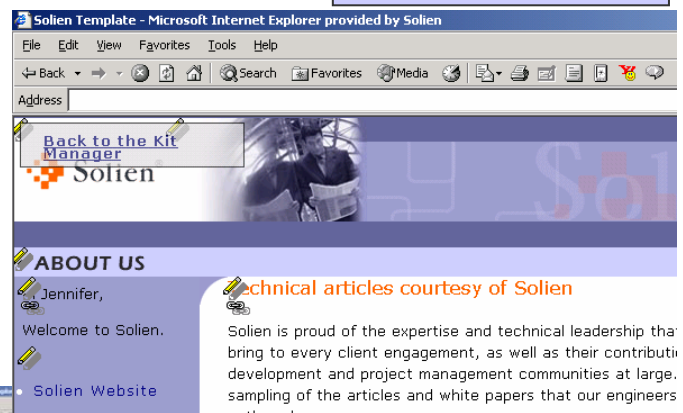
- Solien created a world-class solution for eNVOLV that is used today by major corporations such as Epson America, Honeywell, Walt & Company, Neale-May, and Packeteer. Solien continues to develop enhancements to the system.

## // SOLUTION

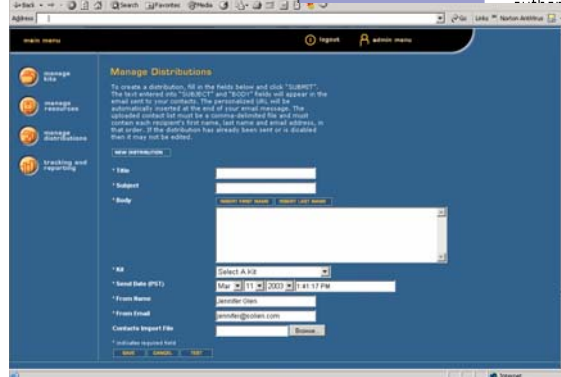


➤ eNVOLV's automated PR system allows agencies to easily create dynamic email/Internet campaigns that can be personalized to the individual level or group level. Tracking and reporting features allows PR firms to measure the success of a particular press release.

➤ Press kits can be edited from the browser via links on the front end pages, providing immediate and meaningful visual feedback to the non-technical user.



Technical articles courtesy of Solien  
 Solien is proud of the expertise and technical leadership that bring to every client engagement, as well as their contribution to development and project management communities at large. sampling of the articles and white papers that our engineers



➤ Press kit releases can be scheduled through an easy-to-use tool. All back-office administration tools are designed so that even non-technical personnel can administer press releases.