

## // 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



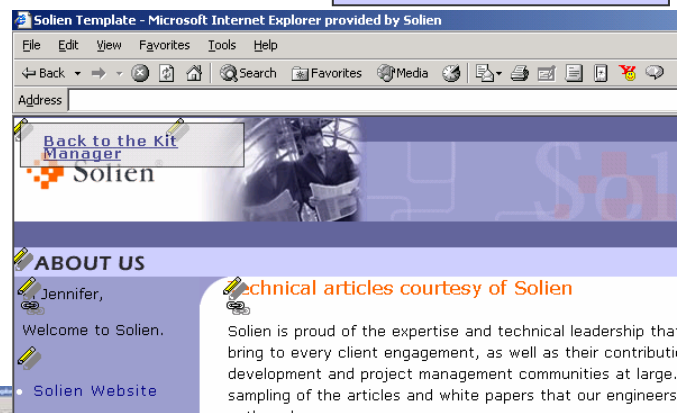
- Solien created a world-class solution for eNVOLV that is used today by major corporations such as Epson America, Honeywell, Walt & Company, Neale-May, and Packeteer. Solien continues to develop enhancements to the system.

## // SOLUTION

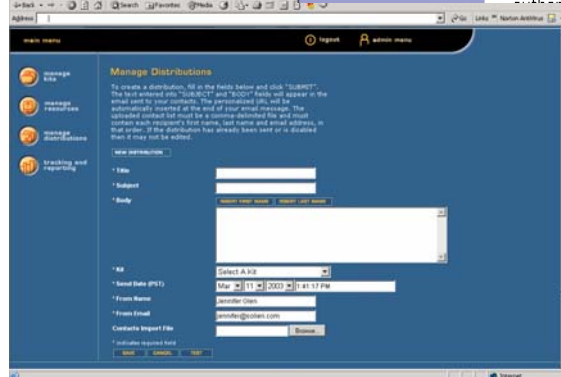


➤ eNVOLV's automated PR system allows agencies to easily create dynamic email/Internet campaigns that can be personalized to the individual level or group level. Tracking and reporting features allows PR firms to measure the success of a particular press release.

➤ 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.



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. A 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.