Internet & Hosting Services

Design. Development. Hosting.

BlueStorm
Technologies

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Published date: 5/15/2011

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1 Corporate Overview

BlueStorm Technologies, an Enterprise-class Solution Provider with customers across the United States, specializes in Systems Integration, Application Development, Collaborative Systems, Infrastructure Services and Web Development. Our professionals have experience managing and implementing large-scale projects as well as providing resources to supplement project teams.
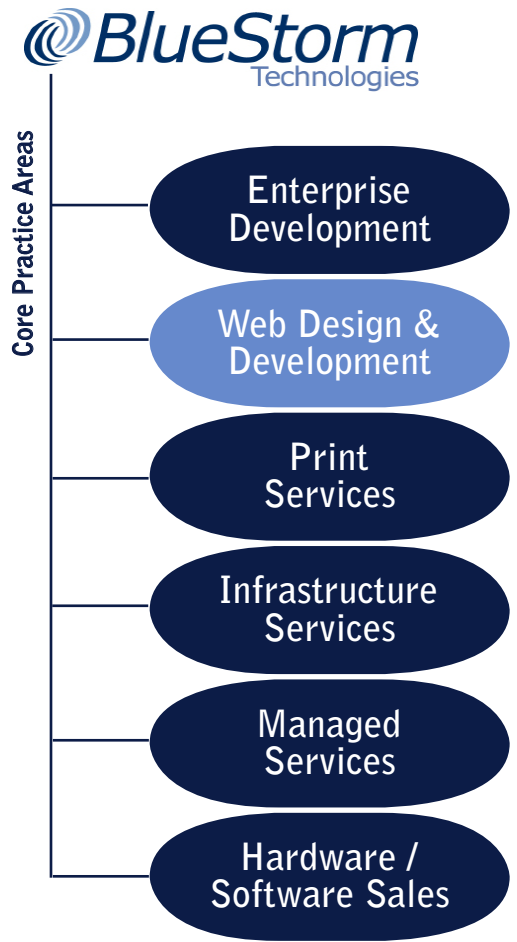
Vision
Scalable solutions for your future.

We have developed strategic partnerships with industry leading companies such as IBM, Microsoft, Dell, Sun, Lenovo, Kaseya, and HP to offer a broad range of software and hardware options. BlueStorm also offers a full range of digital marketing and web services, along with and managed network and printer solutions designed to grow to match the needs of small-to-medium sized businesses.

Working with BlueStorm ensures that your organization has access to the full vision and skills set of the organization. BlueStorm's nationally-recognized catalog of professional services can be customized to meet the needs of any organization. Whether a company is starting out and needs simple support to keep their systems running and refreshed, or if you are an established organization looking to add new offices or gain a competitive advantage through new technology, the BlueStorm account team can package a solution for you.

Our organization provides six core practice areas of expertise. Our team members are trained across practice areas to offer their expertise in defining the best solutions. For instance, this ensures that purchase recommendations

BlueStorm
Technologies

Core Practice Areas

- Enterprise Development
- Web Design & Development
- Print Services
- Infrastructure Services
- Managed Services
- Hardware / Software Sales

TOP RANKS: WEB-DESIGN

Rank	Name Address Phone/Fax Website and/or E-mail
1.	CYBERCity 455 Court St. Binghamton, NY 13904 (607) 729-2990/ 729-3655 www.cybercity.com info@cybercity.com

Ranked #1
Web-Design & Development
- Binghamton Business Journal 2010

are made with the input of the infrastructure professionals that will be implementing the solution, and mission critical software integration plans are scheduled with input from the managed services team to ensure up-time requirements.

The checks and balances of a cross-practice solution ensures a client-centric solution that best fits their business. It also takes into account the next stages of a client's growing business to make sure that it is scalable in providing them continued support as the business grows.

No business with an eye for growth is ever seen as too small. The BlueStorm team can start the planing process is the earliest stages of any business to develop a plan that will grow with your business.

By working with BlueStorm's CYBERCity team of digital marketing specialists, you will have access to the #1 ranked web development team in the region. This will provide you with insight to the latest trends in strategic on-line marketing and business processes along with a full team of technical specialists to deliver the solution.

2   Process & Portfolio

The Web Services team at BlueStorm has the design and development skills on-hand whether you are looking to develop a static information-rich website for your business, or a mission critical Web application that gives you a competitive advantage in your marketplace.

Planning Each Step
Design to Launch to Updates

Our Account Management team will work directly with you to identify the best solution for your business.

By following our proven development process, they will identify your business needs for creating an online presence and define the solution that carries out your goals.

With over 12 years of website development experience, our team has developed hosting and development packages to meet any situation.

We suggest that our clients look to implementing a solution that provides a flexible content management system that allows for customizing a design that showcases your brand.

With web technologies changing and becoming more complex each day, it is imperative that our clients have access to easy-to-use publishing tools that allow them to manage their content and keep their website up-to-date. As a result, our planning process also includes having tools in place for Day 2 -- once your website is launched:

- **Who is going to update the site?**

- **How frequently will you update the site?**

- **What tools will you use to increase site traffic?**

The BlueStorm Process

Free Price Quote and Consultation

Ask for a custom web site design free quotation, or submit your web site design requirements.

Client Input

After your initial consultation you will be asked questions like:

- What are the web site addresses of your competitors?
- What web sites do you like with respect to color and layout?
- What are the main sections of your web site? Do you have an outline?
- What textual content do you have ready for your web site?

Prototype / Concept

Immediately after consultation, we begin work and provide you with a website prototype. The prototype is a rough draft or "mock-up" of what your web site will look like when it's completed.

Content Provisioning

While we are developing concepts, you will provide us with "copy" (the non-technical term is text) and images that will appear on each page of the website. (We can provide assistance with this.)

Prototype Review

When ready, we will review the prototype and adjust colors, layout, look and feel as needed.

Pre-Launch Evaluation

We send you a link for review. At this stage, you can advise us of any changes that need to be made.

Launch

We upload your web site and thoroughly test all functions.

Ongoing Support

Your newly designed web site goes live! We then submit your web site to the major search engines so that your new internet presence can easily be found. Our support doesn't end when your web site is completed - we have an "open-door" policy so that you can call us at any time with questions or concerns and receive fast, friendly support.

OUR PORTFOLIO

Tri-Cities Opera

Tri-Cities Opera wanted the ability to reach more people online while looking to retain sophisticated look and feel to match their artistic vision. Their website also links to secured ticket agent and a streaming media player to preview upcoming performances.

Website: tricitiesopera.com

DESIGN ADVANTAGES

Complete Web Solution
Full Design
Publishing Tools
WYSIWYG Interface
HTML Editing
Style Sheet UI

BSR

When BSR came to BlueStorm, they were looking for a website solution that offered them flexible publishing options and a proven content management system. Our PageZone solution answered both requirements and provides BSR with the ability to publish content to their residential and commercial customer.

Website: bsronline.com

BOOKS Program

The BOOKS Program website is a great example of advanced Flash animation and programming. This was one of the original sites built on our in-house content management system, and its content remains fresh and relevant thanks to the flexibility of the CMS.

**Website:
booksprogram.com**

Seton Catholic Central High School

High school involves a constant stream of information updates. BlueStorm's PageZone Content Publishing and Hosting Platform was the perfect solution for SCC when publishing updates directly to students and faculty, and providing enrollment information to prospective students.
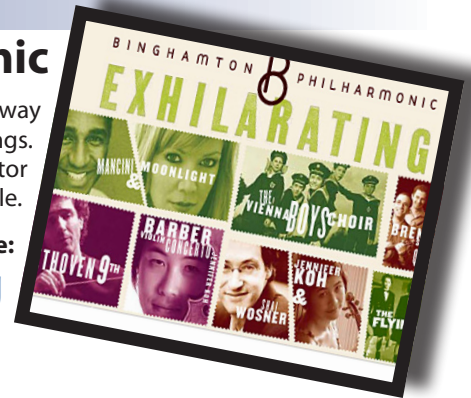
**Website:
setoncchs.com**

Binghamton Philharmonic

The Binghamton Philharmonic needed a "exhilarating" way to visually showcase their eclectic performance offerings. Together we developed a design that instantly lets a visitor know the season's schedule.

Website:

binghamtonphilharmonic.org

Hosting Advantages

Dedicated Interface

Integrated Tools

Managed Servers

Content Management Tools

SmartStats / Google Analytics

Unlimited Media Assets

Software Updates

Sall Stearns

Sall-Stearns is on the Web - BlueStorm is proud to have worked with one of Binghamton's finest menswear shops in launching their new website.

Website:

sallstearns.com

Creative Nutrition Solutions

Get healthy eating and lifestyle tips from Creative Nutrition Solutions and owner, author and registered dietitian, Molly Morgan. The site supports CNS' work with local companies along with Molly's media work and the launch of her new book, "The Skinny Rules."

Website:

creativenutritionsolutions.com

3 Development Services

There is no simple template for giving your business a successful online presence; each step leads to the next.

Full-Service Capabilities
Branding and Workflow Consistency.

Being able to rely on the same team for design and programming services ensures a branding and workflow consistency that is sure to benefit your business.

Website Design Services

From conception to final design, BlueStorm will work with you to create a website that looks great and works flawlessly. A website that delivers value from start to finish starts with great planning and design:

- Unsure of what you would like to accomplish with your website? We provide sound and practical advice based on more than 10 years of experience.

- Are you uncomfortable with "ball park" estimates? So are we. BlueStorm provides a complete website plan and fixed quote before we get started.

- Satisfaction Guaranteed: You approve our work or we go back to the drawing board.

Our design creativity, speaks for itself, and combined with our publishing tools enables great content presentations with an engaging design.

Website Programming Services

When your website requires advanced functionality, BlueStorm has the expertise to deliver.

- Advanced website search that helps your website visitors find the information they need as quickly as possible.

- Sophisticated catalog and content management tools that give you the power to instantly and easily modify your website text and images.

- Complete electronic commerce solutions, including automatic shipping rate calculations and credit card transaction processing.

BlueStorm develops the software to make your website as useful, functional and profitable as it can be. You'll be amazed at what your website can do!

Collaboration:
Portals, Intranets and Extranets

In addition to public websites, BlueStorm specializes in developing Portals that can drive workflow and expedite the sales cycles between your business, your employees and your clients.

With over 10 years of experience delivering enterprise portal solutions, we have developed the Enterprise Portal Process Model (EPPM) which covers all phases of portal development and implementation.

The benefits of Intranets (private websites for your employees) and Extranets (private websites for your employees, business partners and customers) are numerous:

- Keep your team and projects on-track.

- Share vital information and knowledge among your employees and with your partners.

- Provide customers with enhanced service and support with automated tools.

Intranet and Extranets are quickly becoming a standard way of doing business. Contact BlueStorm to learn how you can make them work for you.

4 PageZone

In our 12 years of experience developing websites for clients, there is one on-going issue faced by companies that reach out to our team -- it's keeping content fresh.

Integrated CMS
Simplifying web publishing.

There are many companies and tools designed to help you build an engaging on-line experience; however, the struggle starts on Day 2 -- after the site has launched.

Businesses need easy-to-use tools for updating their site that does not require a technical manual or an HTML specialist.

Introducing PageZone, our integrated content management system (CMS). PageZone provides an easy-to-navigate user interface that integrates common word processing tools to simplify the publishing process. The process can be as simple as sending an email with an attached picture. Once submitted, the PageZone CMS refreshes your website with the new content.

Fresh, updated content is the most powerful marketing tool that a business can implement if they are looking for new clients. By utilizing the publishing advantages of PageZone, you will enhance the chances for new clients to discover your company via organic search engine optimization (SEO).

Whether you want to announce a one-time weekend sale, congratulate a client on a new product release, or quickly invite your site followers to meet you at an upcoming conference, PageZone gives you the tools and manages the publishing needs, so all you have to do is worry about the message.

PAGEZONE

- Integrated Publishing Tools
- Automatic Formatting
- Improves Search Discovery
- WYSIWYG Interface
- Hosting Service Options

PageZone Features

Content Management
- WYSIWYG, browser-based editing
- Target content to multiple zones
- Unlimited number of documents
- Unlimited number of content sources
- Portal engine
- CSS-designed page templates
- News, FAQ, and Event content zones
- File Storage
- Workflow tools
- Spell-checker

Development
- Shared and dedicated hosting options
- Customized site structure, navigation, design and layout

Security
- Member log-in
- Windows authentication
- User management
- Role authentication
- Personalized content

Web Site
- Flexible navigation
- Drop-down menus
- Site search
- Search engine optimization (SEO) support

5 Web Hosting Services

If you develop your website with BlueStorm, you will want to host your website and email with us as well. Our focus is on superior customer service and support, distinguishing us from the discount volume hosts.

Insuring Up-time
Protect your business online.

Core Features Include:

- 500 MB RAID storage
- 25 GB (25000 MB) monthly data transfer
- 5 POP email accounts
- Your own domain name
- Multiple domain aliasing (web & email) included
- Domain registrations and renewals professionally monitored

Managed Website Hosting Package

- Personalized service and support via telephone or email ... speak to a human being, not an automated telephone system
- Web-based email access: webmail from any web browser
- Server-based email virus scanning and spam detection
- Microsoft FrontPage and FTP Connectivity

Complete Website Backup Solution

- On-site and off-site daily backup with free restoration

WEB HOSTING SERVICES
Website Hosting

- Up-time Protection
- Secured Environments
- 24/7 Monitoring
- Statistical Package

E-mail Hosting

- Spam Protection
- Archiving
- Mail-list Management

Streaming Media Audio or Video

- Windows Media streaming audio/video server

Programming and Database Support

- Microsoft ASP.NET fully supported
- MS SQL Server 2000 / 2005
- All scripting and databases are supported by our professional programmers and database administrators.

Secure Site Transactions

- SSL secure certificates available and affordable

Enterprise Class:
Hardware, Connectivity and Firewall Protection

- Windows 2003 R2 Server / Intel Xeon CPU
- Dedicated Binghamton, NY multi-megabit fiber optic connection
- In-house servers and management
- UPS power backup
- 24/7/365 real-time server monitoring 99.95% historical uptime
- SonicWALL security and QoS management
- 100% Cisco enterprise class switching and routing
- HIPAA\PCI compliant firewall security setup

6 The BlueStorm Account Team

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