

# **Promotional Copy for Business Process Re-Engineering Services**

## **Your Business 2.0 ... Enhanced Edition.**

Would you like to get more value out of your office staff?  
Would you like to save money on staffing, have happier workers and customers, and make more money?

Upgrading your PC or your network is small potatoes. Think big. Upgrade your entire business with Cogeian.

How? Our Application Development division creates solutions that will make your business run better. With less expense, less stress, more satisfaction, and greater profits.

## **We connect your front door to your back office.**

Application Development is a key strength of Cogeian. We put the best face on your online presence with web development services. We can then connect your customers in cyberspace to your back office. That's the power of Application Development.

Business applications make your web presence and your back office "one" with each other. Customers can request prices, place orders, and communicate with customer service using your public web site.

Behind the scenes in your office, Cogeian business applications provide the "glue" that connects those customers to your internal departments.

## **An integrated approach.**

Most web development companies simply cannot deliver business applications, even if they want to. This is because they only understand one thing, which is web sites. So if you want a web site, you deal with the web company. Then, if you want order entry for customers, you hire a consultant to create a shopping cart. And if you want order entry tied into your accounting system, that is probably yet another highly compensated "expert" to be brought into play (and paid).

We have a much better solution: Cogeian will build the entire process, from the customer on the web to your Accounts Payable and Inventory departments and on to shipping. We even know accounting systems.

And you only have to tell us, not two, three or four external companies and consultants. You receive a fully integrated system, not systems from three or four service providers that need to be "coordinated".

## **Everyone wins.**

We can help any (and we really mean any) business. You are not too "low tech" for us. We have implemented business intelligence and business support systems into companies that were previously using early 1990s vintage personal computers for light bookkeeping and mailing lists.

In a few cases, some past clients were not even computerized.

We are commonly told that we reduced days of labor to a few minutes a day.

How do we do this? Our people, our process, and our ability to deliver make it happen. We are business analysis wizards.

## **Are You Ready for An Upgrade?**

Ask us how we would create the "2.0 enhanced edition" of your company. Go ahead. It's a free, no-obligation phone call away.

Cogeian offers a free 30 minute phone consultation that allows us to discuss your problems, needs and goals in enough depth to offer a road map for further action. Often, we can give customers a ballpark estimate based upon this consultation.

Call us now at (800) XXX-XXXX to schedule a consultation. We would really like to hear from you.