



4 Jay Street, Cambridge, MA 02139 USA  
www.cambridgedata.com

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## **Business Directory System**

“Effortless Member Promotion”

### ***How can you:***

- ... allow your members to put their company profiles on-line easily, including brochures and video, with no technical skills required?
- ... allow customers, partners, and collaborators to search for your members to work with, using customized data menus and key words?
- ... provide a high-quality system with constant up-time that reflects well on your organization without any hardware or software expense?
- ... manage all the above, and more, without upsetting your current member data systems?

With the Business Directory System you can automate nearly the entire process of putting a member directory on-line. Perfect for associations of women-owned businesses, minority-owned businesses, chambers of commerce, and regional groups, the System provides:

- **Submission of Profiles** – members who want to, click on a link on your web site, complete their quick profile online and submit their brochures, logos, etc. directly into the system.
- **Finding a Member** – visitors to your site can search by menus of areas of expertise, years in business, number of employees, location - with all menus customized to your needs during set up, **and also search the key words...** and have instant access to matches on their desktop.
- **Sharing information** – member profiles are easily printed or emailed, so visitors can share findings with colleagues to discuss asking for bid, requesting a meeting, or whatever the next step is.
- **Updating Profiles Automatically** – your members are automatically asked to update their profile according to a schedule you set, and then do the updating themselves, adding new successes and references and keeping contact info up to date.

**The Business Directory System provides value to your members with no staff effort on your part.**

**New Partnership Opportunity:** *If corporations would pay you to access your membership through our on-line system, we would be happy to partner with you - providing & managing the system at no cost to you and sharing in the proceeds. We can handle billing of these clients, manage free trials for them, and provide 'samples' of blind results to promote the system.*

Perfect if you have talented individuals that hiring companies crave.



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Some of the benefits of the Business Directory System include:

**Zero Effort:** by having members directly enter information through the web form, only those who want to promote themselves are publicly available and you do nothing.

**Links to Brochures, Videos:** your members can upload brochures, logos, presentations...even videos as part of their profile.

**Submission Integrated with your Web Site:** the look & feel of the submission and search pages are matched 100% to that of your site.

**Available Internal Screening:** you can review submissions before they become live; some clients allow non-members to submit and approve only legitimate businesses...whom they then contact about becoming members!

**Internal Reporting:** our Reporting Tool allows you to see how your roster stacks up - by areas of expertise, location of members, etc., so you can promote your site effectively as the perfect source for finding particular types of members.

**Information Sharing:** member profiles are easily printed or emailed, allowing organizations to share the information easily and arrive at decisions about moving ahead with business arrangements with your membership.

**Security:** our security makes sure that your secure information stays your information.

**No Hardware Costs:** your customized System is run entirely on our servers in our dedicated, secure 24/7 host facility.

**24/7 Access and Backup:** we host your System on servers housed at RCN Corporation (<http://www.rcn.com/business>), providing sophisticated security, power, and data backup services.

**Portability:** the documents and data tables are always available should you decide to terminate the service; fully compatible with regular commercially available software.

**Return on Investment:** at a subscription price as low as \$95 per month (with no set-up fee for total customization and two months' free trial!), our proven System provides great value for your members. And that includes hosting on our servers, upgrades, and a help desk for your members and visitors, so no maintenance, hardware, or connection upgrades are required.

Contact us for a live demo:  
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