When it comes to website authoring and publishing tools,
one size does not fit all.

People use the Internet to find information. Likewise, companies use the Internet to communicate information about their products and services to customers, prospects, and other stakeholders.

That's why it's imperative that businesses – no matter what their size – keep their website content relevant and up-to-date. Evolution is a fact of life in the online business world, just as it is in the bricks-and-mortar world. Companies need to adapt to change in order to survive – and so do their websites.

Simple and unchanging "virtual business cards" rarely draw new customers, and may even turn old ones away. What's more, they can re ect poorly on your company and brand – because in the e-community, static is interpreted as stagnant.

Updating your website shouldn't have to be difficult or time consuming. Yet, for the small business, it usually is.

That's because many small businesses have hand-built their websites from scratch, using authoring-only tools like FrontPage®, or coding directly with languages like HTML. In many scenarios, the webmaster then has to collate and publish the new content using laborious and repetitive procedures.

As a result, every update, no matter how minor, must be carefully considered because changes are cumbersome, costly, and time-consuming.

Fortunately, with the introduction of MediaClay, that's all changed. MediaClay eliminates traditional barriers to website maintenance by empowering non-technical users to make website updates without the intervention of IT personnel. It's everything you need to keep your website fresh, in one easy to use, yet *very* affordable package.

You'll save time, you'll save money, and you'll have a fresh, professional website that's always up-to-date!

mediaclay™ Start small. Think big.

So, how can mediaclay™ help you?

> "Our website receives plenty of traffic –
> it's getting people to come back
> that's the problem.
> I'm practically embarrassed to
> direct customers to our site
> because it's always out of date."

Not all small businesses recognize the importance of keeping their websites informative and up-to-date. Some treat their online address as just another marketing necessity, like print ads or a yellow pages entry. Unfortunately, they don't realize that unchanging or outdated sites can do more damage than good.

Nor do they understand the web's tremendous marketing power. A website's intrinsic value lies in its dynamic nature. Visitors to your site *expect* it to offer the latest, up-to-the-minute information about your company. Disappoint them at your own risk.

The Internet has enabled companies to extend their corporate identities into a world without boundaries, and to harness the most sought after and cost-effective medium for communicating company information. There's no question that a fresh and professional website creates a strong case for strategic advantage against competitors.

MediaClay makes it easy for small businesses to keep their websites fresh. With its straightforward, web browser-based interface, anyone in your organization can start adding and editing information immediately with absolutely no IT intervention. This not only makes keeping your content up-to-date a breeze, but it also enhances employee morale by empowering all your staff to contribute directly to your web initiative.

Because MediaClay eliminates the need to rely on a single webmaster for every update, your website achieves exibility without you having to worry about any of the maintenance details. If you already have a web designer on staff, MediaClay will give them more time to focus on refining the appearance of your site, while empowering non-technical contributors to update web content when and where it needs to be done.

> "We haven't got an extensive IT department.
> In fact, I'm IT (get it?).
> That makes me the
> *de facto* webmaster, even though my
> attention should be elsewhere."

With MediaClay, web updates are no longer tied to the office or to a single workstation. Using nothing more than a web browser, your employees can access and make updates to their content from anywhere – home, hotel, branch office...you get the idea. Each user logs into MediaClay with a unique username and password that the system uses to identify their specific access rights.

What makes MediaClay so easy to use is that it allows content (images, text, files, links) to be fully separated from presentation (look and feel, navigation). So whether you need control over content updates only, or both content and presentation updates, MediaClay is poised to deliver.

Access to the design component enables web designers to log in and make changes to the appearance of your site, while content contributors can log in to add or edit information. In this way, everyone in the company can be responsible for their own particular aspect of website maintenance.

This division of content from presentation means that changes to one aspect can go through without disrupting the other. So whether you're changing the corporate colors, or simply adding a new press release, updates are always quick and always completely painless.

And because MediaClay is 100% browser-based, your users can log in to the solution interface from any computer in the world with an Internet connection. So instead of waiting until Monday, the following morning, or whenever your webmaster has a free moment, your website updates can go through immediately.

Your overworked webmaster will thank you. And what about companies without a webmaster or an IT department? The good news is that with MediaClay, content updates can get done by just about anyone in your organization without the need to hire specialized personnel.

"We're a small company.
We haven't got an astronomical
marketing budget.
We need a tool that will get the job done,
without all the bells and whistles."

Small businesses may not have the extensive marketing budgets or IT personnel of larger corporations, but luckily that no longer has to prevent them from maximizing the business benefits of their websites.

MediaClay is a simple and easy-to-use website updating tool designed specifically with the small business – and the needs of small business users – in mind.

Small businesses simply don't need the extensive feature sets that come standard with the more expensive web content management solutions. In fact, excessive functionality can be a drawback – when it only complicates what should be a straightforward process. And, of course, you pay for those bells and whistles.

MediaClay, on the other hand, offers exactly those features that small business users need to perform

updates, without any of the inessentials. That's why, compared to the alternatives, MediaClay can save you a tremendous amount of both time and money.

MediaClay is software delivered as a service, which you access over the Internet. This means that there is no hardware or software to install, ever. Implementation costs are practically non-existent, and you'll never have to worry about upgrades, updates, or maintenance.

You save on training, too. Because MediaClay uses intuitive content entry forms and a familiar rich text editor, the average business user will not need extensive training to master it. One straightforward application handles every stage of your website updating process. If you know how to browse the Internet and use a word processor – then you're practically already trained!
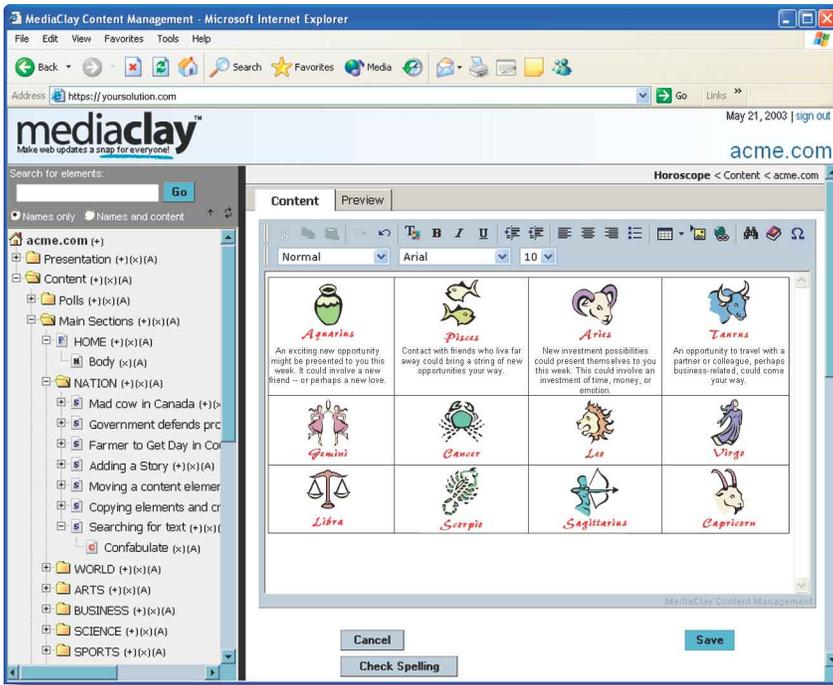
MediaClay's familiar and intuitive content editor allows everyone in the company to contribute text, images, and other media with the greatest of ease.

Testimonials

"I'd like to tell you that [our] success is due to the genius of our writers and programmers or because of so many sleepless nights, but I'd be lying. As far as I'm concerned, MediaClay is the main reason we're sitting where we are right now."

Nathan Shaffer, Technical Director
00Fun

"MediaClay has allowed us to save countless hours and dollars.... Without it we would not enjoy the North American presence that we do today."

Margot Wax, CIO
Canadian Measurement Metrology

"Instead of spending 20-30 hours a week on web maintenance and associated online work, I am down to five to ten hours. And I'm achieving more of my objectives in less time."

Kate Topelko, VP Media Relations
Current Capital Corporation

Features and Benefits

• MediaClay is 100% browser-based. **Contribute content any time, from anywhere** in the world equipped with an Internet connection.

• MediaClay is software as a service. **No hardware or software to install**, update, or maintain – now or ever.

• MediaClay is the only application you'll need to **empower everyone on staff** to author and publish website content.

• MediaClay's **structured method of content storage** keeps your web content organized so it's easy to find and work with.

• MediaClay's **quick keyword search** makes it fast and easy to locate the content you need to update.

• MediaClay gives you everything you need: the ability to update content without using HTML, preview changes before publishing, and assign different content access to different users – all at **a low, no-strings-attached cost**.

• MediaClay comes with **built-in customization** to meet your company's unique website updating requirements.

• **Increase morale** by empowering everyone in the company to contribute to the website initiative.

• **Augment productivity company-wide** by allowing content contributors and web designers to work independently.

• **Increase customer satisfaction and sales opportunities** by enabling site visitors to quickly find the up-to-date information they need.

• **Stretch your marketing dollar**. The Internet is the single most thought-of source for company information. Even print ads featuring your website's URL will stay relevant for longer: customers assume that the latest information can be found online.

mediaclay™

The no-hassle, no-code way to keep your website fresh.

Learn more at **http://comspec.com/Software/**
Or call us today at **416-785-3553**

COMSPEC COMMUNICATIONS, INC.®
74 Wingold Ave Toronto, Ontario CANADA