



Product Introduction

Running your business is a full-time job. Unfortunately, so is managing a modern, media-rich web site! For most business owners, there simply are not enough hours in a day to do both effectively. As a front-line business tool, your site is only as valuable as the message it conveys. Communicate your message with relevance and your business will grow. But as your business grows, so does your schedule! With guaranteed response times and reasonable rates, Innodapt Content Express is the ideal content deployment solution for the growing small to mid-sized enterprise. Don't let your site suffer while your business heats up. Keep your web presence on the front burner! Put it on ICE!

How Does It Work?

Once you have subscribed to ICE, content deployment is a snap! Simply submit your change requests via email or use our simple web-based ticketing system. Many requests are executed within minutes. We will notify you via email once the update is complete. That's it!

	ICE Gold - Best!	ICE Silver - Better	ICE Bronze - Good
Response Time (Bus Hrs)	16	8	4
Monthly Deployments *	2	4	10
Additional Requests (Overages)	\$40	\$35	\$25
Monthly Cost **	\$45	\$90	\$225
Annual Rate ***	\$486	\$972	\$2430

Just The Right Fit!

We are pleased to offer ICE in three flavors ideally suited to meet the needs of sites of all sizes. ICE Bronze is our entry-level service for sites requiring an average of 1-2 updates per month. ICE Silver is perfect for active sites with a weekly update schedule.

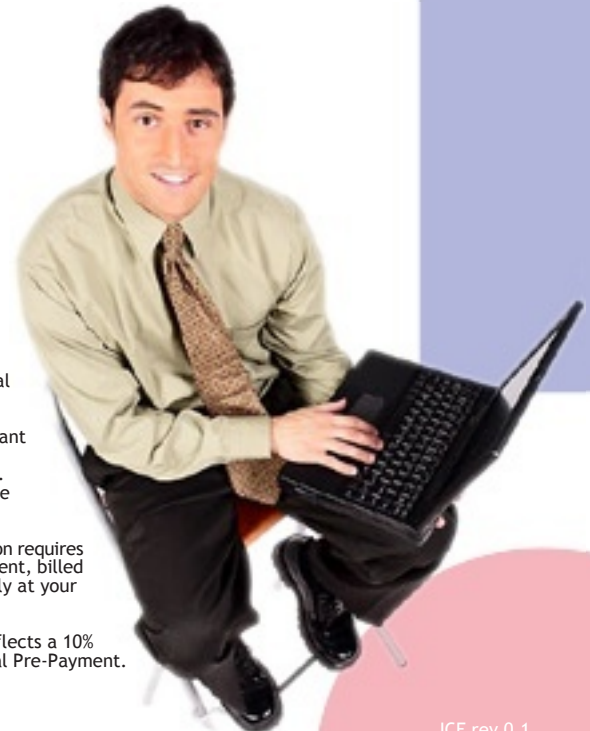
For sites requiring the most aggressive deployment schedule, we offer ICE Gold, our premiere product with a guaranteed 4-hour response time!

Is It Flexible?

Yes! As an ICE Bronze or ICE Silver subscriber, you can upgrade your service level at any time, in one month increments. Let's say your business is of a largely seasonal nature, requiring only periodic updates for most of the year but many more during your busy season. No problem! Subscribe to ICE Bronze and pre-pay annually to receive the discounted rate, and then upgrade to the higher service level for your busy season.

Value, value, value!

Even though many web updates only take a few minutes to complete, most web developers charge by the hour. With typical rates ranging from \$75 to \$85 an hour, the incremental costs of web updates can really add up! Frugal site owners may choose to defer their updates, costing precious time in content availability! ICE answers these concerns, providing value on several levels: Your budget is managed, your revisions are made promptly, and your site is always up to date.



* Any number of textual or graphical content changes requiring 15-30 minutes of consultant time constitute a single deployment. Design revisions are not covered.

** Initial Subscription requires a one-year agreement, billed monthly or annually at your option.

*** Annual Rate reflects a 10% discount for Annual Pre-Payment.