



ContactBuilder

Why Hosted?

Efficiency.

Online technology can help you get ahead in the downturn with lower cost ways to compete and by assisting with smarter decisions about where to invest to get the best returns. Cloud computing solutions now allow companies to focus more time and money on their core business and less on their IT. New online tools allow easy sharing, access and collaboration which in turn drives productivity and innovation. Digital remains the best place to invest in a downturn to drive ROI. It's here that demand is growing as consumers move online. Online marketing is more measurable – results can be tracked in real time and it's relatively cheap and easy to test campaigns. It's also very targeted allowing your business to reach the right audiences in the right markets and in the case of search marketing, at the precise moment when they are looking for you and your products.

Source - Survival of the fastest – Google – April 2009

A hosted or cloud computing solution like **ContactBuilder** essentially eliminates the need for customers to buy, deploy and maintain IT infrastructure or application software individually. **ContactBuilder Ltd** takes responsibility for all of the infrastructure required to run the solution; - servers, backup, software, operating systems, databases, updates, migration, power and cooling, facility space, staffing costs etc, etc. This yields substantial economies of scale and significantly lowers total cost of ownership to the end user. If however you do require **ContactBuilder** installed onto your own servers this can also be arranged for a nominal installation charge.

ContactBuilder therefore offers home builders a cost-effective alternative to upfront hardware and software licensing costs. It is instantly and securely available online from any location with Internet connectivity. It provides;

- Lower costs and early return on investment: One simple monthly fee with no additional initial licence or network infrastructure costs.
- Availability, reliability and stability: **ContactBuilder** harnesses the power of hosting services and the internet for 24/7 availability.
- Secure: Accessible to your staff through secure Internet connections.
- Scalable: Adaptable and cost-effective, you can start small and scale up as your business grows and your IT needs increase.
- Supported: Fully supported with no need for internal technical resources.

If you are interested in hearing more, or seeing an online presentation, please contact:

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