

## **COREOGRAPHY COMPANY BACKGROUNDER**

In 2002, Coreography was founded by Bill Hopps, who recognized the ideal intersection of market need and technology. As a sales and marketing executive, Hopps saw that one of the greatest marketing challenges for today's companies is how to proactively use the vast capabilities of the Internet to increase quality sales leads, promote good customer relations and improve internal corporate communications. It is no longer enough for companies to simply establish a website presence. It is time to use the Internet to actually drive leads, realize revenue, and control costs.

Large corporations use webcasts and web seminars to reach out to customers, improve internal corporate communications and, most recently, as a low-cost way to produce sales leads. But companies are only now beginning to create the processes, evaluate the technologies, and deploy the programs that integrate webcasts and web seminars into their overall marketing, training and corporate communication strategies.

For small and mid-sided companies, the technology has been either too complex or too expensive to deploy as part of any ongoing programs.

Coreography offers solutions that make high quality webcasts and web seminars affordable for the smaller company, as well as the expertise to integrate web events into the larger corporation's marketing and sales processes. Its software and services, program design and marketing expertise produce results-oriented webcasts and web seminars that generate more qualified leads, increased sales, better customer relationships, and more effective internal communications.

Coreography can help companies develop marketing/sales strategies using the web events as part of the overall sales process. Then Coreography can help companies select the best

solution for creating and deploying these webcasts and web seminars. Coreography delivers software, services and training that enable any company to produce their own successful web seminars. Clients can always opt for a turnkey solution, including the design, production and broadcast of a company's webcast from start to finish.

Coreography's emphasis is on the bottom line – generating sales and revenue in marketing applications, and reducing cost in training programs. To that end, Coreography provides services that attract potential customers and then tracks their path through your seminars and across entire websites. The results are highly qualified sales leads at a significantly lower cost, as well as an on-going awareness of your customers' needs and interests.

Coreography stays abreast of the enabling technologies and packaged applications, recommending the right solution for your particular objective. We recommend solutions built on Java, Flash, Windows Media and Real Video. And since we have hands-on experience, we can provide you real world best practices and training to ensure a successful implementation.

With Coreography's products and expertise, any company – large or small – can use the Web to increase sales, lower costs, reduce travel and improve communication.