



NEWHAVEN SOFTWARE

NEWHAVENNEWS

Wednesday May 24, 2006

Better Online Results GUARANTEED!

***Upgrade to eCMS before 5/31, beat the
summer rush and save \$1700!***

(plus a couple of other goodies...)

It's hard to believe that two years have passed since we first introduced eCMS, our eCommerce companion for CMS. We introduced eCMS at the Annual Catalog Conference in Chicago back in May of 2004. We thought that extending some of CMS' power to the web made a lot of sense, and so did many of our customers. We started small with just a few websites that summer, but by the end of the year there were more than 20 companies using eCMS to run their online business. **In just two years, over 60 companies have upgraded their websites to eCMS, and the trend is increasing rapidly.** Since we introduced eCMS, we've continually added new features and enhanced the integration with CMS, which allows you to do more online with less effort. eCMS also has powerful tools to help the search engines find and rank your site - which means more traffic and sales. eCMS has powerful tracking, reporting and analysis tools. eCMS simply works better than other eCommerce solutions - and it's integrated with CMS. eCMS works so well that we're upgrading more and more companies every month. In fact, we've signed up 5 new sites so far this month - it looks like it will be a really busy summer!

You can take advantage of this "calm before the storm" by upgrading your website to eCMS now - and avoid the summer rush. We're smack-dab in the middle of Conference and Exhibition season, with two shows down and one to go next month (the Internet Retailer Conference in Chicago starts June 5th). We've done well at the shows so far this year and expect the robust sales of CMS and eCMS to continue well into the summer. That means our implementation and site conversion teams will be busy - real busy. You can avoid the rush by converting your site now, get it up and running and have a head start on all the new site indexing and page ranking improvements that will put you at the top of the search engines *naturally* - in time for the busy fall selling season!

We do all the work and you save all the money. But you have to act fast! We will take care of all the details, convert your existing site or design a new one for you - whichever you choose. If you upgrade before the end of the month, you can save \$500 on your site setup and \$50 per month in hosting fees over two years - for a total of \$1700 in savings! Once your site is set up, eCMS is easy to maintain and use. The orders will flow directly into CMS without any downloading, importing or hassle, products are a breeze to update, add or change pricing, status, etc. Plus, we're adding several improvements throughout the summer that will result in even better integration between CMS and eCMS - enhancements that take it several levels beyond where it is today. All of these improvements and enhancements cost you nothing - they are included in your monthly service fee.

We've made it easy for you to learn more about eCMS and tour several of your fellow user's sites. Our website has just been updated with a virtual tour of eCMS, an updated FAQ page and links to a number of different CMS/eCMS sites, so you can take a look around and see how versatile eCMS is as an eCommerce and web design platform. [Visit our site](#) and take a look around. Then give us a call or send us an [email](#) to schedule an online demo and get all of your questions answered. As long as you sign up by Wednesday May 31st, you'll save \$500 off the setup and \$50 per month off your monthly service charges. We will be increasing our prices before the upcoming Internet Retailer Conference the following week in Chicago.

Just a couple of more things before we go. Many of our CMS Standard users have been asking us to make the purchasing functionality in CMS Professional available to them. We have good news! We now have an optional Purchasing Module available for purchase at the introductory price of \$995. We will formally announce the module in June at \$1495, along with several new features and enhancements - but you can buy it now at the discounted pre-release price. This is the exact same functionality available in CMS Professional, including forms, integration with inventory, reporting - the works. Please [let us know](#) if you are interested in adding this module to your system. (Sorry, we can't add the purchasing module to CMS Solo - only CMS Standard.)

We are also offering a one-time only upgrade special for CMS Solo and Standard users. We will be introducing some new products this summer and making changes to our existing product line and prices. If you have been thinking about upgrading your current CMS installation, now is a good time to do it. CMS Solo users can get their choice of either a free workstation license or purchasing module when upgrading to CMS Standard - and CMS Standard users can also get a free workstation license when upgrading to CMS Professional! You can save a bundle if you act quickly. Please note that these offers are for current supported customers only and expire May 31st, 2006.

If you have any questions, are ready to upgrade your website to eCMS or purchase an upgrade for your CMS installation, please give Tom or Sharon Danner a call at (425) 861-7120 or send us an [email](#). We'll be happy to help! Thanks for your continued

business - and have a wonderful holiday weekend!



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