



INZEN

product

KABOODLE

INZEN's Kaboodle is a database-driven, hosted content management system.

Content management is the organizing, categorizing, and structuring of information resources (text, images, documents, etc.) so that they can be stored, published, and edited with ease and flexibility. A content management system (CMS) is used to collect, manage, and publish content, storing the content either as components or whole documents, while maintaining dynamic links between components.

WHY USE A CMS?

A CMS will save you time.

Imagine having the ability to edit any and all parts of your website, extranet or intranet from anywhere in the world, any time you choose, with ease. That's what Kaboodle offers - no more waiting on third parties. Make your site say what you want, when you want.

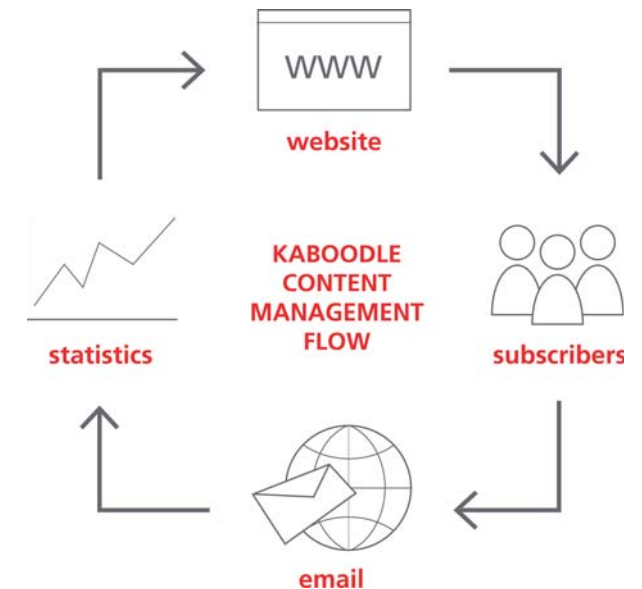
A CMS will save you money.

A template-driven CMS such as Kaboodle means that you only design your website once and manage subsequent maintenance in-house, meaning no more costly ongoing development or design fees. This same model ensures expediency and consistency in the publication of new material whilst requiring staff to adhere to company approved standards.

WHY OUR CMS?

Increase your sales.

INZEN's unique approach to web content management focuses on delivering real measurable returns on your investment. We feel that your website should be a revenue generation tool and not a cost centre. This is achieved by combining the features of the content management suite, fully integrated subscription management system, bulk email tool and statistical analysis package.





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AESTHETIC, INTUITIVE AND EASY

Kaboodle's highly intuitive user interface and integrated "what you see is what you get" editor means that only basic computer and word processing skills are needed for you to completely maintain your website and create online marketing campaigns. No knowledge of HTML required. All of Kaboodle's menus, pages and help areas make navigating and using the software a breeze.

POWERFUL AND FLEXIBLE

Kaboodle boasts a multitude of business tools all included in the one software package. Complete website control, automated menus, uploading of multiple files (images, PDFs, MP3s, etc.), email marketing tools, e-commerce, photo galleries, extranets, intranets, secure online files, automated news publishing and more are all seamlessly integrated into the one easy-to-use interface.

FINANCIAL SENSE

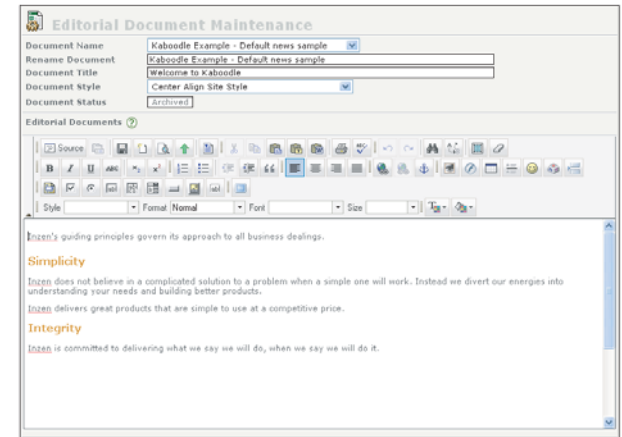
Kaboodle is a hosted application that you rent, making it 100% tax deductible as a business expense. No large setup charges or messing around with leasing companies.

LIGHTNING FAST

The Kaboodle service boasts a direct connection to the backbone of the Internet, and is run on high-speed servers, guaranteeing a super-fast website for both viewing and editing.

GET FOUND

Kaboodle automatically builds your site to maximise your success in major search engines such as Google, allowing you to edit the 'keywords' associated with your site quickly and easily.



WHAT DOES KABOODLE OFFER?

- > Easy and complete content management
- > Trackable professional HTML email newsletters
- > Automatic subscribing and unsubscribing
- > Unlimited online selling (e-commerce)
- > Effortless Search Engine Optimisation (SEO)
- > Secure online files
- > Private areas (extranets and intranets)
- > In-built site statistics
- > Accessible anywhere, anytime
- > A static, low-cost monthly fee. No surprises.



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THE LATEST NEWS

News items allow for the most relevant information to be directly targeted to your clients. Kaboodle's powerful news centre allows for the quick and easy 'three click' distribution of regular marketing publications, ensuring that your clients buy from you again and again. It is well known that it is significantly cheaper to sell to existing clients than to market to new ones. Use Kaboodle to take advantage of this amazing resource.

COMPATIBLE

Kaboodle is constructed utilising a variety of technologies and is accessible on PC, Mac and UNIX systems alike. We also ensure Kaboodle is tested with all major browsers and on all major operating systems.

HOSTED FREEDOM

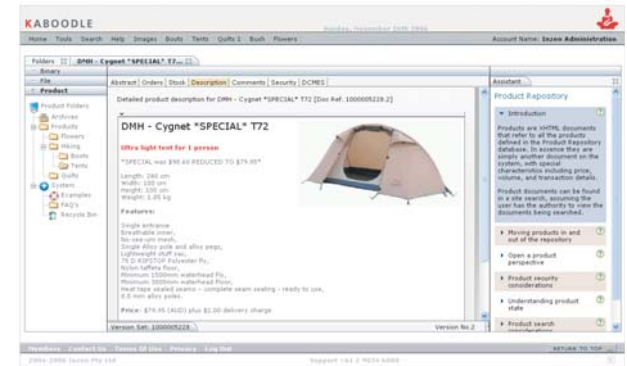
The Kaboodle service is delivered as a provider hosted solution or via the application service provision (ASP) model. This saves you the hassle and expense of having to manage external IT professionals or maintain expensive internal IT staff. The service is accessible to any authorised user, 24/7 from any Internet connected point. Using wireless technology, you could be sitting in a park or on a beach editing your site.

QUALITY

The Kaboodle service has been constantly updated and improved over the past eight years. Regular updates and fixes are rolled out and a comprehensive online feedback and request mechanism exists for you to request changes or features you think would make life easier for you.

UP AND RUNNING

Inzen will have you up and running with your new website as soon as you are ready. The day after you sign the contract, your new 'vanilla' site is ready to go.



CLIENTS INCLUDE:

- > www.albionhotel.com.au
- > www.3minuteangels.com
- > www.trademarkhotel.com.au
- > www.brandculture.com.au
- > www.operabar.com.au
- > www.harmers.com.au
- > www.ariarestaurant.com
- > www.c2canalysis.com
- > www.operapointevents.com.au
- > www.marketsearch.com.au
- > www.goldensheaf.com.au
- > www.samadhiyoga.com.au



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SECURE AND PRIVATE

Kaboodle's integrated security mechanisms ensure that the only people able to access and modify your content are the people that you authorise. The encryption built into the product uses the AES algorithm, which is the present US Federal Information Processing Standard. Kaboodle's unique logon structure allows for multiple personalised views to be presented to differing groups of users.

All your data remains yours. No questions. Your data is securely stored at world class data centres. 24/7 monitoring and state of the art data firewalls protect your information and keep it safe from hackers and thieves alike.

SERVICE, TRAINING AND SUPPORT

INZEN believes in a customer-focused business model. As part of coming on board with Kaboodle, you receive four hours of free training at your workplace, usually performed in two blocks of two hours. This, along with thorough and friendly documentation, allows you to be completely up and running with your site as soon as you are ready. On top of this, INZEN provides 9-5 M-F phone and email support for whenever you need a hand. We will always be there for you, that's the point.

CONTACT US

For more information on how Inzen's Kaboodle can add value to your business, feel free to contact us...

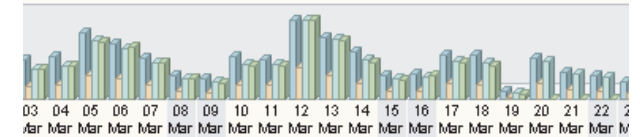
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Day	Number of visits	Pages	Hits
01 Mar 2008	215	2194	5515
02 Mar 2008	239	2462	6319
03 Mar 2008	454	3989	9749
04 Mar 2008	492	4466	10563
05 Mar 2008	765	7420	18547
06 Mar 2008	645	6701	16068
07 Mar 2008	475	4830	11708
08 Mar 2008	286	2568	6765
09 Mar 2008	242	2126	5537
10 Mar 2008	505	4745	11230
11 Mar 2008	465	4691	11157
12 Mar 2008	908	9897	24488
13 Mar 2008	718	7778	18907
14 Mar 2008	558	5318	12501
15 Mar 2008	284	2582	6684
16 Mar 2008	292	2819	7007
17 Mar 2008	524	5004	12144
18 Mar 2008	512	4754	11576
19 Mar 2008	107	911	2049
20 Mar 2008	482	5250	11958
21 Mar 2008	314	3161	8160
22 Mar 2008	280	2860	7037

An example of the enormous traffic that Kaboodle can generate for a client. The spikes in traffic represent email newsletters or changes of content.