



RAFFA
CONSULTING
ACCOUNTING
TECHNOLOGY

Web-Based Solutions and Applications

Maximize Your Online Presence

Whether your organization needs complex e-commerce capabilities, membership services, online member forms or applications, or web and e-mail hosting, Raffa Technology can deliver. Working with a diverse clientele, the Raffa Tech team specializes in both industry leading software solutions as well as custom applications to handle the most intricate and critical business process, online service or database need your organization may have.

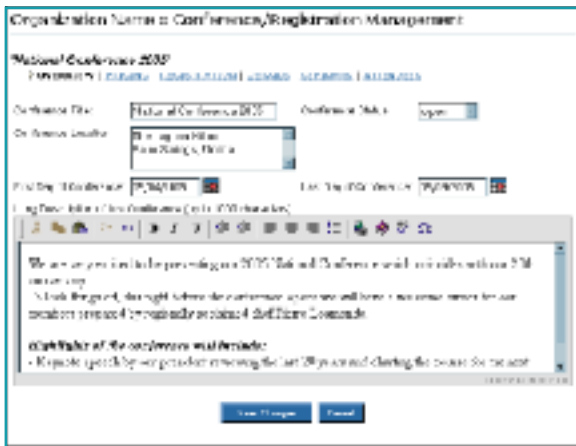
Embracing Your Vision

Secure Web Hosting

Raffa's web hosting provides you with an industrial-strength solution at a more cost effective price. Our web and database servers are located at a secure Internet Data Center (IDC) facility providing you the highest level of physical security, server and network reliability, nightly tape backups, and 24/7 monitoring. All web hosting customers also have access to a comprehensive suite of tracking reports that will provide detailed website traffic analysis, including traffic counts, pages most visited, top referral sites and search terms used to find your site.

Sample Custom Applications & Services:

Conference/Event Registration - Online conference and meeting registration systems can save you hundreds of hours of managing attendee details, increasing the immediacy and accuracy of the information collected. You can also offer optional price structures for conferences and seminars for members and non-members, and easily communicate via broadcast email updates and full reporting of attendee information.



Staff can easily create and edit meetings, seminars and workshops, as well as generate attendance reports; all using web-based administrative tools.

Membership services - Raffa's customized development services can help organizations support their membership in several ways:

- Creation of online member surveys
- Detailed membership database creation
- Custom application development (online award submission form, etc.)
- Member login/members only content
- Online joining/renewal
- Stakeholders/members database

E-commerce Capability - Having an online retail option with a full e-commerce implementation provides multiple benefits for your organization:

- Members can make purchases, sign up for events, or make donations
- Eliminates staff from manually entering credit card transactions, dealing with bad card numbers, declined cards, and other problems
- Provides an accurate audit trail of each transaction
- Ensures the security of sensitive data



Administrative components are easy to use and available in your Raffa Client Extranet site. Raffa Tech will create the application, and train your essential staff on how to utilize this function.

Website Design - We have experience creating sites for organizations of all sizes and requirements. Our knowledgeable staff will give you guidance and make recommendations to make your site compelling, efficient and effective.

Content Management - Maintaining fresh web content is essential to attracting new clients and repeat visitors. Raffa can give you the administrative capability to easily manage and update the content on your site without needing an off-site web developer. This is critical for items that require frequent updates such as daily blogs, updates, newsletters, calendar of events and news items.

Online Store - For those organizations that sell publications or other products online as a source of revenue, Raffa provides an online retail environment that allows your clientele to easily make online purchases. You can integrate e-commerce functionality and manage administration components to quickly and easily support all aspects of your online store.

Calls for Submissions - Gathering, reviewing and organizing speaker submissions for meetings or other events can be fast and efficient when done through your web site. You can collect a great deal of diverse information in a central database, which can be used for advanced reporting, reviewing, and other process automation. You can then completely schedule your meetings by arranging sessions into different rooms and timeslots.

