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Editorial



Seek and ye shall find
Improved CRM by online

directories provide a model and inspiration for newspaper publishers -- and taxonomy management is the key. [Read more...](#)

Highlights



Moving Beyond the Old "Rock, Paper and Scissors"

Marketing Strategy
Remember playing "Rock, Paper, Scissors?" The basics of the game consist of each player shaking a fist a number of times (priming) and then extending the same hand in a fist (rock), out flat (paper), or with the index and middle fingers extended (scissors). Each of these is referred to as a throw, and which one wins is dependent upon the opponent's throw. *by Alan See, Senior Director*
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What's New?



Record numbers of online shoppers looking for the best electronics and gadget buys are being let down by inadequate information and customer service provided online, according to the latest website customer service study from eService provider Transversal. Nearly three quarters (70 per cent) of routine customer service and product questions are not being answered on leading consumer electronic websites. [Read more](#)

Corporate Orders

Town of Stratford Selects InfoStreet to Power the City's Online Infrastructure

InfoStreet's Powerful StreetSmart Application Connects City's Employees

Friday, 08 December 2006

InfoStreet Inc., creator of the fully managed, on-demand IT software suite, StreetSmart, announced that the Town of Stratford is using the StreetSmart suite to power the City's internal user email and connect all City employees to one central location via the StreetSmart Intranet technology. By using StreetSmart's suite of applications employees, including off-site personnel, can now access email and collaborate with other team members whether it is through shared calendars, automated meeting invitations, or by staying focused with electronic task lists, group management activities and more – all available from the Town's recently launched StreetSmart Intranet, powered by InfoStreet.

Stratford's IT Manager, David Wright was charged with finding a secure service that would allow senior managers and off-site employees, such as Public Works Department employees who work from a City-owned truck, to have access to the same email system.

"After disasters such as 9/11 and Katrina, we came to understand that email was an valuable, and sometimes primary, emergency communication tool for our town employees, many of whom don't live in Stratford," explained Wright. "We needed a secure place from which to send email and exchange other documents without the worry of having a Town Hall-based e-mail/intranet system which could be rendered inaccessible during an emergency. We also needed a system that was accessible from anywhere via the internet – InfoStreet's StreetSmart application fit all those needs. In addition, it was relatively easy to get up and running and required minimal staff training time."

InfoStreet's Software as a Service (SaaS) solution, StreetSmart, provides businesses with all the productivity tools required to operate an efficient business in one integrated, easy-to-use, suite of applications that can be rolled out in seconds.

"InfoStreet's annual costs were about 10% of the total cost of migrating to Exchange 2003," Wright continued. "We also found InfoStreet to be less costly than its intranet provider competitors. In some cases, much less expensive."

InfoStreet's email and Intranet applications can be completely tailored to any towns' look and feel and be deployed literally overnight.

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