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## ***Your One Stop Technology Provider!***

Scott Gordon started SBBS in 1985 when he programmed BBS software before the internet became what it is today. The company grew, and SBBS Software & Consulting, Inc. was incorporated in 1993. With offices in both Glenview, Illinois and Scottsdale, Arizona, SBBS serves customers and resellers through SBBS's SubIt program all over the United States. SBBS's goal is to be the customer's *One Stop Technology Provider!*

SBBS Is An Authorized Dealer, Agent, Or Solutions Provider For:

- Dell Computers
- Katharion
- Packet8
- ENom
- NTT/Verio
- FrontRange/Goldmine

SBBS caters to both retail (business and residential) and reseller (SubIt) accounts. SBBS specializes in technology products and services which include:

- Technology Consulting
- Computer Setup & Configuration
- Monthly Computer Maintenance Plans
- Network Setup & Integration
- Goldmine Contact Manager Installation & Training
- Domain Registration
- E-Mail & Website Hosting
- Spam & Virus E-Mail Filtering
- VOIP Residential & Office Services

SBBS bundles the wide range of technology products and services offered along with personal service to ensure customer loyalty which in turn means low churn rates. The average SBBS customer utilizes at least 3 or more of SBBS's products and services. *Bundling can increase and maintain your monthly revenue making it harder for your customer to turn to the competition.*

To build SBBS's buying power and assist other web hosting providers, SBBS launched the SubIt program in 1999. This program allows companies to offer, and in most cases private label, the technology products and services provided by SBBS. SBBS's SubIt program can be custom tailored to meet your company's growing needs.

**Bundling Equals  
Customer Retention**

The benefit of SBBS's SubIt program is the ability to add a number of technology related products and services to your existing offerings quickly, easily, and without any financial commitments. SBBS Representatives will work with your company to customize product and service offerings that meet the needs of your customers. SBBS is always there to help support your customers, and your customers will never know SBBS exists! Everything can be private labeled under your company name.



## *SubIt Offerings*

### **Spam & Virus E-Mail Filtering – Recurring Residual:**

SBBS has partnered with Katharion, an expert in spam and virus e-mail filtering. Katharion maintains servers in 2 different data centers which are secured by 24 x 7 manned guard stations and institutional banking quality systems including biometric security measures. Katharion's main data center is augmented by a fully redundant set of servers located at UUNET's premiere data center in Boston, Massachusetts – creating a geographically distributed, robust network architecture.

**Affordable  
E-Mail  
Filtering**

This service filters all of your customer's e-mails before they reach your hosting server, therefore, significantly reducing the amount of e-mail processing power on your server. As a hosted solution with numerous load balanced servers in redundant data centers, these servers are well positioned to handle spam runs that could severely strain a single point solution such as server based software or an appliance. Imagine no more Spammassassin run away processes and no more Spammassassin related load balancing issues; this is now a reality!

Users enjoy a clean control panel that allows users full control over their filtering service. E-mail can either be tagged and forwarded or quarantined on a separate server for up to 10 days. Users can choose to receive a daily digest showing all quarantined emails in a easy to read format with 1 click release and white listing options. Administrators can easily setup default configurations for all users, and the users have the ability to further customize how they wish to use the service.

Unlike other 3<sup>rd</sup> party services which bill per e-mail address, SBBS's SubIt program resellers receive PER DOMAIN pricing.

### **Domain Registration through ENom – Recurring Residual:**

SBBS has partnered with ENom for domain registrations. ENom offers a number of fantastic features web hosting companies need to stay competitive including FREE DNS, FREE Parking, and FREE E-Mail Forwarding. Private label control panels are available which enable your domain business to run on "auto-pilot". The control panel (PDQ) includes features which allows the customer to register a domain, change their registrant information, change e-mail forwarding options, DNS changes, and even re-new their domains. Within the control panel, both default pricing and special pricing for specific accounts can be setup.

There is no longer a need to track expiring domains because PDQ will e-mail your customer using YOUR from address and BCC you with domain expiration notices. Included in the notice is a link where your customer can go online and renew the domain. PDQ will charge your customer's credit card and credit your "bank" with the difference between the price you charged minus your cost and credit card processing fees.

**Domain  
Tracking  
Made Easy!**



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APIs are also available for those interested in custom programming a site. When you resell ENom's services through SBBS's SubIt program, all ENom startup fees are waived. SubIt's can work directly with ENom support when assistance is required.

### **Packet8 Residential & Business VOIP Services – One Time Commission:**

You already market and support internet users. Why not provide another service they can utilize? Packet8 offers unlimited nationwide residential and business services starting at \$19.95 per month with all of the bells and whistles, which include caller id, 3 way calling, call waiting, voice mail to e-mail feature, and call forwarding multi-ring option and more!

The process could not be simpler! Resellers simply sell a piece of equipment to their customer which comes with a rebate. The customer activates the service online, and the Reseller receives a commission.

**Make \$\$\$  
Selling VOIP!**

How can you sell the service without using it yourself? SBBS's SubIt's who purchase 10 or more units at one time receive a FREE demo line (service only) as long as 2 units are activated per month.

### **Dell Computers & Configuration – One Time Commission:**

Every one of your customers uses a computer. With SBBS's SubIt program, you can create a specific configuration bundle and market it. SBBS Representatives will take care of "burning" in the system, which includes setting up Windows XP and Office, applying the proper security patches, virus applications and configuring the email client to your hosting specifications.

The process is very simple. Each month you request current pricing for the bundles which you wish to market. SBBS provides you with the pricing and order forms. Your customers simply complete the order form, and SBBS takes care of the rest.

Dell will charge your customer directly for the price of the equipment. Configuration and software fees can be charged to your customer by SBBS or your company. SBBS will configure the machine per the order form specifications and ship the machine to the shipping address specified on the order form. Remote configuration services are available upon request.

### **Monthly Computer Desktop Maintenance – Recurring Residual:**

Staying current and infection free is NOT easy these days. SBBS offers several remote patching plans which allow your customers to maintain peace of mind, and have their machines be maintained remotely on a monthly basis. Remote control software is setup to avoid the need for your customer to be present during the patching session.

SBBS offers residential and business plans where a trained computer technician will login to your client's computer(s) remotely day and night via a high speed internet connection on a monthly basis to apply XP, Office, and Adobe Reader patches. Virus software is checked to ensure updates are current, and a full

**Monthly Adware  
Spyware & Virus  
Scans Are A Must!**



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Spyware and Adware scan is performed. A log file is made available to the customer online and any issues identified are e-mailed to the customer. Customer may elect to have SBBS attempt to correct identified issues.

### **SendOutCards – Recurring Residual:**

This is a very unique program and not one that I ever thought SBBS would be utilizing on a regular basis let alone adding to our reseller product line. SBBS has grown because of referrals and staying in touch with customers. SBBS communicates with every customer by e-mail or US Mail at least once every 30 days. This program has taken our US Mail communications to a completely different level. All conference attendees should have received a greeting card from SBBS within the last few days. The card was sent using SendOutCards.

**Making  
Customers  
Feel special!**

SendOutCards basically allows you to send a custom post card or greeting card right from your computer but with a personal touch. Each envelope/postcard is hand stamped (not meter mailed) and you can even include your own signature on the card. There are over 2000 templates to choose from or you can create your own templates. Add photos to templates quickly and easily. SendOutCards features a built in contact manager, ability to import databases and automate your mailings for birthdays, anniversaries, or scheduled follow ups. Staying in front of your customer could not be simpler!

SBBS uses this service internally and has a number of customers who are using it now to send thank you notes after meetings, appointment confirmations, and checking in communications. If you are looking for a creative and cost effective way to stay in touch with your customers OR have customers (EX: e-commerce sites) that have a need for staying in front of their customers, SendOutCards is what you are looking for.

This product is best understood by seeing a demo. Contact me and I can show you a demo or setup a demo account for you to try on your own.

I have built SBBS by building win win relationships. If you believe one of SBBS's offerings is a good match for your customers, OR if you believe you offer a product which would be a good fit for our customers and resellers, I look forward to speaking with you in more detail!

**Seeking  
Win Win  
Relationships**

I am currently seeking to form a relationship with a vendor for HTML design and ecommerce sites. If your company offers either of these services please bring this to my attention.

Sincerely,

*Scott Gordon*