RED1 | ONLINE
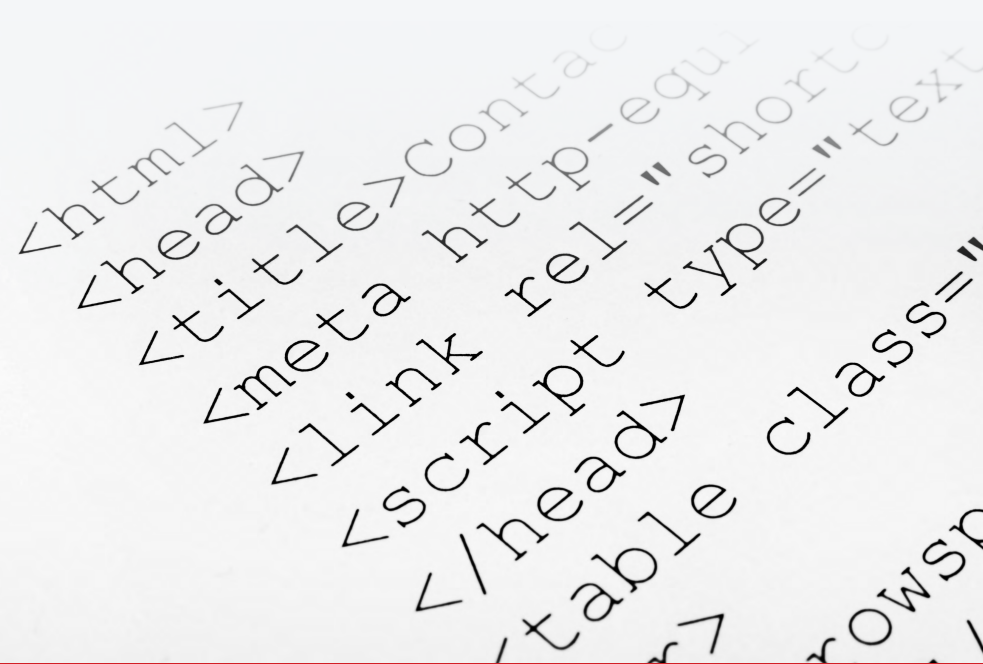
WEBSITE AND MOBILE APP DESIGN. CUSTOM PROGRAMMING DEVELOPMENT.

Red1 Online helps businesses use technology to create efficiency. Whether it's by building a website, automating manual processes, or making systems talk to each other, you will see an exponential financial return when employees are freed up to do higher value work.

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SO, WHAT'S THE PROBLEM?

Too often, business leaders solve a $20 problem with a $5,000 solution. Sometimes that's the right answer—often it's not.

Here's an example:

People not familiar with web design believe that a website comes from a multi-thousand-dollar web design firm.

However, there are fantastic "do it yourself" website building apps. Is it solution for you? What is the "need profile" of somebody who would use one of these $20/month website design solutions?

- Their business is small and simple.
- The person has a good eye for design
- The person is comfortable working with and learning new technology
- The person enjoys web development.
- The website will have basic information, very few pages, and information won't change often.
- Working on their website isn't diverting their time and attention away from other business tasks that are more profitable.
- Budget of under $1,000.

We don't want to turn you away but we also want to fit your need with the right solution, even if it isn't with us.

OUT OF EVERY 100 STEPS IN A PROCESS, HUMANS WILL MAKE 10 ERRORS.[2]
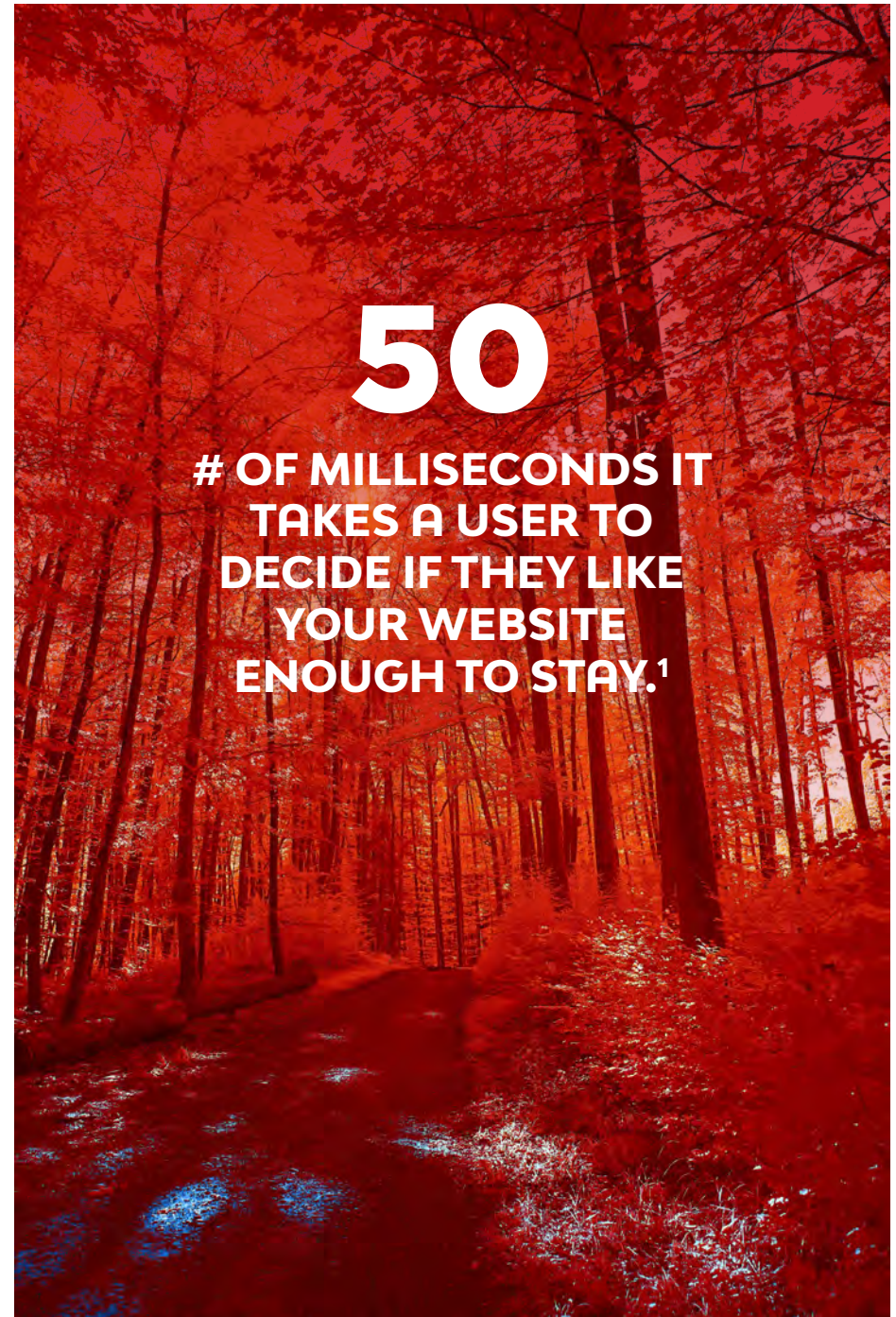
ABOUT RED1
ONLINE

Red1's Online division doesn't just work with websites.
We create efficiency through technology.

Some examples of problems we can solve:

- Data being double and triple entered.
- No way to e-mail people from your CRM that match certain criteria
- Want to text your customers but don't know how.
- Can't centrally manage computers and mobile devices.
- Website is outdated and running on old technology
- Want your CRM to populate a customer portal on your website.
- Want to automate your marketing without sacrificing the personal touch.
- Don't know how to measure the effectiveness of your website. When an employee is on or offboarded, you want all systems to be configured automatically.
- You want your building access control system to text you if somebody enters after hours.
- And of course...building and maintaining websites.

CASE STUDY - RINAKAY.COM

Rina, a freelance photographer, wanted a site with minimal text so her work would speak for itself. She's super happy with the result.

50

OF MILLISECONDS IT TAKES A USER TO DECIDE IF THEY LIKE YOUR WEBSITE ENOUGH TO STAY.[1]

Problem = Wasted Money

Let's look at the first problem on our list above in more detail.
Data being double and triple entered.

STEP 1 **STEP 2** **STEP 3** **STEP 4** **STEP 5**

THE PROBLEM

Let's say that a certain restaurant takes online orders.

When an order comes in from the website, somebody manually enters it into another system. This means that somebody is divereted from a more valuable task to do data entry.

THE ANALYSIS

After some number crunching, we find that there is an average of 75 orders daily and it takes the person about 75 seconds to process each.

The company is paying $8,554 annually for this inefficiency and data entry errors sometimes result in unhappy customers.

THE FIX

First, we noticed that the person is on a laptop with no second monitor, so she must flip back and forth between windows. A $100 extra monitor cuts 10 seconds off the entry time.

Second, if we create custom programming to create a link between the website and the other system, that saves the company around $7,371 per year.

THE COST

Each API integration (that's the technical name for this job) is different but let's say it costs $6,000 to complete.

THE RETURN

That's somewhere around a 414% ROI over 5 years!! Who wouldn't sign up for that investment?!?!?

THE RESULTS AREN'T ALWAYS THAT IMPRESSIVE

Often, we hear from people who want to revamp their website. Maybe they want a facelift, or something more sophisticated.

First question we ask: How much business does your website generate? For many local small businesses, the answer is usually, **"little to none."**

Without substantial investment into marketing, search engine optimization, and other areas, a big investment into a new website probably won't produce a return. Instead, a small-scale redesign might be the better choice.

22%

AMOUNT OF AN EMPLOYEE'S WORKDAY SPENT ON REPETITIVE TASKS THAT COULD BE AUTOMATED.[2]

85%

PERCENT OF ADULTS WHO THINK THAT A COMPANY'S MOBILE WEBSITE SHOULD BE AS GOOD OR BETTER THAN THEIR DESKTOP WEBSITE.[3]

RED1 ONLINE OFFERINGS

Now that you understand the process, you know that our value to you is the journey to arrive at the right solution. Once we figure out the solution, we go to work helping you solve the problem.

- We've created more websites than we can count
- We have designers AND programmers on staff. If you ask for a custom website, it will truly be CUSTOM.
- We know that the look is important, but people are more interested in finding what they need fast.
- We can help you find technology inefficiencies in every area of your business.

WHAT RED1 IS NOT:

- We are not a marking company
- We do not do search engine optimization or online marketing
- We don't do print-based design
- We aren't a software education company. (We don't offer software training)

NEXT STEPS:

Looking for some website work? Have you identified an office inefficiency? Some other tech problem you're looking to solve?

Go to **online.red1it.net** or scan the QR Code to contact us.

ABOUT RED1

Red1 is a Sarasota/Bradenton, Florida based technology company serving all your office, home-based business, or online IT needs. We have been active in our community for more than a decade and give a portion of our revenue to community-based causes and missions. We offer special non-profit pricing and are proud to offer no haggle, transparent pricing found on our website. (You don't have to "call for pricing.") All our services have no or under 1-year contracts.

We are big enough to have specialists ready to serve you but small enough that you will know our team by name...and we will know you.
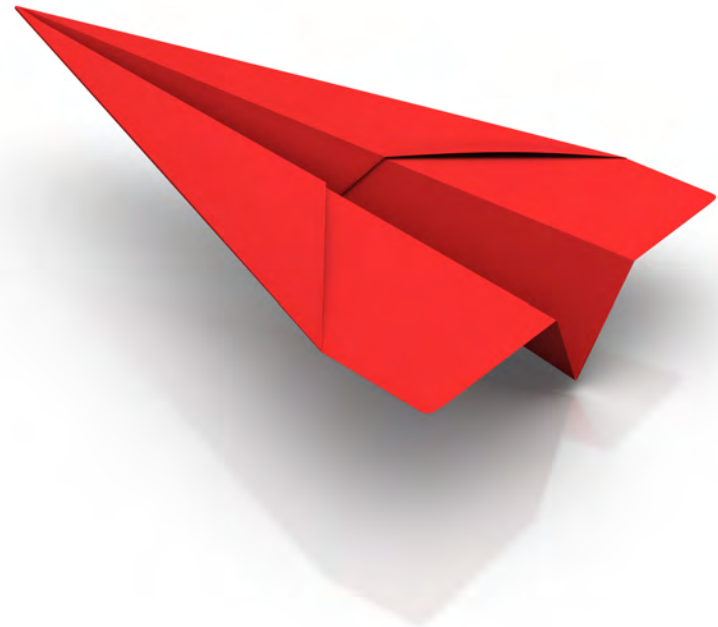
RED1 | WEBSITE

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Scan to learn more

1- https://www.tandfonline.com/doi/abs/10.1080/01449290500330448

2- https://www.kofax.com/-/media/Files/E-books/EN/eb_ten-ways-manual-tasks-are-costing-your-business_en.pdf

3- https://visual.ly/community/Infographics/technology/why-responsive-design-important-10-key-statistics