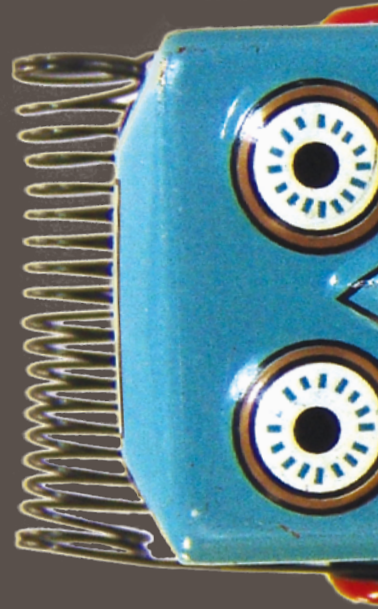
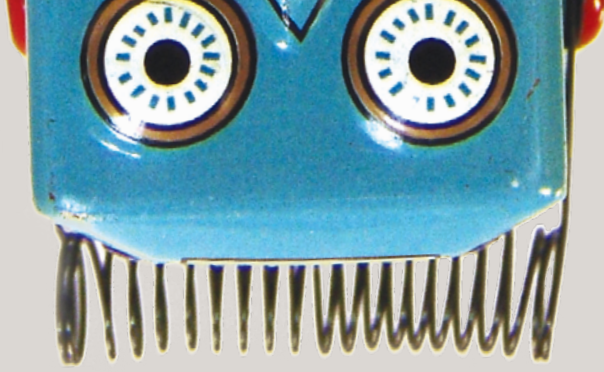


INTRODUCING **BOSS** TO WEBSITE OWNERS.

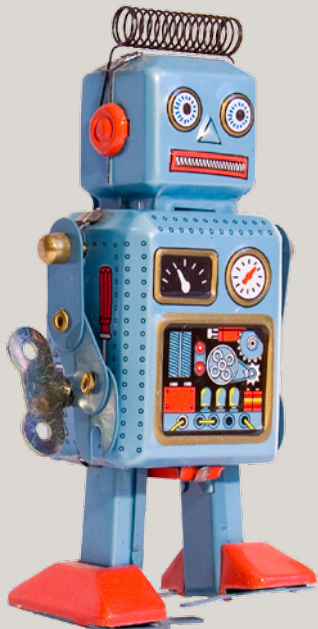
WHO'S **BOSS?**



BOSS
by verb.
transforming the web



YOU ARE!



BOSS by **verb.** transforming the web

At Verb we strive and develop for better web experiences. Online solutions that free you up, so you can deliver what you do best. Launching your site is only the beginning. We're [in it for the long haul.](#)

www.verb.co.nz

p: +64 3 688 8668 e: boss@verb.co.nz skype: verbnz
a. 231 Stafford Street, PO Box 438, Timaru 7910, NZ

3 great reasons to choose BOSS.

1 BOSS GIVES YOU THE POWER TO BE ANYTHING

BOSS CAN BE ANYTHING YOU WANT IT TO BE.

**A shopping cart, online catalogue,
blog, a basic html site, resource
repository and donation tool.**

It's up to you. When you buy Boss, you get a system that takes care of it all, so you can get on with what you do best. Robust, solid and continually evolving, Boss has [the power to be anything.](#)

2 RIGHT BEHIND YOU EVERY CLICK OF THE WAY. YOU ARE LOOKED AFTER ON A MONTHLY BASIS.

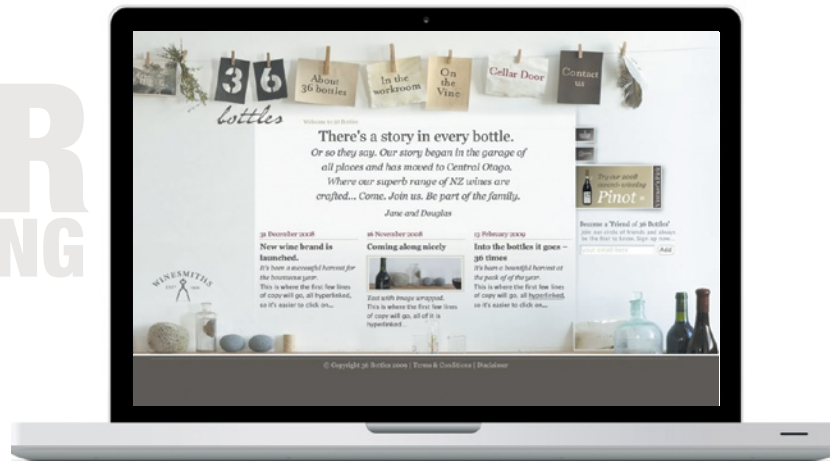
Boss comes with innovative service and long-term support. Your website is monitored continually. You'll be contacted each month as part of our proactive support. [We look after you to ensure great outcomes for your website.](#)

NO MORE GROWING PAINS. 3 BOSS IS CONSTANTLY TRANSFORMING, WITH FREE REGULAR SOFTWARE UPDATES.

This allows you endless online possibilities, ensuring that your website stays at the cutting edge of web development at [no extra cost.](#)

BOSS. GIVING YOU THE POWER TO BE ANYTHING

WWW.36BOTTLES.CO.NZ



Package | Boss.

Modules | Boss.CMS, Boss.Catalogue, Boss.Client, Boss.Commerce & Boss.Cart

FIRST, SELECT THE BOSS MODULES YOU NEED

The five Boss modules are foundations for an endless variety of functional websites. Choose the ones you need and add more at any time. Boss can be anything you want it to be.

1. BOSS.CMS:

Manage your content.

Boss.CMS's friendly interface allows you to manage the content and images on your website with the greatest of ease.

Create Pages | Edit Content | Blog | Upload & Resize Images | Categorise Articles into Subjects | Bubble Content | Upload Files | Embed External Media (e.g. YouTube) | Manage Custom URL's | Full Search Engine Optimisation Capabilities & More.

2. BOSS.CLIENT:

Create and manage your website's user accounts.

Boss.Client provides you with a secure environment for managing your clients' information and is the tool that builds your client database for successful, targeted advertising and marketing.

Manage Authenticated Content | Manage Client Database | Access Client Address Books | Track Client Contact | View Reporting Spreadsheets | Create Static & Dynamic Groups | Manage Email Campaigns & More.

3. BOSS.CATALOGUE:

Display your product range online.

Boss.Catalogue allows you to create, display and manage your products on your website easily and effectively.

Variable Pricing by User (e.g. Wholesale/Retail) | Upload Unlimited Numbers of Images & Files | Compare and Search Products | Specify Product Options (e.g. Small, Medium, Large).

4. BOSS.CART:

Sell products online.

Boss.Cart is a fully customisable online shopping cart, that allows you to offer your clients a smart and enjoyable shopping experience, to ensure they keep coming back.

Track Purchases | Process Orders | Create Shipping Rules | Completely Customisable Checkout Process | Account Based Ordering | Wish Lists.

5. BOSS.COMMERCE:

Manage payments through your website securely.

Boss.Commerce is a complete online payment management tool that supports various methods of payments. It ensures that all transactions on your site are processed securely.

Direct Deposits | Credit Cards | Phone Orders | Cheques | Donations | Purchases | Payments | Supports Numerous Payment Gateways | Real Time & Non Real Time Credit Card Processing & More.

“We needed the whole nine yards. Attractive pages, a blog, the ability to easily update our site with new products, manage our growing client list, meet our legal requirements and provide a cool and inviting buying experience. Boss definitely got our party rocking.”

Douglas Brett, 36 Bottles

ADD BOSS EXTENSIONS

Extensions add functionality to existing modules. They extend the modules in specific ways.

If the functionality you need is not offered by our current range of modules and extensions then ask us. Chances are we are already developing it or we can create a customised extension to suit you.

1. BOSS VOUCHER:

This extension is the answer to online voucher selling.

Create a new revenue stream for your business online. Voucher enables the ability to sell downloadable vouchers online, which your customers print and present to you to redeem. Fully integrated with the Boss modules and extends the Boss.Cart module.

2. BOSS CAMPAIGN MANAGER:

Accurately track the success of online advertising campaigns.

Campaign Manager measures click-through rates when running online advertisements.

3. BOSS VAULT:

Handle files securely on your website. *(Free extension).*

The Vault securely handles sensitive client documents and files and extends the Boss.Client module.

CHOOSE THE BOSS PACKAGE THAT SUITS YOU

To get your website started you can use any one of three packages, depending on your needs. Each package can be upgraded at any time. If you have a small site and only require the Boss.CMS module, you may like to consider the Mid and Lite packages.

BOSS PACKAGES			
	1: BOSS	2: BOSS MID	3: BOSS LITE
BOSS.CMS	Unlimited pages	10 pages	5 pages
BOSS.CLIENT	<input type="checkbox"/>		
BOSS.CATALOGUE	<input type="checkbox"/>		
BOSS.CART	<input type="checkbox"/>		
BOSS.COMMERCE	<input type="checkbox"/>		

RIGHT BEHIND YOU EVERY CLICK OF THE WAY.

“We started with no experience of any sort but now look after and manage our site. The support staff for Boss are outstanding and always there to assist with any issues that arise.”

Rodger Rapsey, Sound Choice Pro Audio

LET BOSS LOOK AFTER YOU

Boss is a supported product and Boss support staff are always on hand to help. Your monthly licence fee includes full support and service, hosting, daily incremental backups, plus free software updates. This is to ensure your site works seamlessly, always.

PROVIDERS YOU CAN RELY ON:

When using Boss you have access to the very best third-party providers for complimentary services such as email and domain hosting, website statistics etc. Verb have sourced, tried and tested each provider prior to recommending them as a Verb Approved Provider (VAP). Verb can manage these services for you with each of our VAPs, however it is an optional service and you are welcome to continue using your current providers.

ONGOING TRAINING & SUPPORT:

Boss is designed to be very easy to use while still allowing for sophisticated functionality. Verb are available during business hours for assistance, training and guidance in every element of the website's operation. At Verb we constantly monitor each website ensuring reliability and peace of mind.

CORPORATEREVIEW.TELECOM.CO.NZ



“Verb have been great. I've never had to worry about Boss.”

Katherine Murphy, Telecom NZ

Package | Boss Mid

Modules | Boss.CMS

“We were particularly pleased with the Boss Console – it has made our website much easier to use and maintain, and it is fantastic how the team at Verb keep improving and updating the system, and adding new functionality.”

Liz Phillips, UNICEF NZ

NO MORE GROWING PAINS.

UNLIMITED UPDATES:

Boss is constantly transforming with regular software updates, ensuring that your website stays at the cutting edge of web development at no extra cost.

Boss grows with you. It is easily and endlessly scalable to your changing needs. Boss modules and extras can be added at any time.

If the time comes for a new look for your website, this can be achieved through your graphic designer without needing to change the website's systems.

With no costly changes for new systems, Boss remains your best choice for getting and keeping your business online.

More information on Boss is available at: <http://www.verb.co.nz/boss/>

LICENSING:

Boss is licensed through a monthly licence fee, which also includes: unlimited user logins, entitlement to software updates, proactive support, hosting, daily incremental back ups and website monitoring. The Boss End User Licence Agreement, Hosting Terms and Conditions and monthly licence fees are available at:

<http://www.verb.co.nz/pricing/>

WWW.UNICEF.ORG.NZ



Package | Boss.

Modules | Boss.CMS, Boss.Catalogue, Boss.Client, Boss.Commerce & Boss.Cart

Extensions | Campaign Manager

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