



## **SmarttNet rockets new Web site – for immediate release, Jan. 7, 2009**

SmarttNet recently launched its new Web site, complete with features such as such as live support, video tutorials, a newsroom, and a fully integrated Webmail system.

“We identified a need to make our site more user-friendly and to provide insight into the new services we would like to introduce.” commented SmarttNet CEO Saleh Tousi. “We have now refocused how we communicate with our customers and created a Web interface which will help with things like customer ticket tracking and knowledgebase creation...interaction between our support team and customers will be enhanced.”

The site was designed with an integrated Content Management System (CMS), which will allow maintenance to be done by staff members, rather than sending requests to a middleman technician, which would otherwise prolong the process. For SmarttNet customers, the result will be faster access to support and new information, such as network statuses.

“The new system will allow everyone in the office to make changes without having to know computer code,” explained marketing manager Martin Wong.

The concept of creating a CMS-based site falls in line with SmarttNet’s Web development product offering. By showing what the company is capable of creating for itself, it hopes to better market the idea.

“This site serves as a model of what we can do for our clients and their businesses. We know it will be successful,” said Wong. “Most people outsource parts of their projects, like the SEO or graphics, but we do everything in-house so there are no mishaps.”

According to Tousi, it was about time the old site had a revamp. “As a Web company your store front, your image, your reputation, your clientele - all are based on your site. Our old site didn’t impact our goals as well as the current one does,” he said.

The graphical design was also a new addition in an effort to brand SmarttNet, which started in 1995 and, until now, has claimed success by referrals alone.

“Now we want to tell everyone who we are and that we offer great services. So it was important that the site have a good mixture of professionalism and friendly ‘feel’,” remarked Tousi. “The color scheme, the images, the design – they all reflect that.”

The Internet company accomplished just that with quirky banners that play on the “Smartt” name. For example, the ‘partners’ page that advertises a referral program shows a 3-D red heart and the saying, “Love SmarttNet? Spread the Smartt.”

Where to find the new site? Visit [www.smartt.com](http://www.smartt.com)!

*For more information, or to arrange an interview with Saleh Tousi or Martin Wong, call 604 473 9700 or e-mail [info@smartt.com](mailto:info@smartt.com)*