



# DRB Systems, Inc.®

## SiteWatch® Website Design & Website Connect™

Website Design & Website Connect were created to allow you to link your SiteWatch® POS to your business' website while expanding your sales of prepaid services. These products include the website itself and the connection to the SiteWatch POS system.

The connection between your new website and SiteWatch will provide you the ability to sell prepaid cards, ticket books and unlimited monthly passes – while automatically entering that information into SiteWatch. You'll extend your sales reach to the Internet, taking advantage of this rapidly growing venue for consumers to buy your products. In our increasingly Internet-dependent world, this can mean higher revenues and greater convenience.

### Website Design

You select a **new website** from a variety of layouts which is customized with your site information. Standard pages of the new website include:

- Homepage
- Hours and locations using interactive maps
- Programs, packages and pricing with the ability to use video and photo galleries
- Buy online feature for prepaid cards, ticket books and unlimited passes
- Online coupons
- About Us
- Feedback
- FAQ's

### Website Connect

- 1 Automatic interaction with SiteWatch** recognizes the sale and produces an email confirmation of the purchase to consumer. This feature saves you time and prevents errors as the consumer buys the product online and it automatically "rings up" into SiteWatch.
- 2 Sell a ticket book or prepaid card on-line.** The card or ticket book can then be mailed, or left to be picked up at your site. If you plan to have the product picked up at your site, the consumer will receive a barcode via email to identify their purchase when they get to your location.
- 3 Check prepaid card balance or add dollar value** to an existing prepaid card. Your consumers enjoy the ability to see their card's value, usage and select an additional amount they would like added to their card.
- 4 Sell an Automatic Recharge Module® (ARM) plan.** Collect names, addresses and securely store credit card data for monthly charging. The plan can be used immediately after purchase.
- 5 Sell single-use barcodes.** Similar in concept to the movie service "Fandango," your customer may buy, for example, a single carwash in the form of a barcode that is later scanned at your car wash.
- 6 Collect email data for output to an Excel file.** You will have your customers' email addresses to send offers or newsletters via an outside email source (not supplied by DRB Systems).



USING TECHNOLOGY TO ENHANCE YOUR CUSTOMER'S EXPERIENCE

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To view a sample website, go to [northcoastcarwash.com](http://northcoastcarwash.com) and for further information regarding Website Design and Website Connect, visit [drbsystems.com/websiteconnect](http://drbsystems.com/websiteconnect)