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O'Neil Software Launches New Website Dynamic, Informative, Interactive, Easy to Navigate and User-Friendly

Irvine, California — One thing you can always count on in the records management industry is that nothing ever stays the same at O'Neil Software. If they aren't busy updating their software, they're revisiting their website making it more dynamic, informative, interactive, easy to navigate and user-friendly.

O'Neil recently announced the launch of a newly designed website, providing their customers, potential customers and those interested in getting into the records management business, with information on the industry and the features and benefits of the company's products and services.

"A common misconception many companies have regarding their websites is that if they put one up, people will visit it. Not necessarily so," notes Ian Thomas, VP of Business Development at O'Neil. "The Web is a dynamic, interactive and rapidly changing communications environment that your business website should reflect. It has to be well-organized, constantly updated and offer something more than an 800 number. Visitors may come to your website once, but to keep them coming back, you've got to provide them with something of value, such as timely industry and product information set in an attractive design and consistent format. That's what we continuously strive for, whether it be the design of our website, or our software product and service offerings."

A Website That Means Business

O'Neil's newly designed website has a definite and distinct focus, immediately revealed in titles, headings and crisp, clean graphics. It doesn't waste your time and always gets to the point: the business of records management.

The tone is active, energetic and informative. Practically all the text is linked, and every link is relevant, important and useful. So you want to read it all, to gain as much knowledge as you can about the industry itself and O'Neil's product and service offerings.

And as far as being informative, the website offers a Blog that provides entries of commentary from Ian Thomas; Press Releases that announce to the news media the company and product/service developments; Magazine Articles that are published and appear in various trade publications; Case Studies that present accounts of customers' experiences regarding the use of the company's offerings; Strategic Partner Conference News that indicates upcoming venue dates and details, along with description of past events; and the company's e-newsletter that provides industry news, tips



and great ideas to help you run a better records management business. And because people like to have a place to offer their opinions, ideas and share information, the website's User Forum is designed to do just that for O'Neil customers. This section makes you feel part of the site, not just a silent observer.

The website is also easy to navigate, having a logical flow/structure. It doesn't make you wade through dozens of irrelevant pages, before you get to the information you want. Data is easy to find and in a variety of ways. The website design also makes it simple to move through, resulting in your desire to stick around longer and visit time and again.

About O'Neil Software

Committed to leading the industry for 25 years +, O'Neil has been the software and hardware **solutioneers™** for over 850 record centers in more than 70 countries, ranging from start-ups to multi-nationals.

O'Neil's solutions manage/track multiple types of data including traditional storage boxes, file folders, documents and tapes; from deposit to destruction, work order to invoice. They are also known as industry pioneers for barcode tracking, portable printers, wireless handhelds and web technology. O'Neil's products consistently offer enhancements and new features not found anywhere else. Their flagship product, RS-SQL, is the most competitively-priced software solution on the market, ensuring record center productivity and profitability.

O'Neil's RSMobile software was the recipient of the 2005 Motorola® Enterprise Mobility Solutions Award for the North American Region. Additionally, this solution is AT&T® Certified—now connected from anywhere. Their company is also a Microsoft® Gold Partner.

Regional coverage includes the Americas, Europe, India/Middle East and Australia. You can learn more about O'Neil Software by visiting their website at www.oneilsoft.com.