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At Edge Streaming Media, we offer everything you need to streamline your business, increase your sales and marketing efforts, and improve your overall management effectiveness. Rather than spend countless hours searching over the Internet for powerful online applications and tools, you can review and purchase them from one convenient location.

And you don't need to be a Web expert to learn and utilize these intuitive products and services. These affordable and innovative applications save time and are easy to learn. Most of all, they present endless possibilities and benefits to your employees, partners, customers and business.

Since we strive to provide improved capabilities and technologies to you and your customers, we will continue to add new Web-based applications and tools to this site. Our number one goal at Edge Streaming Media is to increase efficiency and make your life easier.

Improve employee and customer relations

- Interactive corporate training on variety of topics
- E-zine creation and management
- Personalized audio recordings
- Customer relationship management

Efficiently manage your business

- Administrative tools for time and project management, appointment scheduling and more
- Human resource tools for recruiting, travel, time tracking, performance reviews and more
- Event planning and coordination tools

Enhance marketing and communications

- Voice e-mail messaging
- Streaming video and audio e-mail advertising
- Streaming video and audio banner advertising

Increase sales effectiveness

- Direct e-mail campaign tracking to point of sale
- Quote automation
- Contact and lead management
- Expense and mileage administration

What is Streaming Media?

Streaming media is the process of feeding media information, such as video or audio, as the media is viewed. Streaming media is provided via a continuous connection, versus a one-time connection to transmit text or graphic files from a Web site.

Similar to television or radio, you don't have to wait for a file to download before seeing video or hearing sound because the media is sent in a continuous stream that is played as it arrives.

To transmit these rather large files, compression is used to reduce the size and download time. Compression often compromises image and/or sound quality, but the reduced wait time is often worthwhile. A player is then used to decompress and process video and audio data on your computer.

In summary, streaming media provides a powerful, dynamic multimedia Web experience that is more effective in selling, informing and educating site visitors than traditional static content.

Edge Streaming Media – Employee Training



WorkForce IQ from FutureLink offers vital training tools for your company on topics ranging from administration, finance and customer service to management, IT, sales and marketing skills.

With these tools, your employees become empowered with the valuable knowledge and skills needed for your business to maintain a competitive edge – all at a fraction of traditional training costs.

Whether trying to attract new employees or retain current staff, these online training tools are an important enhancement to your benefits package.

Benefits

- Minimize training expenses – employees can access online training from any location, eliminating travel and lost production costs
- Reduce learning time due to consistent information content and instantaneous interaction
- Choose which learning track your employees take based on their current or future role within your company (i.e., administration/support, IT professional, customer service/help desk, management/HR, finance/accounting or sales/marketing)
- Increase motivation, mastery, retention, access, safety and satisfaction

Features

- Simple, fast, convenient, flexible, secure and private
- Low monthly application rental fees – an unbeatable value
- Over 1,000 fully interactive online training courses
- Courses targeting specific job skills required in most companies including desktop application training in office productivity applications from Microsoft, WordPerfect, Lotus and more
- Soft skills courses in personal development, time management, communication, problem solving, project management and more
- Certification courses in technology courses such as Microsoft's MCSE and MCSA
- Sophisticated Learner Management System (LMS) measures results by tracking and recording each user's learning statistics and progress
- Self-paced instruction, familiar media, immediate interaction, feedback and personalized instruction
- Fully customizable to incorporate corporate logo, overall tone and image

Options and Pricing

- **Basic Skills Package** – Provides a one-year per-seat subscription for low monthly investment of \$20.00 per trainer (unlimited 24x7x365 access to 82 online training courses targeting specific job skills)
- **Premium Skills Package** – In addition to Basic Skills Package features, includes advanced training, certification and soft skills for over 200 additional courses (Microsoft certification and SkillSoft advanced libraries)
- **Pay-Per-View Services** – Over 1,000 best-of-class courses available on a one-time transaction basis with ability to complete the course any time during a three-month period

The concept of training is changing from one of a “cost center” to a “revenue-generating” investment.

Motorola estimates that every \$1.00 spent on training translates to \$30.00 in productivity gains within three years.

Knowledge capital represents the only remaining source of competitive advantage for organizations. Only the people in the workforce, with their skills and commitment, and how they are organized, make the difference between economic success and failure.

[View Demo](#)

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Edge Streaming Media – Publishing Portal



TMSPublisher is the ideal application anyone can use to distribute information and news over the Internet quickly and dynamically. Whether in the form of a Web site, e-zine, annual report or complex dot-com portal, TMSPublisher is flexible enough for you to tailor for any online publication format.

With TMSPublisher, the possibilities for online publishing are unlimited...

Benefits

- Gain recognition as an expert or guru within your industry
- Improve employee familiarization with corporate-wide and business unit activities and objectives
- Increase editing and publishing efficiency by bringing together many contributors effortlessly
- Eliminate the need for HTML programming, scripts or a Webmaster – TMSPublisher is as easy to use as a word processor or browser
- Effortlessly integrate DHTML, JavaScript and Java applications, Microsoft ASP applications, frames and other programming into your online publications
- Update the content of your web site with lightning speed



Features

- Flexible
 - Robust and powerful
 - Creates and manages sophisticated online content with total ease and simplicity
 - Driven by templates and designs you customize to replicate the look of your company, partner or client
- Easily controlled by various system components including sections, articles, pages, keywords, banner ads, forums, events, groups, users, setup and more
 - Manages banner ads, tracks all advertisements and reports banner views and click-throughs
 - Provides instant polling, discussion forums, events directory, dynamic search, web page forwarding, printer-friendly version support, multi-language encoding, content subscriptions and more
 - Enables full site administration through the use of a browser

"TMSPublisher has been a wonderful tool for us. We have been able to put the archived content easily into the system and we're hoping to use the polls and forums to greater advantage. We're giving our users a robust list of preferred sites to visit, as well as a calendar of events. We are extremely happy with the site and expect to promote advertising and generate revenue through it."

MPM Network.com

"We used TMSPublisher to build an e-business directory, product catalog, community and content infrastructure. It provides a dynamic engine to create, manage and publish valuable industry information and news and provides the critical layer needed to facilitate an e-business environment."

AllAboutSafety.com

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