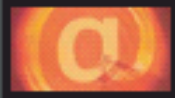
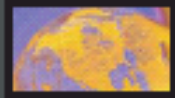


# THE **Forsite** GROUP

CONTENT THAT CONNECTS



## OUTSOURCE YOUR MARCOM PROJECTS AND PROBLEMS

CUSTOM CONTENT CREATION  
AND PROJECT MANAGEMENT

CONNECT TO YOUR CUSTOMERS  
STAY AHEAD OF YOUR COMPETITORS





## SHARE YOUR WORKLOAD to ACCOMPLISH MORE

Too Much on Your Plate?

Too Few Internal Resources to Do Everything?

Too Many Important Projects with Too Little Time to Execute?

What Projects Would You Like to Offload?

- Develop and send e-mail newsletters (to customers, partners, and more)
- Create or update white papers and case studies
- Write or revise corporate brochure
- Launch Webinar series
- Build customer tools for your Web site
- Execute Web-based customer surveys
- Create collateral for upcoming product launch
- Develop collateral for upcoming seminar or Webinar

## AWARD-WINNING TECHNOLOGY EXPERTS

Concerned About Outsourcing Tech-Heavy Material? *Don't Be.*

The Forsite Group has been leading and writing about advanced IT technology, networking, and telecom for over a quarter century.

Our chief strategists and writers, Lee Keough and Aaron Fischer, are award-winning technology journalists. As the former editor-in-chief and executive editor of both Data Communications magazine and TechWeb, Keough and Fischer are two of the most highly regarded editors and writers in the IT industry. For more on the entire Forsite team, please visit [www.forsitegroup.com/who](http://www.forsitegroup.com/who).

## WHAT WE DO

The Forsite Group is a full-service marketing and custom collateral firm specializing in online and in-print projects for IT companies. Our belief that content is at the core of effective communications means that your projects will grab your customers' attention and outshine your competitors' efforts.





## WHAT WE DELIVER

The Forsite Group will work with you on all facets of your project: initial strategy; prioritization; custom content development; design (Flash); delivery, hosting and statistics for online projects; and project management. Below are some of the types of projects we can do for you. To see samples of our work, please visit [forsitegroup.com/portfolio](http://forsitegroup.com/portfolio).

### Corporate Collateral

- Brochures
- Corporate backgrounders
- Sales presentations
- Posters

### White Papers

### Case Studies

### Solution Briefs

### Article Ghosting

### E-mail Initiatives

- E-mail newsletters
- E-mail blasts

### Web-based Initiatives

- Web site content and design
- Microsites
- Web-based surveys
- Interactive tools

### Events

- Webinars; planning, hosting, collateral
- Collateral and strategy
- Presentations

### Custom Publishing

- Custom microsites
- Custom supplements

## WIN-WIN

Your marketing message with The Forsite Group's world-class writing, editing, design, and start-to-finish execution make an unbeatable combination.





## WHO WE'VE WORKED WITH

Avaya	Light Reading
Avnet/StorageTek	Netscreen
Barr Systems	Network Appliance
Citrix	Nokia
CMP Media	PriceWaterhouseCoopers
Check Point Software	Princeton Softech
Cognizant Technology	Propagate Networks
Computer Associates	Qualcomm
Concord Communications	Qualys
Convergys	Quantum
Datacore Software	Riptech
EMC Corporation	RSA Security
EnhancedBackup.com	Satyam Computer Services
Extreme Networks	Savvis Communications
Foundstone	Sony
Fujitsu Softek	Spherion
Hyland Software	StorageTek
IBM	Tallan
Iometrix	Trapeze Networks
ISS/Internet Security Systems	Veritas
Kodak	Websense

## CONTACT US

For more information, or to see samples of our work, please visit [www.forsitegroup.com](http://www.forsitegroup.com). To speak with a member of our team, contact:

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