

NEWS RELEASE



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Interactive Innovations, LLC the First Idetix® Software Systems Value Added Reseller & Development Partner

Offers unique **Revize® ONLINE** service as an easy & less expensive way to manage website content without tapping on scarce IT resources.

Lake Orion, MI...Interactive Innovations, www.interactive-innovations.net, is now offering **Revize® ONLINE**, a hosted version of the Revize® enterprise-strength content management software, announced David Otto, Director – Technical Services, Interactive Innovations, LLC. Interactive Innovations is also the first Idetix Software Systems value added reseller (VAR) and development partner.

"Revize®, a publication-based content management application, is comprehensive, straightforward and platform-independent," said Otto. "Interactive Innovations is offering a hosted web management solution aimed at serving medium and small businesses, city and county governments and nonprofit corporations. Additionally, we provide ongoing service support and total solutions, including world-class website design, content development or authoring, content design and website marketing."

"I am pleased with the addition of Interactive Innovations to our VAR program as our first Value Added Reseller and Development Partner," said George Cameron, CEO, Idetix Software Systems. "There is a tremendous market for Interactive Innovations' vision and I am certain they will provide outstanding services in multiple markets with Idetix' outstanding Revize® software."

As a Development Partner, Interactive Innovations can develop enhancements to the Revize® software when needed to meet customer expectations. Most core product enhancements are incorporated into future releases and maintained by the vendor, Idetix. Other enhancements such as an advanced website search capability and PDF publishing are offered as value added features available only through Interactive Innovations.

Interactive Innovations

Founded in 1999, Interactive Innovations works hand-in-hand with their customers to determine and meet their needs. Using **Revize® ONLINE**, Interactive Innovations creates templates and forms to be used with their customer's website using their own software licenses and IT infrastructure. Once the final templates are approved, the production site is deployed on *any* server without the purchase of any software licenses. The customers are trained to easily update the information on the website using the templates and edit forms on their easy to use software. Content Editor Training is quick and easy due to Revize® Contextual Edit Forms and the design experience Interactive Innovations brings to the table. If the customers desire to run Revize® on their own servers, Interactive Innovations, through their VAR agreement, can sell them a license and assist with the installation on their servers.

“If you've heard horror stories about expensive, complex, web content management software, fear no longer,” said Otto. “Interactive Innovations allows non-technical content editors to edit and maintain their own content without the need of additional web developer services.” Continued Otto, “Importantly, due to the inherent features of Revize® publishing technology, our customers may host their production websites on their own servers if they so choose to take advantage of our affordable **Revize® ONLINE** service.”

“I'm also pleased to announce that our new website will include tips for improving websites, tips for redesigning/re-architecting, a CMS Buyer's Guide and tips for determining if CMS is the right choice for an organization or business,” said Otto.

Revize® ONLINE

The **Revize® ONLINE** service is a less costly content management solution because it is hosted on Interactive Innovations servers and does not require purchasing a full Revize® license. “Also, our hosted solution goes a long way, helping IT managers reduce costly IT support since we do those tasks. And, it also frees up the IT staff for more important mission critical projects,” explained Otto.

With **Revize® ONLINE**, a contributor does not have to be experienced with website development to be able to make content changes to a website. Because **Revize® ONLINE** software is publication-based, the system's architecture makes it easy to add to and update. As a contributor adds information to the site, the structure of the site actually grows dynamically.

The publication server performs basic functions such as replacing text on a page, but it also assembles complex sequences of links and indices, modifying not only a page of content but also the related links and structures within the site. Once the webmaster has created the basic scripts to assemble and publish content to the site, contributors can introduce information into the system without the involvement of the webmaster. This makes changing and managing the web site easy, even for the inexperienced.

Interactive Innovations, LLC

For more information about Interactive Innovations, LLC or **Revize® ONLINE** contact David Otto at Interactive Innovations, 248-693-0919, 175 North Shore Drive, Lake Orion, MI 48362-3060. Web site: www.intinn.com.

Idetix Software Systems

Idetix Software Systems is an independent software vendor and one of the first companies to market a commercial off-the-shelf enterprise Web Content Management solution that is a cost-effective, user-friendly software package. In addition, the software has a unique technology marketed as Revize webSpaces™ that makes the offering a product of choice for the enterprise who seeks to offer Web Content Management as a hosted solution (i.e., ASP/Service-based computing model as offered by Interactive Innovations' **Revize® ONLINE** service) for their diverse computing needs. Idetix, Inc. is a Corporate member of the National Association of Counties, an Associate member of the National League of Cities, as well as a member of AUTOMATION ALLEY (Oakland County, Michigan).

For more information about Idetix Software Systems or Revize®, contact Rob Kosnik at Idetix Software Systems, 2399 East Walton Blvd., Auburn Hills, MI 48326-1955. Phone: 248-373-9550, ext 208. Web site: www.idetix.com.

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