

## Sabino lined up for PR campaigns

Demand for product, service or PR campaign websites and microsites is on the increase.

Most web development companies will read your specification and get back to you a few months later. Go2ten can now customise Sabino to fit your PR campaign within two days. The site can be a full website or a microsite and includes e-mail, PDFs and RSS.

The traditional model for internet projects is for the client to have several meetings with the development company. User requirements, functional specifications and design documents are passed back and forth. These bland documents read like a Delia Smith recipe.

Eventually the development company disappears for a few months, spends several thousand pounds of the client's money and builds an application that reminds nobody of the original meetings.

Go2ten build the application together with the client. Sabino is now so efficient we can build a usable system in two days. That system is continually refined - software development is a process not a product. Client changes are continuously incorporated.

The Go2ten subscription based pricing structure is designed to fit this approach.

PR campaigns, with their urgent requirements and deliverables, are ideal Sabino partners. The speed of turnaround, rapid application development and stylish end product project the image most campaigns want to convey.

### Notes to Editors

Go2ten is an expert software development founded in London in 1998 with three core beliefs.

- Delivering functionality, not playing with technology
- Software development is a process not a product
- Thinking one step ahead with technology and user requirements

Reliable, cost effective and flexible systems are delivered utilising our modular components. Close working relationships with our clients ensure high quality end product.

Our experience in a wide range of industries including advertising, banking, PR and the public sector helps us find the unique solution for each individual client. There is an industry standard solution to your I.T. situation.

For further information, please contact:

<b>e mail</b>	<a href="mailto:info@go2ten.com">info@go2ten.com</a>
<b>telephone</b>	+44 (0)20 7803 584 599

