



# Products

## about us

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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.

## contact

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# products

## Anacua

### Investment and investor profiles.

Portfolio management system for investment companies and venture capitalists.

You have a large portfolio of investments for several different clients. Information about those investments needs to be accessible from a single location for investors, board members and patrons.

Anacua delivers a user friendly solution using standard web technologies..

#### modules

##### Investment Portfolio

Your investors want to know what you've invested in, when and how much. You can publish this information.

- Add a new investment with investment date and capital.
- The investment is catalogued and can be found via the website.
- A PDF print quality version is generated for mail outs and presentations.

##### The Team

Executive profiles of all team members are managed and published.

- Manage team member information with photographs and summary CVs.
- Users can browse, find out about team members and contact them.

##### Latest News

Investors and employees want to be kept abreast of company developments. Anacua delivers this information in real time.

- Enter a new press release into an intuitive user interface.
- The release is added to the news site and linked to relevant pages.
- A PDF print version is generated for mail outs and presentations.

##### Opinion Articles

Add your own editorial opinion, share your thoughts on industry developments, provide a source of quotes for interested press.

- Simply enter the title, date and content of your article.
- The article is created on your news site and linked appropriately.
- A print version is automatically created for meetings or briefings.

##### Mailing List

Anacua gives you the ability to push this information out to interested parties by e-mail rather than waiting for them to visit the site.

- Select the investments, news and articles that you want to mail.
- Investors, employees and other subscribers receive a digest newsletter with links to the detailed articles.

##### Newsletter

Even in the virtual world, users still want printed information.

- A PDF newsletter of all investment information is automatically generated.

##### BlackBerrys and RSS News Feeds

Anacua is prepared for the future, ready for changes to how people access the



internet.

- Most web content displays poorly on a BlackBerry, Anacua knows how to format the content appropriately.
- RSS is a subscription news service that delivers live web bookmarks and internet news by e-mail.

### Customisation

This is your application, your information, your brand. Anacua is completely customisable to incorporate your branding and design preferences.

- Use existing logos and colour schemes for all web and print content.
- Layout the site to emphasise the aspects that are important to you.
- Ask about your particular requirements, we can accommodate them.

## Juneberry

### Charity events and news

Charity information management system covering events, latest news and sponsorship.

Juneberry manages your sponsors, fundraisers and administrators efficiently and cost effectively. You can schedule and organise events. You can announce news to journalists, sponsors and staff. All information is published via your website, e-mail and print.

The intuitive web-based user interface makes these tasks exude simplicity. Design, look and feel is tailored to your brand for a consistent user experience.

### modules

#### Event Management

Throw away the diary, the confused address book, the tired Excel spreadsheets and the old booking forms.

Presentations, seminars and fundraising events can be scheduled. Interested parties are informed and can register electronically. Attendee information is collated for the event manager.

- Event information is published online, to e-mail subscribers and in print for mail outs.
- Attendees register online or using the pre-printed application form.
- Invoices are automatically mail merged.
- Group e-mails to all attendees are generated.
- All event information can be accessed in Excel for ad-hoc requirements.

#### Latest News

The first place people look for latest information is your website. They phone for details or simply give up if it cannot be found. You have to type newsletters by hand and manage who those newsletters are sent to.

- Publish press releases direct to the web.
- Print news sheets automatically generated.
- E-mailed news direct to journalists, sponsors and employees.

#### Resources

How do people find out more about your charity's field? New, useful resources appear on the internet on a daily basis. Search engine results can be patchy.





- Put additional information links on your site as they become available.
- Include comments explaining why the resource is relevant.
- Improve understanding of your charity.

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## Sabino

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### Flexible, reliable and virtual PR.

Sabino is a custom-branded PR management system for the internet - an online news channel, virtual press room. It can be tailored to a particular client, product service or PR campaign. It can be an organisation's website or nested inside an existing site as a "microsite".

We asked user's views and defined three golden rules of internet information. Sabino was built to follow these:

- I want internet information on any device, any browser, any format
- I want to update internet information from any computer, any time
- I want to find and exchange internet information in 3 clicks

As a PR company, Sabino is part of your client package. As a marketing executive, Sabino is part of your job description. Sabino is part of your PR solution.

The internet is growing into a PR tool. The first place journalists, clients and consumers look for company information is the web. You need to be in control of that information. It needs to be well managed, up to date, flexible and reliable.

Sabino delivers this. PR information is available on the web, in print, by e-mail and as automated RSS feeds. Journalists, clients and consumers have never found it easier to access the company information you want to publish.

The solution is customised to client requirements. It may be part of an existing website, or a separate news channel. All information is custom branded to your specifications.

### benefits

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- Reduced time and cost of PR management.
- Improved communication with journalists, clients and consumers.
- Increased company profile.
- Consistent branding on and off line.
- Company information always relevant.
- Printed materials constantly up to date.
- Easy to access information.

### features

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- Management and publication of press releases, cuttings, opinion, press coverage and executive profiles.





- Secure, intuitive user interface.
- Website and automated e-mails for press, clients and consumers.
- Printed press packs and newsletters.
- Real-time RSS news feed.
- Blackberry, mobile phone and handheld computer compatible.
- Customised to client requirements.

## package

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- Reliable and robust from 18 months of dedicated development and testing.
- Hosting - with UPS & generator power backup.
- Support & Maintenance.
- Backups - customisable to client requirements.
- Hands-on Training & Full Documentation.
- Continually evolving enhancements.
- Web Accessible - Disability Discrimination Act.

## modules

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### Press Releases

Provide a single location for accessing all press releases. Branding, look and feel is consistent across internet and print versions.

- Type a new press release into an intuitive user interface.
- The release is added to the site and linked to relevant pages.
- A PDF print quality version is generated for mail outs and presentations.

### Executive Profiles

Executive profiles of team members available to press, clients and for public speaking.

- Add a new profile with photograph, summary CV and photograph.
- Journalists can browse, find out about team members and contact them.

### Press Cuttings

You've probably got a box file full of old bits of newspaper. Store and manage all of these cuttings.

- Scan in your cutting and save it in Sabino.
- Publication title, date and comments are added to catalogue the articles.

### Mailing List

You need to let people know when new news and articles are available. At the moment you probably e-mail journalists independently or make phone calls.

- Select the press releases, articles and cuttings that you want to mail.
- Subscribers receive a digest newsletter with links to the detailed articles.

### Online News

If you appear in online press, and more articles are appearing online, you want your press room to link to those articles.

- Enter the address of an article and introductory comments of your own.
- The article is catalogued and available via your website.

### Automated News Feeds (RSS)



An automated feed pushes your latest news to the journalist's desktop.

- Support for increasingly popular news aggregator services.
- PR articles are syndicated in real time, as soon as changes are made.

### Opinion Articles

Add your own editorial opinion, share your thoughts on your industry, provide a source of quotes for interested press and public.

- Enter the title, date and content of your article.
- The article is created on your news site.
- A print version is automatically created for meetings or briefings.

### Press Pack

Even in the virtual world, users still want printed information, to read on the train or otherwise at their leisure.

- A PDF press pack of all press room information is automatically generated.

### Customisation

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