

[Talking Technology](#)

[Geton delivers e-commerce solutions for companies](#)

By Steve Burns, Capital News contributor

Quote of the Day

"In prosperity prepare for a change, in adversity hope for one."

James Burgh (1714 - 1775), Scottish reformer and politician.

This week we go inside Geton.com Technologies Inc. (www.geton.com) for an interview with their president and CEO, Rose Fleming.



Geton.com president Rose Fleming heads a team that can help your company achieve efficiencies in its core functions. Photo Gordon Bazzana

Geton.com Technologies Inc. is a unique team of designers, programmers, and e-business architects building Web-based tools for local and national organizations.

They specialize in designing and tailoring complete Internet solutions that improve efficiency, reduce costs and increase revenues.

Geton.com has been providing effective solutions to North American businesses for over six years.

As Fleming put it: "We have been successful in developing close relationships with our customers. We work with them to determine the best business solution that meets their needs. The technology is often an enabler to ensuring that their business runs more smoothly and more efficiently.

"We are much more of a technology solution provider rather than a Web site developer. By understanding the customer's business and what they are trying to accomplish with technology, we are able to deliver customized technology solutions that fit with a customer's business strategy."

While Geton.com does provide a full range of internet based solutions, it has evolved due to the every growing needs of its client base.

"We are finding that as a company becomes successful online there is an increased demand to advance their Web site from being an online brochure to more of a solutions-based Web site that is used by clients and customers on a day to day basis. As solutions providers with over eighty active customers, we have the knowledge, IT

experience, and a highly skilled team to meet our client's growing business demands."

I asked Fleming for an example of a Geton.com solution. Fleming mentioned a naturopathic clinic in Kelowna that is very well known and respected.

"The client came to us with a number of specific goals including the desire to: create an online presence, create a corporate identity, increase their client base, better serve existing clients and increase efficiency by streamlining the clinic's administrative business processes. While these goals may seem lofty at first, they were very achievable.

After creating the logo and a professional Web presence, we use online advertising, strategic search engine positioning and listings in portals to reach prospective clients and colleagues.

On the business process side, we are implementing business tools, such as a secure online patient Intake Form.

This process previously took 20 minutes of the patient's time in the office before the first appointment but can now be done online at the patient's convenience."

"Another exciting part of this project for us is the creation of an extranet that allows patients to login and read/download the information they need regarding their specific ailments or treatments, greatly reducing photocopies and handouts.

An automated support desk and Frequently Asked Question Builder allows clients to ask questions and get a response online.

The question is automatically categorized and posted to the Web for future clients. That one answered question, now services many enquiries."

The second phase of this project will allow existing patients to securely login and order products online, streamlining the time it takes to take and fulfill orders.

Currently they are planning a comprehensive portal, which will be set up to allow interaction and collaboration between naturopathic colleagues.

Fleming mentioned that this is just one example of where Geton.com is successfully implementing a technology solution beyond what people normally think of as "e-commerce."

Fleming summarized by saying "we think of e-commerce as an integrated business solution—yes to increase revenues by allowing you to reach markets beyond your region but also to create efficiencies within your business.

"Our integrated technology solutions allow you to spend more time serving the customers that drive your growth."

As Fleming talked about the naturopathic clinic I am reminded of how many businesses there are in the Okanagan that could streamline what they do through the use of innovative technology solutions.

Perhaps after reading this your thinking of how you could improve your business – well, if so, Geton it now!

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