



**SherWare**  
Software That Empowers

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## SherWare unveils redesigned, updated Web site

Many things led those at SherWare, Inc. to overhaul their Web site, including the need to provide clients with more information about the company, products and services.

“The old Web site needed updated, not only with information about our company and its products, but also so that it was visually appealing to potential clients and used the latest technology to make web browsing easier,” said Mallory Schlabach, web designer and marketing director at SherWare, Inc. “The more information we can provide to prospective clients, the easier their decision will be to purchase or find out more about how we operate. And the more information we can give to our clients on how to use the software to its fullest capacity, makes their job easier too.”

The new Web site includes features such as an Online Support Library, detailed information about each product and its features, reports and optional modules, an outlined look at the different technical support options and a news and events page highlighting upcoming events and webinars.

“We wanted to offer more online features for our current and prospective clients, such as the new Online Support Library,” said Phil Sherwood, owner of SherWare, Inc. “The Online Support Library includes video tutorials, documentation on our optional modules, a knowledge base of frequently asked questions, detailed help files for our products, past newsletters and a getting started guide. Providing our clients with this much information makes them able to understand our software better.

“We give you the opportunity to sign up for a free demonstration of our software, ask us questions and provide feedback on the site. We are hoping to have customer reviews up for each product this next year as well.”

They said they hope that the redesigned site will help potential clients better understand their options, in an economic climate where money is tight.

“We hope that by providing as much information as we can about our products and how we do business, that we can make the purchasing process easier,” Schlabach said. “I know it’s hard today to part with your money without knowing exactly what you’re going to get out of it.

“Money is tight everywhere and its really puts a strain on businesses that need to purchase things to make their own operations run smoother. We want you to know exactly what to expect when you do business with us and see how our software operates and will benefit your business.”