

## **MARKETING BROCHURE FOR ARTIFICIAL INTELLIGENCE SOFTWARE**

---

### **WROTE COPY AND DESIGNED PRODUCT SHEET**

---

#### **ALife-Insure™**

#### **INTELLIGENT INTERNET-BASED POLICY HOLDER RELATIONSHIP MANAGEMENT**

As any industry expert will tell you, the answer to cost-effective customer support is the Internet. Why is Internet-based support becoming so popular? Take a look at the numbers...

#### **ROI**

According to Forrester Research\*, the average call center incident costs \$33 per call. In comparison, the cost of an inquiry handled by an automated system is \$1.17. Based on those numbers, the savings per call is \$31.83. Automation will continue to become more pervasive, with an estimated 87% of incidents handled through this channel by 2002.

#### **Support Across Multiple Channels**

ALife-Insure empowers customer service representatives with immediate access to information needed to manage customer interactions. ALife-Insure integrates dialogue-based support through e-mail, Intranets, Extranets, and the Web. Regardless of the client's point-of-contact, ALife-Insure allows for continuity and provides up-to-date information regarding the customer relationship.

#### **Customer Self-Help**

The Internet is rapidly becoming a vital means of customer communication. Low cost is not the only driving force for this move to the Internet; customers are demanding that answers to questions and solutions to problems not be restricted to the traditional business day. ALife-Insure makes this kind of support possible through several channels.

ALife-Insure provides dialogue-based personalized customer support via e-mail and the Web. The software solution includes knowledge bases that contain terms and language specific to the insurance industry and can be custom-tailored to meet the needs of specific companies. By placing an automated system such as ALife-Insure on the Internet, insurance providers can fully automate customer assistance around the clock. ALife-Insure also provides customers with self-enrollment opportunities by intelligently offering promotional cross selling and by up-selling other annuity-based products.

#### **Customer Service on the Internet**

ALife-Insure helps people navigate your corporate Web site, using conversational language in lieu of traditional computer mouse clicks, and tracks customer actions by capturing

conversations and providing statistical analysis of potential and current customers. This solution provides a first line support for policyholders and potential customers; support that is available 24 hours a day, 365 days a year. By implementing ALife-Insure, you can offload the majority of your customers' repetitive questions and increase service representatives' productivity.

### **Relieve E-mail Overload**

Because customers choose different methods of electronic contact, ALife-Insure also optimizes customer support via e-mail. ALife-Insure intelligently interprets high volume incoming e-mail and instantly responds. In the unlikely event that ALife-Insure cannot adequately answer a customer inquiry, it will automatically route the message to the appropriate person in your organization. The ALife solution dramatically improves customer satisfaction while freeing your customer service department to address higher-level concerns.

ALife-Insure integrates the speed of an automated response system with highly developed natural language processing to provide immediate, knowledgeable responses to e-mail. Reply messages can include various types of rich media, such as relevant documents, Web links, and audio/video clips.

---

### **CALLOUT BOX 1**

Automate the delivery of end-to-end customer service via the Internet. ALife software uses sophisticated natural language processing to answer commonly asked questions and guides customer service representatives to appropriate information.

### **CALLOUT BOX 2**

According to Forrester Research\*, less than 40% of customer e-mail messages ever receive a response.

### **SIDEBAR**

What can ALife-Insure do for you?

- Reduces contact center load by answering routine questions, giving CSRs and telesales personnel more time to deal with complex issues
- Automates product enrollment through a self-service model
- Decreases customer response time from days and hours to seconds
- ROI of 3 - 6 months, depending on current e-mail response or CSR load
- Provides pertinent information on policyholders using sophisticated management reporting tools
- Helps customers understand products and services
- Delivers detailed information that leads to closed sales

---

\*Forrester Research: December 1999, Tier Zero Customer Support by Paul Hagen

## **PRODUCT BROCHURE FOR DANAHER MOTION**

---

### **WROTE SERVICE PLAN COPY FOR MACHINE PART DISTRIBUTOR**

---

#### **Startup and Integration Services (S.I.S.)**

The Danaher Motion Startup and Integration Service will help you hit the ground running with your new parts and equipment. We can quickly set up your motion system or integrate components into your existing system. Incorporating basic motion programming, servo tuning, mechanics installation, a range of advanced tools, and sophisticated troubleshooting techniques, our expert service technicians and systems engineers come directly to your end-user site. We hook up the cabling, power-up your system, and help guide you with first program runs to assure your valuable equipment runs at peak efficiency.

S.I.S. packages can be purchased with any IDC/Neat/Dover system for only \$1500 per day plus airfare and per diem.

#### **Extended Warranty Program (E.W.P.)**

The Danaher Motion Extended Warranty Program increases the standard one-year from date of shipment warranty to three years. The terms of the warranty, priced at only 20% of a product's quoted list price, continues to include all of the protection of our standard warranty.

Benefits Include:

- Peace of mind
- Reduced unplanned downtime
- Reduced part cost
- Prolonged machine life
- Reduced maintenance cost

[www.landbase.org](http://www.landbase.org)

---

## **WROTE COPY AND DESIGNED WEB SITE FOR CONSERVATION ORGANIZATION**

---

### **HOME PAGE**

Are you looking for a special place to live, explore, and care for?

LandBase can help you find and purchase some of New England's most beautiful and ecologically significant woodlands and rural areas.

You can help LandBase save these properties and protect their irreplaceable natural resources. LandBase finds exceptional Massachusetts land deserving both your residency and your protection, and works with you and with land conservation organizations to conserve the undeveloped portions of the land.

Recent innovations have made conservation buyer transactions even more attractive to the buyer, the seller, and the land trust. Whether you are interested in buying or selling land, this is the place to learn more about all of the benefits of a conservation purchase - and to view all of the properties that are available today.

### **LAND CONSERVATION**

What is land conservation?

Conservation is a market-driven effort to protect land resources like flora, wildlife habitat, and water quality by employing tax-advantage strategies to legally protect natural places in perpetuity.

Land trusts are increasingly turning to 'conservation buyers' to assist them with land conservation projects. Conservation buyers are individuals with the requisite means who are willing to buy properties under conservation restriction, or to incorporate permanent protection of the land into their property purchase. Recent innovations by The Nature Conservancy have made such conservation transactions very desirable to the buyer, seller, and land trust through creative use of potential tax benefits. Conservation buyers can protect many natural, untainted areas of land that the land trust cannot purchase directly.

### **CONSERVATION EASEMENT**

Protecting your Land with a Conservation Easement

A conservation easement is a flexible tool that protects land with important conservation values while leaving it in private ownership. More than 30,000 acres in Massachusetts, and 1.5 million acres of land across the United States, have been protected through the use of conservation restrictions.

A conservation easement is a legally binding agreement between a landowner and either a nonprofit organization or a government agency. The restriction limits future uses of the property. These restrictions are tailored to meet the needs of the landowner, the organization holding the easement, and the land's resources. Public access is usually not required but can be allowed.

The easement is permanent and is recorded with the property deed. Land can be sold or passed on to heirs, but the restrictions remain in perpetuity.

In a Conservation Buyer transaction, the land trust will work with the seller and/or the buyer to draft a conservation easement for the property, explain how the provisions will apply, and assist with the approval process. This process is governed by the Massachusetts Conservation Restriction Act.

## COMMON ACTION

---

### WROTE COPY AND DESIGNED BOOK FOR HARVARD STUDENT ACTIVIST ORGANIZATION

---

#### **Excerpted from a chapter on Healthy Groups:**

Judith Kidd (Harvard College Assistant Dean of Public Service) stressed the importance of building a good system of roles and titles, a strong group structure, and good institutionalized practices around the goal of being sustainable. “I basically look at organizations in terms of their sustainability...Basically the attributes of a good organization are also the attributes that lead to being sustainable.” She listed numerous qualities of such sustainable organizations:

- “There’s orderly leadership transition”
- “There’s agreement on the goals of the organization”
- “There’s good communication at all levels of the organization”

#### **Excerpted from an appendix article entitled Working with the Undergraduate Council and the Administration:**

#### **Tips**

##### **1. Talk to your reps.**

Talk to your house or yard representatives to put you in touch with the Council member or administrator who knows how to help. The UC’s website (<http://www.uc.fas.harvard.edu>) contains rosters, agendas, and minutes. You can also sign up for the weekly e-mail bulletin that has information on lobbying initiatives.

##### **2. Run for a student-faculty committee in the fall.**

Recently, the Council has been successful in using these venues to make actual change, especially in academic and residential policy. The Overview of the Student-Faculty Committees that follows this tip-list describes key committee opportunities.

##### **3. Write proposals with Council members - make an idea actually happen.**

Since the Council has worked with so many departments and agencies in the University in the past, we can help set up meetings with administrators to pitch the proposals. The Council can even choose to vote to adopt any documents as official positions of the student government.

##### **4. Talk to tenured members of the Faculty of Arts and Sciences.**

Individual Faculty members can file motions and discussion items to be discussed at Faculty meetings, which often lead administrators to address these concerns. Faculty support on student proposals is invaluable, especially at the College level. University tradition has given much influence to the Masters of the residential houses; be sure they know about your concerns.

## WROTE COPY AND DESIGNED WEB SITE FOR THE CAMBRIDGE ZEN CENTER

---

### WELCOME

Welcome to the Cambridge Zen Center, a residential meditation practice community conveniently located in Central Square between MIT and Harvard University. The CZC is part of the Kwan Um School of Zen, founded by the Korean Zen Master Dae Soen Sa Nim.

We are open to the public and offer beginner's classes in Zen meditation. Additionally, we offer daily meditation practice, weekly discussions called Dharma Talks featuring residents and Zen teachers, and monthly weekend meditation retreats.

Practitioners can register for membership to the Cambridge Zen Center. Membership entitles one to discounts on retreats and the CZC newsletter.

We have a photo gallery and a section just for fun. Use our site to find out about other practice communities and additional Buddhist resources.

### ABOUT US

#### The 70s

The Cambridge Zen Center was the first residential meditation community founded by students of Zen Master Seung Sahn (Dae Soen Sa Nim) after the establishment of the Providence Zen Center. The first house was located in Cambridge on Spark Street and was rented out in 1972 by students including Mu Gak, Daeja Natier, and Larry Rosenberg. The Cambridge Zen community grew quickly and the Center relocated in 1973 to the prestigious Gray Gardens neighborhood in east Cambridge. Dae Soen Sa Nim split his time between Providence and Cambridge, and Dyan Eagles drove him to English classes at Harvard in a car that was so beat-up that she wasn't legally allowed to park it in the street.

Large groups of poncho-wearing, barefoot, longhaired hippies would come to the Gray Gardens house to attend weekend meditation retreats. The more conservative neighbors, complaining of the loud chanting and constant flow of hippies through their community, took legal action to expel the fledgling Zen students from the area.

The Zen Center moved to Allston, near Boston University, in 1976. Due to popular demand and a need for more space, the Center moved again in 1978 to occupy a farmhouse on North Harvard Street and a nearby three-family house.

#### The 80s

In 1982 the Cambridge Zen Center purchased a rooming house in Central Square on 199 Auburn Street. The forty-four room house, filled with antique refrigerator-stove combinations from the 1920s, had been condemned by the city. Mark Houghton, now a CZC guiding teacher with the Korean title Zen Master Bon Haeng, led a massive all-volunteer effort to gut the entire house and rehabilitate it into a residential practicing community. Students living there at the time remember

that everything was constantly coated in dust from the construction effort. By the time the work was completed in 1983, many people were discouraged by the arduous labor of the project and left the community. Others doubted whether there would be enough interested students to fill the large Center, along with a second house they had purchased next door.

However, the twenty-five bedroom CZC and the house on 203 Auburn Street quickly filled up with students and have generally remained full to capacity up until the present. People were drawn to the unconventional, left wing community and the beautiful dharma meditation room in the house.

### **The 90s**

Throughout the 1990s, the Cambridge Zen Center grew to become one of the largest Buddhist outreach organizations in Massachusetts. In addition to its thriving residential community, the Center is visited by interested students from many of the area's surrounding high schools and colleges, including Boston College, Boston University, Brandeis, and Harvard. The CZC also sponsors Zen Buddhist chaplain programs at Wellesley College and several hospitals. Former CZC abbots Mark Houghton and Jane McLaughlin-Dobisz became Guiding Teachers of the Center.

The political tone of the Center changed with the times from far out to left wing. The first generation of radical students from the 70s were now raising families and becoming teachers, and gone were the days of unemployed residents sleeping through the day. More rules were put into place to accommodate residents from a wider range of racial and socioeconomic backgrounds.

### **Today**

The Cambridge Zen Center is a unique place to live and practice, and in 2000 Mark Houghton and Jane McLaughlin-Dobisz received Transmission from Zen Master Seung Sahn and were given the names Zen Master Bon Haeng and Zen Master Bon Yeon. The Center is open to the public every day of the year, and we hope you will join us for Zen practice!