



- ☑ **Create** an effective online presence
- ☑ **Engage** your constituency
- ☑ **Grow** your business[M1]

Our mission is to inspire opportunity.

October 2008

What is Orchid Suites?

Orchid Suites (Orchid) is a woman-owned technology company that specializes in content distribution and collaboration. Their software is delivered as a subscription service called “software as a service” or SAAS. It is ideally suited to meet the collective needs of affiliated organizations and specific markets because users can enjoy their own website customized to their local needs yet benefit from shared and sharing content valuable to the group.

What does Orchid Suites offer?

- Customized state-of-the-art websites that users subscribe to, and that can be pre-configured and branded for large groups or delivered and customized for individual organizations.
- Content distribution across a “suite” or group of connected websites.
- Modules dedicated to specific business needs such as ecommerce, email marketing, event management, scheduling, membership management and content management.
- The opportunity to set up a site for a fraction of the typical cost of an equivalent site.
- Administrative access for any non-technical user to update and maintain the site.
- A data-driven system that optimizes the use of content and resources.

What are the benefits?

- Reach your target audience in an immediate, professional, and effective way while avoiding costly web development fees.
- Develop and manage volunteers.
- Conduct online polls and surveys.
- Receive input from, and respond to, your constituency.
- Invite, track and receive contributions.
- Manage direct contributions and ticket sales for fundraising events.
- Manage and distribute information to members as well as other sites on the system as you want to including alerts, press releases, news, issue statements, photo albums, events, FAQs, newsletters, etc.
- Grow your business overtime by adding Orchid Suite services along the way.

What are the costs?

Orchid Suites is a subscription-based service. Users can purchase individual websites or “websuites” as a service to a group of organizations with common needs. Costs vary depending on whether it is an on-demand or “self serve” solution or delivered as an enterprise solution for a large organization.

What services are included in the monthly fees?

Monthly fees include hosting, upgrades, disk space, bandwidth, free webinars, payment processing capabilities and email support. Orchid Suites also offers a fully staffed helpdesk with an excellent track-record in response time and customer satisfaction. Support packages vary.

What services can an organization expect to pay extra for?

In general, websites are delivered without a “skin” or design. Subscribers can choose from a set of templates if provided, contract with Orchid Suites to create and apply a design, contract with someone else to design and pay Orchid Suites to apply it, or they can do everything themselves.

In any case, knowledge of css programming language is present. Also not included in the standard fee is content migration, content development or strategic help around site architecture. These services are available upon request.

What are the terms?

Subscribers are asked to sign up for a minimum of one-year. (After 30 days if client is unhappy with service they can cancel given no work has been contracted. Lower monthly rates are offered for longer subscription periods.) Sign-up and invoicing for services are conducted online. Subscribers are asked to pay at sign up for software and first month subscription with credit card if possible. Monthly subscriptions are invoiced at the beginning of every billing cycle.

What do I need to operate an Orchid Suites hosted solution?

All you need is a web enabled computer and a connection to the internet. We highly recommend that you use an updated browser and have a high speed connection if you are going to be uploading images and managing lots of content. As for computer skills, you need to be comfortable in a computer environment and understand basic concepts of resizing and uploading photos, formatting (html formatting not required) and creating links. (A text tool with icons comes installed in all sites though a browser issue may prevent it from showing.)

Does Orchid Suites host email?

Yes we do. In fact, the entire system is hosted on our servers which are secure, backed up and rigorously monitored. If you want to host your email on our servers, there is a charge for that. (All new accounts come with info@yourdomain.com.) If you simply want forwarders, those are FREE. Example, you want contactus@yourdomain.com to be forwarded to your personal email. *However*, please keep in mind that certain major vendors require that your personal email appear in the reply from line.

Does Orchid Suites allow for payment processing?

Yes, all of our websites are payment processing enabled. This means that if you order modules that require payment processing, you simply set up a merchant account, put the required information into your website and begin. Orchid Suites provides recommendations for merchant banks. Some fees apply.

Are payments going through Orchid Suites sites secure?

Yes, as a standard practice we have a secure certificate for all of our suites. Users can also purchase one of their own for their individual website if desired. Fees apply. We are also pci compliant.

What do we need to know about domains?

If you already have a domain registered, we will need the registrar information including the name on the account and the password. If you don't have a domain name or want to transfer your domain to us, we can handle those requests. Standard fees may apply.

Can we store our contacts in the website?

Yes, you can upload your data into your Orchid Suites website or you can export any data you collect through sign-up forms for events, membership or donations. You can sort your contacts, assign them a member status, create mailing lists and more. If you have complex membership management needs it is best to contact Orchid Suites first to discuss those needs.

Can people update their own profile on the sites?

Yes, with the membership personalization module, members can login and view/update their personal information including interests, jobs they have volunteered for, transactions, events etc. (What they see is dependent on what functionality is turned on inside the site.)