

Internet Business Solutions

The dictionary defines the word "cogent" as "convincing, compelling belief." For David Atkinson, president and CEO of Cogent Software, Inc. in Pasadena, California, it is his belief that the Internet is changing the way we do business. It is a personal conviction of Atkinson that you can't let your competition leave you behind in the information revolution.

Cogent Software was founded in January 1995 to support customers with Internet business solutions. Joining Atkinson in founding Cogent is Irene Woerner. Both individuals, as well as several other Cogent employees, formerly worked at the Jet Propulsion Laboratory (JPL). The NASA-developed expertise of Cogent's key personnel, according to Atkinson, is one key to the company's early success in providing low-cost, high-quality service and completed projects.

Atkinson headed JPL's Information Systems Technology section, managing operations technology and artificial intelligence program development for NASA. Woerner led JPL's Advanced User Interfaces Group, where she conceived and directed the research and development of NASA hypermedia library systems.

Cogent Software's mission is to help companies organize and manage their online content by developing advanced software for the next generation of online directories and information catalogs.

While still a young entrepreneurial start-up, Cogent already offers a complete range of Internet solutions for businesses, including Internet access, Web site design, local and wide-area network solutions, and custom software for online commerce applications. Complete services for businesses nationwide include national dial-up access, dedicated high bandwidth connections, and special email services for businesses.

As a service, Cogent is providing DesignSphere Online. "DesignSphere Online aims to help build an electronic community for the communications arts industry," says Atkinson.

From the most seasoned designers to desktop publishers, DesignSphere Online provides access to a variety of creative resources and functions, such as:

- Biz-2-Biz: a searchable business to business directory with free listings that can be enhanced with optional graphics, email links and hyperlinks;
- Showcase: potential clients can preview online portfolios of creative professionals in the areas of illustration, design, photography and new media; and

- What's Hot: summaries of industry's hottest hardware and software technology, with a special feature called Art Mart Stock photography and illustrations from key providers can be browsed online in Art Mart.

Cogent's customers range from small offices to manufacturers with thousands of employees. The group has been selected as the exclusive, endorsed Internet Service Provider by the Electronics Representatives Association (ERA), National Electronics Distributors Association (NEDA), and North American Industrial Representatives Association. Other key customers of Cogent Software now include United Chemi-Con, one of the largest manufacturers of capacitors in the world.



Netscape: DesignSphere Online

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what's New? What's Cool? Handbook Net Search Net Directory Software

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[Biz-2-Biz] [The Source] [Community] [Showcase] [Zines] [What's Hot]
[Site Overview]

Welcome to DesignSphere Online! If you are involved in commercial design, illustration, photography, new media, lithography, printing, art, advertising, or providing hardware or software to businesses in these areas, then DesignSphere Online is for you.

We hope you like our new design. We are working hard to update all of the links and add new resources, so please [tell us](#) if you find something that should be added. If you are new to DesignSphere Online, here is an [Overview](#) of the site.

DesignSphere Online is provided by Cogent Software, Inc., an Internet service and presence provider, as a service to the communication arts community. If you have comments, questions or suggestions for DesignSphere Online, please email us at twocents@dsphere.net. We enjoy hearing

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"No one way is right for every business or organization," according to Cogent Software, Inc. Created with expertise gained at NASA, the company's services and products, such as DesignSphere Online, support customers with Internet business solutions.