

WS_FTP Pro sparkles with owner of online jewelry business

Every day, thousands of eBay® users log on to the popular auction site looking for dolls, stamps, baseball cards, and more to add to their personal collections. No matter what your passion; chances are good that you'll find it up for auction.

The phenomenon of eBay and similar online auction sites has created thousands of new small business owners. Armed with a computer, software tools, and a ready supply of goods for sale, they are successfully conquering this medium. Staci Korenic, of Pompano Beach, Florida, is one of them.

In 1999, Korenic began trading on eBay with the user name **choicejewels***. This mother of two young children specializes in vintage costume and sterling silver jewelry. Choice Jewels has become a successful venture for Korenic, who has realized more than 1,500 online sales since she began the business.



When you're selling items over the Internet, a picture is definitely worth a thousand words. Seeing a photo of the item that is up for auction makes all the difference in the level of interest of buyers. But, posting a picture to an auction site can be technically challenging, as many of the people who enter the world of online auctions are new or inexperienced computer users. Because of this, many of these online auctioneers need software tools that are affordable and easy-to-use.

That's what attracted Korenic to select WS_FTP Pro from Ipswitch, Inc. "I use WS_FTP Pro every day to load pictures to the auction site," said Korenic. "It's a great time saver because I can upload a lot of pictures at one time using WS_FTP Pro."

WS_FTP Pro boasts more than 10 million users worldwide and is the most popular FTP client for transferring files over the Internet. It is a Windows-based file transfer client that is used to transfer files (upload or download) between a local PC and remote FTP server. For instance, you can publish a personal Web site to the Internet by uploading files from your hard drive to a Web server or you can quickly download software from your favorite shareware site. While there are several shareware FTP programs available, they do not have the comprehensive feature set, as does WS_FTP Pro. Nor, do they offer technical support.

"I'm a beginning computer user so I sometimes need help figuring out how things work. Whenever I've had a problem, I call Ipswitch's technical support group and in two seconds they figure out what's happening and tell me how to fix it," said Korenic. "I would never, ever switch to another FTP client because of the great technical support that I receive at Ipswitch."