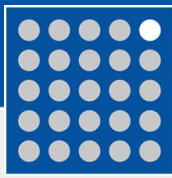


ibWeb Solution Overview



ibWeb – Solution Overview

ibWeb enables your business to be agile, responsive and innovative while increasing revenue and decreasing IT spend.

Web Content Management System

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Through its sophisticated features and functions ibWeb™ assists in the creation, management, and publishing of relevant and up-to-date web content from any web browser, anywhere in world – 24/7. ibWeb™ allows end users (non-technical) to create, edit and maintain websites without the need for large amount of technical knowledge.

Intelligence Limited is a business and technology services and solution company with a team of industry experts, specialist consultants and dedicated in-house software developers with the relevant experience and exceptional skills to provide you with agile business transformation across people, processes and technologies to maximise effectiveness and efficiency whilst striving for innovation, flexibility and integration.

In working very closely with you we are able to take your business where it stands today to where you need to be tomorrow.

Our mission is to provide outstanding services and solutions through dedication and excellence

For Intelligence no two organisations are the same, every business has its unique needs, challenges and business drivers. Our aim is to work very closely with you to understand your individual business, strategies and vision and translate these into business value through our services and solutions.

Web Content Management System

Introduction

Every visit to a corporate website is a chance to gain another customer and an opportunity to increase company revenue. To capitalise effectively on these potential customers, organisations need to ensure an exceptional customer experience. Ease of use, audience engagement and updated and relevant content all contribute to a good visitor experience.

Properly maintaining a corporate website can be a complicated process involving the management of web content throughout its lifecycle. Creating, editing and managing web content has traditionally been a very timely and costly process that eats up valuable resources. A system which can effectively manage this workflow and efficiently push content on to live sites can help companies properly leverage websites as an effective marketing and sales tool that draws interest to a business products and services to increases revenue.

Intelligence Solution – ibWeb™

Intelligence helps organisations to overcome these challenges. Through the provision of ibWeb™ in conjunction with Intelligences outstanding services provides a world-leading solution.

ibWeb™ is a comprehensive solution that enables effective management of web content throughout its lifecycle, allowing websites to be updated in a time and efficient manner. WCMS makes it easy for organisations to maintain consistent branding across all company related websites by allowing users to easily create, manage, and edit all web content from a single source.

ibWeb™ Summary

ibWeb™ enables organisations to be agile, responsive and innovative while increasing revenue and decreasing IT spending. Through its sophisticated features and functions ibWeb™ assists in the creation, management, and publishing of relevant and up-to-date web content from any web browser, anywhere in world- 24/7. ibWeb™ allows end users to create, edit and maintain websites without the need for large amount of technical knowledge.

- **Increased productivity**
Productivity savings for content administrators and/or marketers through an easy-to-use web content management (WCM) system UI, as well as a more efficient Web content publishing process.
- **Increased agility**
Content authors can publish to the website anytime from anywhere using a standard web browser. Content can be published live or scheduled using release and expiration dates.
- **High availability**
 - Website content available 24/7
 - Content and Design changes 24/7
- **Improved visibility**
Search engine optimisation through ibWeb™ tools as well as content optimisation and strategy realisation to increase site traffic and site interaction
- **Increased flexibility**
Flexibility in the design, content and Web modules allow for a more dynamic website that will peak user interest, driving inquiries to the sales team and online sales.

Web Content Management System

- **Integration**

Integration of ibWeb into existing applications (e.g. CRM) and platforms will enable organisations to share data and services across multiple platforms to have “one view of client” and overall drive revenue and improve business agility and responds time.

ibWeb™ Features and Functions

ibWeb™ is a .Net web-based Content Management System that can be deployed on any Windows webserver.

Website design and content generation is separated to allow tasks to be allocated based on the users skill set:

Article generation:

Office level skills

Content creation:

Office level skills with ibWeb training

Controls of site templates and branding:

Web Designer skills

Provision of artistic content for template:

Graphic Designer

Using ibWeb organisation can easily manage a content-rich site using a web-based interface, allowing your business to focus on relevant content and design without the technical hindrances.

Feature List

- Workflow control, allowing changes to be reviewed before release
- Page templates, allowing site layout changes to be made to many pages at once
- CSS Editing

- Content editing for easy page updates
- “Controls”, allowing complex functionality to be easily placed by non-technical users including Form creation for data capture
- Online payment systems as an optional feature
- Country redirection features to restrict access from certain countries or provide a different site (e.g. in a different language)
- RSS feeds for site content and content sharing
- Newsletter management
- Friendly URLs and Meta Data and Search Engine Optimisation
- W3C website standard compliant
- XML Sitemap generation
- News, events and Blog management
- Site security for multiple users
- Image management
- Resource management for videos, java scripts pdf and more
- Mobile applications (on request)
- Print friendly pages
- Feedback
- Integration (e.g. Microsoft CRM Dynamics)
- Support

Definitions

Draft/Release

ibWeb™ offers workflow functionality of Draft and Release. Non time-based content can be created, edited, reviewed/ previewed before being released to be displayed on your website. Single or multiple users have the ability to preview content or site changes prior to approval.

A central area to view the history of the site’s drafts and releases is also available giving you the ability to release draft changes.

Web Content Management System

Page Templates

Define and create individual or multiple page layouts by modifying content types, content positioning and navigation elements for your site. Assign global modules or bespoke page features such as new landing pages with minimal HTML knowledge.

Content Editing

Keep pages up to date easily. Non-technical users can edit the content that will appear on the site without having to worry about the design aspect. Create headings, paragraphs, links, tables, insert images and much more.

Using the advanced controls module, extra Blocks can be added to pages providing definition to certain areas of content.

Content Structure

Control how content is structured on detailed Articles/List pages and summary Articles/Lists by setting up content layouts. For example, to show a synopsis of an Articles/List, easily create a new layout for the content that will only display the Title and Summary of the Articles/List. The new layout can be applied to any page.

Articles: Time-based content

Create time-based content such as News, Events or Blogs that rely on publishing and expiry dates.

Time-based content allows automatic release and expiry based on specific dates chosen, and can be displayed on the site in date ascending order.

Lists: non time-based content “Chunks” and special menus:

Create non time-based content to be used as either page content, reusable ‘chunks’ for various page elements or special menus. Control the order in which Lists appear whether by title, date or a custom order. Release content manually allowing for the workflow process.

Menus

Easily create, maintain or amend various navigation menus across your site for inclusion on Page Templates.

Newsletter Management

ibWeb allows the creation and management of Newsletters using the Content Layout controls. Send newsletters to users who have expressed an interest.

Image Library

Upload images to the site or view existing images. Images can be separated into categories for ease of use and assigned tags.

Resource Library

Upload and manage videos, JavaScript's PDF's and more

RSS Feeds and Content Sharing

Create RSS feeds based on the content of Article and List controls. Add social media content sharing buttons to various Articles and Lists.

Country Redirection

ibWeb™ uses IP2 Location to determine which country the user is from. Pages can be set to automatically redirect the user to a different location depending on the country.

Payments

ibWeb offers functionality for administering online payments.

SEO (friendly URLs and Meta data)

ibWeb™ can create “friendly URLs” for your site pages meaning URL addresses can be organised folder hierarchy.

Meta Data can be applied to Articles and List content making your SEO easy.

Web Content Management System

W3C website standard compliant

ibWeb™ designs SEO friendly web pages through clean, high quality code. ibWeb™ is Web Standards (W3C) compliance.

XML sitemap generation

Automatically generate XML sitemaps for your site to be access by most of the major search engines.

Site security

ibWeb offers multiple user profiles and security levels enabling more control over site updating. User can be assigned access from basic editing privileges to site re-design and layout functions.

CSS

Edit your sites CSS styles to quickly change font typeface and colour, site section colours and more.

FOR FURTHER INFORMATION
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