

MANAGED WEBSITE BUNDLE - OVERVIEW

A designed & hosted web site with CMS control

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ABOUT INSIGHT

Take Control of your website and make it work for your business.

Our low cost **Managed Website Bundle** makes under-performing websites a thing of the past, puts you in control of updating and enables you to generate business sales leads from your website. But it doesn't stop there! Our website bundle can be expanded with an array of additional options to meet your growing business requirements.

How does it work?

Getting your new website created, updated, under your control and working for you couldn't be simpler. Just 3 easy steps:

1. Select from one of the website designs in the bundle
2. Send us your logo, company colours and domain name
3. Select the hosting level you require

That's it! Once we have this information we'll process your order and come back to you with the web address of your pre-launch site for you to logon and start building the content.

To order your **Managed Website Bundle** just visit:

www.insightgroup.co.uk/bundleorder

Tel: 0845 643 6180 or email bundles@insightgroup.co.uk.

Insight Group, Venture House, Arlington Square, Bracknell, RG12 1WA
www.insightgroup.co.uk

What's included in the bundle?

- Choice of Web Design Template
- Personalised Logo and Colour Scheme
- Web Content Management System
- 12 months Web Hosting
- SEO Promotion Descriptors
- Integrated Google Analytics
- Automated Lead Capture Form



MANAGED WEBSITE BUNDLE FEATURES 'At-a-Glance'

A designed & hosted web site with CMS control

"Over 60% of web sites are out of date and don't generate business leads."*

Common reasons given by companies include:

- updating speed
- cost to create
- cost to update
- technical skill

We've removed these obstacles and more!

The Managed Website Bundle provides a comprehensive solution to enable you to capitalise online marketing opportunities. An affordable yet fully featured, enterprise level solution.

- **The Kameleon Content Management System (KCMS) application** – easily manage your entire site via a web browser without any technical knowledge
- **A hosted environment** – you don't have to worry about managing hardware, software connectivity or backups; that's all managed for you
- **Designed and Branded Setup activities** – design, branding, structure, active sales lead form, SEO management, Google Analytics all in place straightaway
- **Support and advice from Insight.**
With over 15 years experience developing and delivering websites we can help you get the most out of your website
- **Free updates to newer versions of KCMS** – you'll always enjoy the latest features and upgrades within your current version



Google Analytics Performance Monitoring

- **Expandability and scalability** – you have the option to upscale with additional modules, defined add-ons or tailored options. Flexibility to match your business needs
- **12 monthly payments as part of the online business package** (includes 12 months website hosting)
- **Built in accessibility assurance** and standards compliance to ensure future proofing within internet standards and inclusion in search engine listings
- **Full management** of your online digital assets – images, download documents, form registration data
- **Tools for tailoring your pages** for search engines
- **Add pages** by simply selecting a page layout and start to enter content
- **Restructure your site** at any time by simply moving pages and sections
- **Publish information instantly**, or create and publish when it needs to go live
- **Insert and manage** both internal and external links
- **Manage and reuse** existing content
- **Define friendly URLs** that can be understood by users and found easily by search engines
- **Define your own website page descriptors** page title, URL, meta description and meta names



Powerful Content Management



Insight Group

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Web Content Management System

MANAGED WEBSITE BUNDLE - CMS FEATURES LIST

Feature Rich, Powerful, Flexible and Easy to Use

Insight's Website Bundle includes the leading Kameleon CMS system. Bringing you a feature rich, powerful enterprise level solution with integrated expansion.

Authoring

Multi-Mode WYSIWYG & Free Format editing:

- letterbox WYSIWIG (quick edit)
- full screen inset WYSIWIG
- full screen WYSIWIG (template free)

Cut, Copy & Paste (standard)

Paste filters for Text (plain format) & Word® (retain format)

Spell Checker

Fully Featured Table Editor:

- Sizing Columns, Rows, Width, Height
- Cell Padding & Spacing
- Alignment
- Class Allocation
- Table Caption
- Border Size, Colour
- ID Definition
- Summary Setting
- Style Setting
- Language Code Definition
- Background Images
- Frame Positioning Management
- Apply Rules for Row, Column, Table, Group

- Background Colour
- Multi level support for Formats and Styles
- Meta Data words and descriptions by individual page
- Cross platform browser support (PC & Mac)
- Special character support
- Text Colour setting by:

- colour picker
- colour palette
- named colours
- Web (hex) definition

Single user administrator license

Asset Management

Multi File Type loading:

- Sound files (wav, wma)
- Microsoft™ Office® Word®, Excel®, PowerPoint® (95, 97, 2000, 2003, 2007)
- Microsoft Wordpad/Write (wri)
- Compressed files (zip, rar)
- Plain and Rich text files (txt, rtf, vcf)
- Adobe Acrobat® (pdf)
- Image files (jpg, jpeg, png, gif)
- Electronic Business Card (vcf)
- Flash® Animation (swf)

Definition of Flash file parameters

Auto insertion of Flash support links

Single or Multiple selection for bulk file loading

Automatic updating on loading updated file

Logical asset group creation and management



Web Content Management System

MANAGED WEBSITE BUNDLE - CMS FEATURES LIST *(cont.)*

Feature Rich, Powerful, Flexible and Easy to Use

Asset Management *(cont.)*

User definable group names
User definable friendly asset names
User definable web Alt Tags (auto on bulk upload)

Search Engine Optimisation

Search Engine friendly URLs
Google Sitemaps
Google Analytic Integration
Definable Alt Tags
Definable friendly navigation name

Page & Navigation Management

Page creation, moving, deletion
Page movement within section
Page movement to selected section
Template application/change
Administration page name
Web navigation page name
User controlled site map inclusion
User defined HTML page title
User defined URI name
User defined Meta keywords per page
User defined Meta description per page

Design Template Control

User selection by user per page
User allocation by user by page
Element editing selection by page

Web Visibility & Staging

Hidden page creation
Publish separate pages

Optional Extras

Bespoke design and templates
Band B web hosting
Simple Site search
Tailored Site Search
Automatic Generating Simple Site Map
Automatic Generating Tailored Site Map
License Upgrades:

- Professional License - dual user and multi-level menu structures
- Enterprise License - as professional with the addition of:
 - user permissions control for users and authors
 - separate staging URI for confidential page publishing
 - Additional users

SalesForce® automatic integration

Email portal linking - administrator access link

FormsManager - powerful form application control

FeedsManager - integrated feeds e.g. Twitter, RSS

e-Commerce Standard - full site selling module

e-Commerce Professional - personalised module

'Looks-Like' - Corporate Micro-Site Creation

Secure File Manager - secure customer file distribution

Home Page SiteFeed - dynamic page feed from site

Secure IP Download Manager - controlled delivery

- Please see the upgrade options section for a full description of the optional extras



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Web Content Management System

MANAGED WEBSITE BUNDLE - HOSTING OPTIONS

Corporate standard hosting and security - as standard

Hosting is key for secure day-to-day running and up-time. That's why we partner with Kameleon.

Web Site Hosting Options

The Kameleon CMS is optimised to run on powerful, securely managed web servers and provides two levels of hosting to match your website requirements:

- **Standard Hosting (band A)** 500Mb storage & 10Gb* of visitor traffic / month
- **Advanced Hosting (band B)** 2Gb storage and 100Gb* of visitor traffic / month

Standard Hosting (band A) normally provides enough storage and traffic. If you are using your web site for heavy traffic, such as an information distribution site, then you will need to look at the advanced storage (band B).

** traffic is monitored by pages viewed & measured in bytes transferred. An average page will be 30-35k, Band A at 10Gb will provide approx. 300,000 views per month.*

Web Server Data Centre Security

The Kameleon web servers are located at a high performance, secure data centre in London, United Kingdom. The robust infrastructure was built with security and stability foremost in mind. Security is provided by industry standard firewalls, optimum performance is maintained by constant monitoring of server load and performance adjustments or

hardware updates where required to ensure web pages are served at the fastest speed attainable.

Carbon Neutral Operation

The data centres are environmentally friendly in a 100% carbon neutral operation via the World Land Trust. The data centre operation was chosen because of its resilience and reliability. Last year the data centre reached 3 years of continual, uninterrupted operation as assessed by HyperSpin, the international website monitoring service, which registered 100% up time across 1627 days at 5 minute intervals.

CMS Data Centre

- Datacentre and Network Operations Centre (NOC) is staffed and monitored 24x7x365 by onsite personnel
- Facility access controlled by access card with motion detecting surveillance system
- 6,000 square feet of raised floor data centre space
- Diverse, fully redundant private dark fiber rings
- Experienced staff available for professional services and remote hands assistance
- Controlled environment with fire detection above and below raised floor monitored by the NOC
- Onsite multiple diesel generators
- Multiple PDU, UPS and ATS power systems
- Environmental controls including HVAC units
- Network redundancy through VRRP and HSRP



Web Content Management System

MANAGED WEBSITE BUNDLE - UPGRADE OPTIONS

When the standard bundle isn't enough - expand your choice.

The Managed Website Bundle provides a powerful web site. It also expands with a range of upgrade options to meet business expansion requirements

Forms - Are provided as:

- **Single Forms** that you specify and we build into your website
- **FormsManager Module** gives you full control. Create as many forms as you want, when you want, insert any form into any form template page on your web site. Tailor and update confirmation emails. Update form administrators. Notify visitors that form submission was successful without leaving the current page.

Both single forms and FormsManager forms have the same extensive management control.

Dynamic Fields - Profile questions held on an administrator managed database can be dynamically added to site forms to build visitor profiles based on information supplied.

Feeds - The **FeedsManager** enables RSS and Twitter/Blog feeds to be displayed directly in your web site. This provides another level of regularly updated information making your web site more dynamic.

Site Search - A site search allows your site visitors to quickly

locate specific information. Ideal for e-Commerce or web-sites with extensive product or service listings. Search is available as a **Standard** or **Tailored** option.

e-Commerce - Time for online selling? The e-Commerce module (available as **Standard** or **Professional**) plugs directly into your website with the same editing control. With all the e-Commerce features you expect:

- Unlimited products and categories
- Automatic Google shopping feed
- Related products allowing cross-sell/up-sell
- Payment gateway integration (excludes PayPal Pro)
- Order reporting (by status: approved, despatched, under review, completed)
- Automatic stock control with current stock upload
- Product variant specification – colours, sizes, models
- Promotional Vouchers – for product, category or basket
- User login area for order tracking and user management
- Auto generated PDF invoices/receipts
- Full notification control of order confirmation, despatch
- Delivery options based on basket costs, weights, region
- Need additional e-Commerce functionality? Like different currency and tax regions, multi-lingual, specific product specification matrices – move to the **Professional** option extended and tailored to suit your requirements.

Looks-Like - Often Corporate WebSites don't meet the needs of the local offices. But you need specific information for your local market which needs frequent updating and



Web Content Management System

MANAGED WEBSITE BUNDLE - UPGRADE OPTIONS

When the standard bundle isn't enough - expand your choice.

local control. We can create a site with full CMS functionality that looks exactly like your parent corporate site but puts you in full control. You get the control you need but follow corporate branding guidelines so that visitors are unaware that they are not on the corporate site. Talk to us about our 'Corporate Site Copy' option.

Personality - Your company, your management, your products and services all have their own personality which your website should reflect. With decades of creative design experience we can develop a website to promote your company's personality and values. Visit our website to see examples.

Templates - In line with your website designs you want coordinated branding across the website. Once we have designed your website we will produce CMS templates that control the page layouts, content and styles of all the components on your site. Because we know that sites are more than just a home page we package our templates into a three pack to fully cover your site layouts. We call this our '**Bespoke Website Template**' option. This can be extended with specific page template for all options.

Site Map - We provide a **Standard Site Map** which uses the template style of your site and lists each page. New pages are added automatically and deleted pages are removed. If you have specific requirements for a site map then we can design and build a **Tailored Site Map**.

SalesForce® - Integrating your website with SalesForce increases your lead generation opportunities ensuring that any visitors to your site that enter requests are automatically inserted into SalesForce, allocated to the selected SalesForce user with all fields updated and actions allocated as specified. It makes sure that your sales account managers, SalesForce and your web site are working together to maximise each and every sales lead opportunity.

Email Portal Linking - Our online marketing options include email marketing management solutions. These can be linked directly into your administrator console so that you can access your online marketing information from a single place.

Secure File Manager - Web administrators can upload confidential files to a secure download area. Customers can logon and easily download documents and reports directly to their own networks.

Home Page SiteFeed - display information dynamically on your home page as web pages are updated to get the latest news and information directly to visitors.

Secure IP (Intellectual Property) Download Manager - is important when you want to confirm the identity of visitors requesting downloads and deliver the download details securely by email.

- Please see the CMS Standard Pricing & Upgrade Options for pricing

Kameleon CMS – Licensing Options Designed to Meet Your Needs

Not all websites are the same or need the same features so we provide Kameleon licensing in three distinct options:

Standard (included in the Managed Website Bundle) - Provides all the features of the CMS and is limited to two levels of navigation – top level menu and sub-level menu. The standard option comes with one user administration account and pages are created directly on the live set and become visible to visitors as they are set live by the administrator.

Professional - Extends the standard publishing license with the addition of unlimited menu levels for more complex website offerings where multiple levels of product, service or information are a necessity. Two administrator accounts are included with the Professional license. A professional license is ideal for companies with multiple departments, multiple sales lines, requirement for comprehensive product or service information.

Enterprise - Is the ultimate CMS option with unlimited pages and navigation and includes two key essentials for the enterprise web site:

- **Staging** domain for publishing – when website control of secure or time related information is a necessity, the

Enterprise license provides a separate staging domain for creating new pages or changing existing content. Information on the staging domain cannot be located by any search engines, ensuring full control and security. Information on the staging domain only becomes visible when published by authorised administrators to the live domain.

- **User permissions** – with an enterprise website updating will normally be carried out by different authors. It is essential that editing and publishing control for individual users is in place and the Enterprise license provides full control with user access managed by user levels and permissions:
 - **Administrator** – provides full access to and management of, all elements of the CMS including the controlling templates, style sheets and schemas. Designed for 'web knowledgeable' administrators.
 - **Author** – provides access to and management of, all areas of the web site, excluding development areas. Authors can update and create web content within the control of the site templates and style guides.
- **Permissions Control** – allows different users to be given access to selected website sections, selected pages within a section and even defined areas within selected pages. Users can also be given the ability to view, edit, edit and update or edit, update and publish pages. Permissions control works with the 'Author' user to clearly define user access and control.



YOUR MANAGED WEBSITE - AND **INSIGHT**

Insight group is a PR and Marketing Consultancy with online marketing experience stretching over two decades, run by marketing professionals for marketing professionals

So what does that mean for you? Well, we've seen the Internet grow and integrate into our every day lives. We've worked with organisations large and small in the UK, Europe and Worldwide. And we can bring that experience and design creativity to bear on your web site. To make sure that it delivers what your visitors want to see, make it easy and enjoyable for them to find what they need and to make it exactly what you need to grow your business.

Simple when you know how. and we do. Founded in 1988 to focus solely on the technology sector, our long history has given us a wealth of experience in business-to-business and business-to-consumer IT markets. With significant experience of harnessing technology for online marketing results.

The marketing campaigns we have delivered have propelled numerous clients to market leading positions. We have extensive experience in launching new companies, promoting leading organisations in new markets, managing mergers and

acquisitions and providing marketing activity that is designed based on a solid understanding of business.

Insight provides comprehensive campaign implementation when required for ad-hoc and ongoing campaigns. Our major specialisms are:

- Email marketing
- Website design and development
- Outsourced marketing & marketing consultancy
- Lead generation marketing campaigns
- Public Relations for the IT & telecoms industries
- Graphics design

For more information on how Insight can help you, please contact us.

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