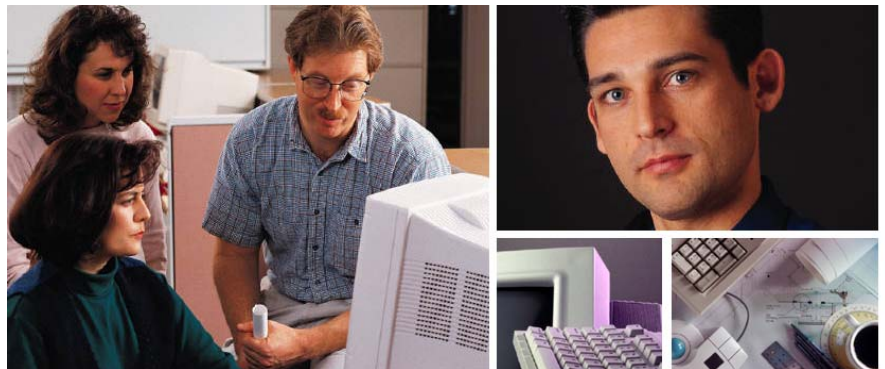


WebBench



yarraTechnologies

I.T. - K.M. - S.D.L.C. – WEB



WebBench



What is the WebBench?

WebBench is a powerful yet simple Content Management System development to meet the needs of small to medium enterprise businesses. It is the most effective, low cost and empowering solution for Business Web Communications Channels.

WebBench

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It provides quick adoption and lets the business user easily publish & maintain content under the latest Web Usable Interfaces and can extend Web site capabilities creating a portal for Web communications and interactivity. It is a turnkey solution, offering excellent scalability and integration as it leverages the leading industry Groupware/Knowledge Managements tools based on the Lotus/Notes Domino platform.

Core Features

- Core site structures, forms web page & links templates
- Dynamic site listing of your content areas
- Full text search capabilities, knowledge locators and meta variable management
- Tailored Web Site graphics design with optional rich Multi Media integration
- End user software for Content management with integrated word processing
- Site encapsulation within a simple database file
- Synchronization for distributed work groups or locations
- Centralized managed servers
- Low cost solution offering customization of features according to individual business requirements.
- A scalable solution and that can be leveraged to manage other business processes

Optional Modules

- Module for interactive user contact or query feedback & work flow
- Modules to provide multilingual content or interfaces
- Module to provide Event Management, booking & feedback features
- Module to provide secure Membership content only
- Module for push communications Newsletter management

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About Web Content Management

About CMS

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Web communications

Web sites provide faster access to information than print or other traditional communication tools, resulting in significant cost savings. A Web Content Management System (CMS) improves the information retrieval benefits of a Web site by providing a standard navigation structure and content templates. This consistency results in increased site usability and faster information retrieval times, plus centralized control over site and corporate branding.

Empowering business content experts

Business users who are content experts understand the value of accurate, relevant content. A content management system enables them to control content. Delays in publishing new content or in correcting errors result in lost customers or revenue. A CMS can offer companies an easy way to make their sites more relevant, keep content up to date and accurate, and reduce the time required to get important content published.

Competitive advantage

Organizations that can provide concise decision support infrastructure for employees, partners, and clients will have a significant competitive advantage in terms of efficiencies, service, and satisfaction.

Quick implementation and low cost ownership

A content management system empowers companies to be quick to market and quick to react to change, while ensuring a low cost of ownership and implementation.

Reduced technical & maintenance costs

The traditional Web site model attracts significant costs to maintain the structure and consistency of design or branding, which impose strict rules to ensure the integrity of the structure, or tolerate inconsistent site navigation and broken links. This results in higher costs for technical staff or reduced effectiveness.

A CMS that combines a dynamic content repository and template-based publishing enables easy maintenance of the Web site's look and feel, layout, and navigation logic. Sites can be updated rapidly by changing a few templates as opposed to updating each page manually.

Leverage application

A CMS built on a industry-standard technology ensures ease of integration with other e-business applications and can provide enterprise-wide economies of scale by leveraging & scaling your Web site into a powerful portal for employees, consumers or business partners.

Return On Investment calculations

Web sites are an extension of existing business communications channels and provide real time access to your company information. Your Web site is also a credibility test to your company's presentation and its services. Cost savings involved in using a CMS are realized when the real development costs of building a static site are compared to the costs of building a dynamically updated site that uses templates and its decreased maintenance costs. For assistance in making these ROI calculations email us directly for documented guidelines.



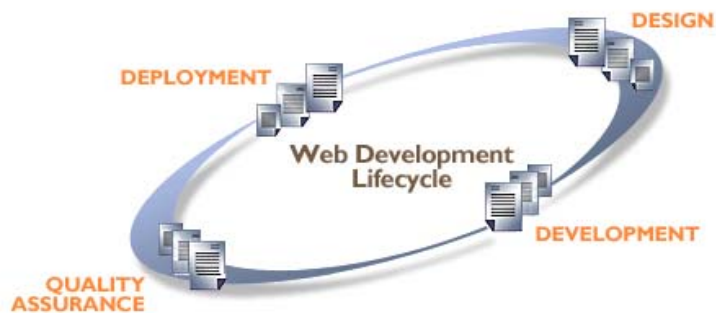
WebBench

The Core WebBench service provides a turnkey solution for a new web site with a simple content management system. We work with the business users throughout the Web Development Life Cycle to implement the core WebBench which is comprised of:

- web interface and multimedia design
- core site structure based on business web usability guidelines
- end user software for content management
- system installation, basic & advanced training

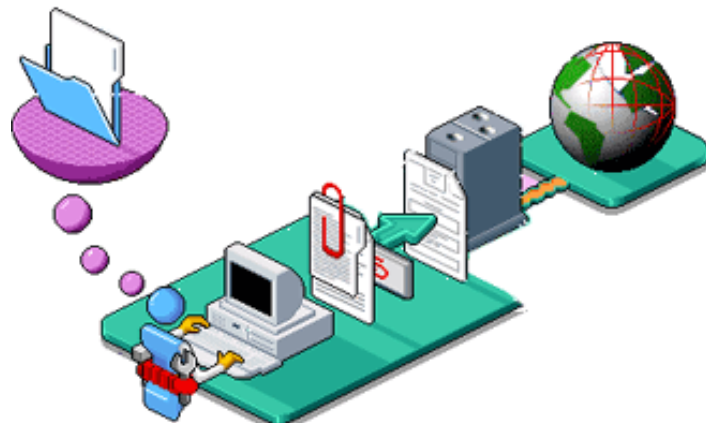
Core Features

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Implementation follows a proto-typing methodology providing business user input. The phases involve the key steps:

- **Front end Graphic Design:** A new web site design and interface based on standard template forms are selected & tailored with or without Flash multimedia design components
- **WebBench CMS** is created for managing, editing or extending site content according to your site structure
- **Online Prototype** is setup on our managed infrastructure for review and feedback. Local Business Content Administrators are setup & trained to begin content review & development
- **Quality Assurance** occurs on final review when all design and content changes are completed. Then your system is taken live.
- **Support & maintenance** is provided ongoing and the system can be scaled with extra modules or functionality as business needs arise to create a powerful & versatile business internal or external portal.





Optional Modules

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Interactivity module

The interactivity module opens your Web site as a two way communications channel. It provides:

- General or tailored business query feed back or payment forms
- Contact Us feed back forms by each location
- Ability to auto-mail feed back or query information to users
- Ability of user enquiry mails to be managed in the system
- Ability to forward or mark enquiries as processed

Multi-lingual module

The multi-lingual module expands your site to have:

- Multiple language site interfaces
- Management of language content in more than one language
- Any language support and entry directly into Rich Content Fields

Event Management module

The event management module expands your site to include the ability for:

- Posting specific event information
- Dynamic event bookings or event ratings feedback
- Event listings by event types or locations
- Basic credit card feed back forms for managing user payment

Member module

The member module provides:

- Secure member sign on for members only information access
- Management of member profile & contact information

Newsletter module

The newsletter module expands your site capabilities to include the ability:

- Receive and manage user news letter sign on email addresses
- Post newsletter content on your site and forward the link to your newsletter audience
- Newsletter audience to email unsubscribe