



YarraTechnologies

Information Technology – Knowledge Management – Software Development Life Cycle – Web Applications & Services



Licence\$ = Free*

* WebBench licence usage is free when using our domino managed infrastructure

* Total cost of project average 1-5 days consulting (implementation & training)



What is the WebBench?

WebBench is a powerful yet simple Content Management System developed 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.



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

- Powerful IBM Notes software and Web Site Content management database
- Easily create Web Pages using integrated word processing
- Copy, Paste or Import – pictures, rich text, MS-Office or any attachments
- Advanced word processing, spelling, hot-spots, properties or pass-thru HTML
- Place Web page on Dynamically generated Menu's (up to 3 levels)
- Full text search or advanced search capabilities through knowledge locators
- Meta data variable management for content and deep search engines
- Synchronization up to live site for receiving & sending documents
- Have multiple people working together, even as a distributed work group
- Web Site graphics design for company branding or style
- Optional rich Multi Media integration
- Easily add common features such as Print or Back links, border widths
- Dynamically generated SITEMAP and 'bread crump' links
- Low cost solution easily customized for individual business requirements
- Easily scalable or leveraged to access other business data repositories

Optional Modules

- Interactivity: user contact, jobs or query feedback with workflow
- Event Management: post & manage event information, booking & feedback
- Members only: provide access to secure membership only content
- News-Letters: receive, manage and email newsletter subscriptions
- Discussions: have interactive threaded discussions
- Photo-library: organize and display web pictures easily
- Shopping cart: track, check out & purchase product catalog items
- Multi-lingual: provide multilingual content or interfaces

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About Web Content Management



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.

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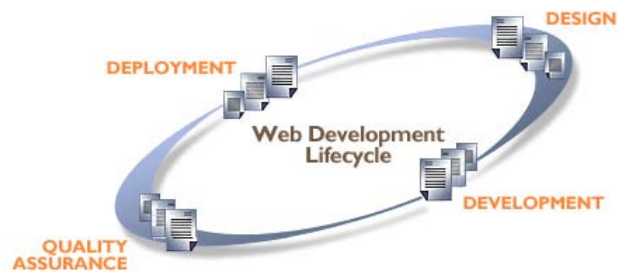


WebBench

The WebBench service provides a turnkey solution for your new web communication channel, where we work with you to plan, train and provide ongoing support and advise to develop your business web communications and provide your powerful simple content management system and its modules. There is no infrastructure set-up or outlay, only a computer for the client software and internet access for sending & receiving to your live site.

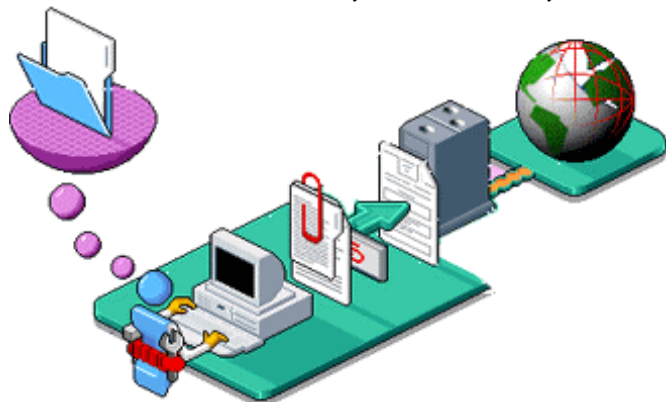


Your WebBench site can be activated within the hour or we can work the full Web Development Life Cycle for your tailored design, branding or specific functionality. Depending on the number of users or amount of content your implementation will take from 1 week to 1 month. The basic implementation plan is:



- 1) Review WebBench inline with your business strategy, your design requirements and the [ROI](#).
- 2) Order WebBench and modules and if required complete project plan
- 3) We setup your core site with modules and prepare user installation CD
- 4) Install WebBench for Content Masters and have them attend basic training (4 hrs)
- 5) Business content experts convert existing content or plan new content
- 6) In parallel have graphic design & site branding prepared as required
- 7) Quality assurance is your final review of all content and web communications features
- 8) Go live. We convert your domain to the new site (on our Managed Server infrastructure)
- 9) Content Masters continue to publish and develop their new communications channel and customer interaction.

The WebBench now provides a cost effective and easy to use tool for your marketing, publishing and interactive communications management with your customers. Simply the most powerful, low cost enabling tool for your Web communications channel.



Easy as pie.

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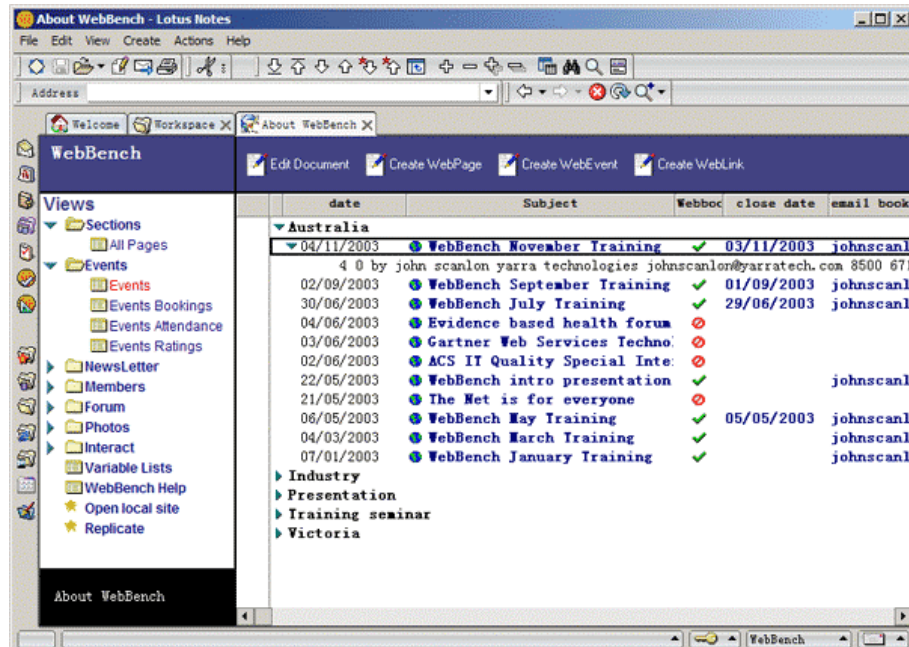
tel: 61 3 9502 7838



Interactivity module

Open an interactivity communications channel.

- General or tailored online query feedback or payment
- Contact us feed back forms by locations
- Auto-mail feedback forms or query to email
- Online jobs submission form with auto-complete
- Email information into WebBench and post online
- Accept and file Email information feeds
- Track and mark queries when processed
- View query submit or referred paths or sort by fields



Events module

Post and manage Event information, bookings or feedback.

- Posting of structure Event information
- Event booking via dynamic selectors also with close dates
- Basic credit card booking forms & management
- Event Ratings Feedback
- Event listings by Event Types or Locations
- Easily printing of Event attendance reports
- Event bookings notification via email

Members module

Secure member sign on for members only information access.

- Management of member profile & customer information
- view Members by Sector, Category or payment information
- Easily export or import Member information
- List contact only or archive records
- Manage Member Web access accounts
- Print Member reports or Labels
- Accept online Member applications

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Newsletter module

Receive and manage user news letter subscriptions

- Post newsletter content to WebBench and email out
- Email out newsletters as text or HTML
- Email out to all or specific categories
- Email direct from WebBench to Internet
- Email out individually or batch email and then send
- Configure reply to or return email addresses
- Marks newsletter recorded with recorded out stamp
- Newsletter email contain unsubscribe links
- Users can automatically unsubscribe



Discussion module

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

- Have interactive threaded discussions
- Post topics or responses
- Moderate feedback or categorise
- View discussions via date, with exerts or by authors
- An effective online forum for communicating with your users
- Promotes vital feedback, participation and shared ownership
- Becomes a powerful Knowledge base over time

Photo library

- Organise and display web pictures quickly and easily
- Copy - paste, import or attach your picture or thumb
- Display all thumbed view or only by category
- Pop up display and cycle through with next – prev
- Or click slide show and image auto-cycle



Shopping cart

- Product listing via tailored forms of your catalogue
- Purchase items and track shopping cart
- Cart check out and credit card purchasing



Multi-Lingual

- The multi-lingual module expands your site into a global multilingual site:
- Management of language content in one or more languages
- Multilingual support and direct entry into Rich Text
- Multiple site interfaces for each language

Talk to us about sophisticated real time language management extensions.



Please call or contact us for further information.

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