

# Services Brochure

## Notes

We aim to please, so if you don't think that any of our standard services meet your exact requirements then feel free to contact us to discuss your needs. If we can't help, we may be able to advise you on alternatives.

We offer **Managed Services**. What this means is that you are not left alone to sort out the day to day maintenance of your pages, we do this. Among other things, we ensure that your web site is visible, we upload and backup content, we check that our servers are functioning optimally - if we have problems we tell you. Our task is to ensure that you do not have to worry about your web site, we do that for you. Please bear this in mind when comparing our prices and products with those of our competitors.

If you are thinking of dipping your toe into the surf, speak to us, we offer helpful and friendly advice. We also have a service where we will give you unbiased advice and charge you for the time. This allows you to make use of our skills in finding a provider to best suit your needs and also to better understand the sales talk and the possible pitfalls. Generally we can offer the same services and if you do finally decide to use us, we will offset the advice costs against your final invoice. Being fully aware of any potential problems could often mean saving far in excess of the advice charge.

## **Standard Services**

### **Web Based Services**

We try to offer our clients a wide range of services from e-mail to full e-commerce web sites. These can be difficult to price, especially if there are integration issues involved. That's why we recommend that you talk to us directly to discuss your requirements before we give you a quote.

We can often add e-commerce and dynamic page generation facilities to your current web site, e.g., if you already have a site and want to add an online database to it, as we can add the programming functionality required into your current structure.

Our standard services are listed below together with our standard features, which we provide as required with our web based services.

### **Static Web Site**

This web site is an electronic version of your company portfolio. It simply appears as your front page to the world and gives details such as contact information, location, mission statement, environmental policy, general products and marketing descriptions along with staff profiles and company history, if required.

This is an ideal solution if you simply want to display a set of fixed pages and give your visitors fixed information. Typical uses would be for a company that sells a few distinctive products/services to a specialist market.

Our standard features are included with this package.

## Dynamic Site

Dynamic web sites require some programming to operate. Typically, though not necessarily, the web site has a database and the pages are built from the database. This allows users to search the database or the pages change depending on the data. Sometimes there is a combination of both.

Because of the programming involved and the heavier use of computing power required, these web sites are more expensive to develop and also more expensive to run. There is a more significant amount of time required to ensure that the web site works correctly and is also secure. Security is a major issue with any web site, however if you have a database with sensitive price information or credit card details on the web server, security becomes even more important. This is why it is essential that when you look for a dynamic web site, you ask serious questions about security. If the sales staff brush security aside, find another supplier.

Typical uses for a dynamic web site are for taking credit card orders over the Internet, or displaying rapidly changing data. You could also need this if you only wanted certain people to access your web site e.g., a motor cycle club may only want subscribers to access the spares database.

Dynamic web sites really come into their own when you have lots of data to display. If you sell hundreds of products and you want your users to search for a particular product, you can put them into a database and let them search and display the results. Alternatively, you could put ALL of your products into static HTML files and let the user click on all your pages until they find the right product - guess which method the users prefer and which one is more likely to lose you custom.

This comes with our standard features too.

## Web Site Upgrades

If you already have a web site and need it upgrading or extra functionality adding to it, we can help. Many web sites start out as a few simple pages thrown together - often with one of the "free" providers. There is no such thing as "free", you have to pay for it somewhere and the payment often comes in the form of Draconian fees (if you want to do anything but have a simple web site, without also having the provider's name emblazoned all over your pages). We can help you to move your web site and domain over to us, upgrade your web site and add that extra functionality that you require. If you want to add database features to your pages, we can do it. Once moved, you end up with either our static web site package or the dynamic web site package. Where savings can be made is that, if you don't want major design work carrying out, then all you are paying for is the relatively (all things are relative and some moves are more difficult than others) small costs involved in the migration.

## Used Car Sales Web Site

This is one of our dynamic web sites, however because it is a "packaged" solution, we can offer it at a significant discount on our normal dynamic web site rates.

The web site is relatively simple; we build a simple static web site for you. This will be unique to you, we don't emblazon it with our adverts - we will add a small logo if you permit it. Once the static pages are complete, we add a feedback form and a search engine to it and then make the web site live.

A typical web site (with our logo added to it) is <http://www.guisboroughcarsales.co.uk/>

## What Do You Get ?

### *Basic Web Site*

This is the first page and any other static pages required, most web sites only require a front page.

### *Domain Name*

A .co.uk domain name registered. The renewal and hosting fees are included in the hosting fee.

### *Vehicle Database*

An empty database for you to store your stock details on. To the database you can upload the technical details of each vehicle and also a picture of the vehicle.

### *Search Facility*

Having a database without being able to search it and display the results is pretty pointless, so you also get a search page for your customers to use so they can see what you have in stock.

### *Feedback Form*

Allows your visitors to send you comments etc., electronically.

### *Logs*

Access to the system logs - we process the web server logs and you can then view them on line via your browser. We can also e-mail them to you if you require for processing yourself.

### *Full Control of the Database*

You can add and remove cars from the web site whenever you want. You are responsible for the content of the database. You can also have as many cars as you want on the web site. Obviously if you are Dutton Forshaw then we may need to discuss other arrangements but for the smaller retailer this shouldn't be a problem.

### *E-mail at your Domain*

We set up e-mail boxes for you so you can have for example; spares@yourgarage.co.uk. We can

set up as many as you require. These can either be mail boxes on our servers or we can forward the mail to your current mail boxes.

#### *Dial-up Internet Access*

If you don't have internet dial-up access, we can provide it.

#### *Access to our Bonus Scheme*

If you recommend another dealer to us and they subsequently buy our system then, when they have paid us, we will pay you a finders fee. There is no limit to the number of customers you can recommend. If we sell enough of your referrals, you will be able to easily recoup your start-up costs. Phone us for further details.

### **What Do You Need ?**

A computer with Internet Access and a digital camera.

If you are not sure of the computer specifications or don't have a computer we can point you in the direction of a good local computer supplier and they can supply you with all the necessary equipment required to get you working. They have an excellent backup and support service and provide high quality machines with excellent sales and post sales service.

You also need some time to check that the web pages we lay out are correct before the site goes "live", photographs of your stock and to upload the images to the web site. The process is very simple and quite quick, however if you have a lot of vehicles to upload, we recommend you put them on in batches of 10-20 per day. Populating the database is a major part of the work involved and once full, it becomes a lot easier so all you need to do is add a new vehicle as it comes in and remove sold stock as it leaves. The success of this web site depends on you keeping the database fully up-to-date.

### **Online Estate Agency**

This is a "packaged" product. We have a database system and a set of programs that talk to the database. What we do is design you a web site and then connect our database to it. This allows your customers to search the database and see full details of the properties in it. The search results and displayed data have the same look and feel as your main pages. We don't send you off to a third party provider, who then advertises themselves or forces you to use a particular background and page layout.

For the client this product is aimed at, there is no limit to the number of properties you can have on the database. We don't put the properties on the system, you do, so it is up to you to keep the database fully up-to-date. There is no charge per property, the charges are all included in our monthly fee. The design and layout of the pages are included in our set-up fee.

We have tried to make the system as simple as possible to use and also have it fully featured. It has full search facilities for end users so they can search for example, on price range, property type etc. The results are displayed on multiple pages so they don't have to wait longer than necessary for all of the pictures to download and then manually check each one. Each property is displayed as a small thumbnail picture which, when clicked on takes the user to a more detailed picture and also fuller details on the property. This allows the user to browse the results quickly and efficiently and only view full details of the properties they are interested in.

The user can also send you feedback which identifies them and the property. These e-mails can go to different e-mail addresses depending on the property type etc.

The web site administrator needs to have access to the Internet and also needs a digital camera. Adding a property to the web site simply involves uploading the description of the property and the picture via a web browser form. The property is inserted into the database, the pictures are automatically resized and stored ready to be displayed. You can switch a property on and off at will, which means that it can be on the web site without being visible, so if you think that the property will be coming back on to the market, you only need to turn it off ready to be turned on when it comes back again - there is no need to upload all its details again. Once on the web site, the property details can be edited so if for example, the price changes, all you do is edit the price. A working example of this kind of site can be found at <http://www.frenchpropertysales.com/>

## Standard Features

Unlike many other ISP's, we don't specify how many e-mail addresses or how much disk space you can have (if everybody decided to use all the space they were allowed, these ISP's would soon start worrying). We provide whatever you require to start or run your web site. We want you to grow and prosper and as you grow and start needing more resources, we help you to grow your web site. For a small web site, you will be on a shared server, i.e., your web site will be stored on a computer along with other web sites, possibly even your competitors web sites. If this frightens you, don't worry - unless you want dedicated hosting, it is the norm for most small web sites. If you want dedicated hosting, give us a call - the costs will probably frighten you even more. Dedicated hosting is what we recommend when you reach a certain size.

All web sites hosted with us have the following available - if you need to use them. We don't provide a hit counter so don't ask. There are many reasons why you don't need/want a hit counter. For further information about it visit <http://www.htmlhelp.com/faq/html/effects.html#hit-counter>

If you don't see what you want below, then simply complete the feedback form on our web site or contact us by telephone to discuss your requirements.

## Contact Form

This is a standard form that can be completed online by anyone who visits your site and wishes to leave you a message, comments about your products etc, which is then forwarded on to you. It can be forwarded via fax, printed out and mailed to you or sent via e-mail. To see an example of a Feedback/Contact Form go to <http://www.iirc.net/> and click the 'Feedback' link.

## E-mail Address

You can have as many e-mail addresses (within reason) as you require for your web site. Obviously if you want 10,000,000 addresses, we will have to come to some arrangement, however for most purposes we find that three to ten is sufficient, typically our customer require: "sales@example.com", "info@example.com", "abuse@example.com", "stats@example.com", "support@example.com" or some smaller subset. These e-mail addresses can then be forwarded on to your normal mailing address for you to pick up and read. You can also set your outgoing e-mail address and connect to our mail server to send the mail (subject to your software being compatible).

If you don't have an e-mail address to rewrite the mail to, we can set you up a dial-up internet account to send and receive e-mails. There is a small charge for this and access is via local rate or a national rate telephone number - depending on your requirements.

## E-mail to Fax Conversion

This is automatically set up. We will forward mailed queries to your fax number if required. We charge a fixed fee per fax to any national UK number.

## Fax to E-mail Conversion.

This feature allows you to fax us. We then transcribe your fax to an e-mail message and post it on. This is mainly a manual process and as such we have a fixed rate charge per A4 page - and don't forget, we have to be able to read it too.

## Domain Name

We include in the standard charge the registration of a .co.uk domain name. Charges are made for extra names and other domain extensions i.e., .com, .net, .org. An annual management charge includes the re-registration fee and DNS services for the domain.

## Support

Telephone support is available from 09:00 to 17:00 Monday to Friday, which is included in the monthly fee. Out of hours support is charged via a premium rate. We offer extended support for those who need it and e-mail support is also available.

## Statistics

We generate statistics of traffic to your web site which you can access online. We can also e-mail the logs to you if required, so you can process the logs with your own software.

## Consultancy, Training and Other Services

We have consultants available with a wide area of expertise to help you with your problems. Please contact us directly for further information.

We also offer unbiased advice to help you make a decision on purchasing a product or service. Prices are based on number of users and number of servers, i.e. system complexity. We never recommend ourselves or include ourselves in the analysis unless asked to do so by the customer. If we do get asked and we are subsequently chosen to provide the system/service requested, we will offset the **FULL** advice fee against the final invoice.

For further details, please contact us directly.

If you are thinking of moving to a Linux based system we offer a full range of training and support packages to help you get going. Please contact us to discuss your requirements.

If you don't have the in-house expertise to manage and maintain your systems, we can do it remotely for you. This is subject to a monthly charge and a set-up fee which includes an on-site audit of your network. This set-up fee is based on the complexity of your network and the systems involved. Please contact us for further details.

## Our Contact Details

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