



*CAPIX eCommerce  
Website Strategy*

101010

10000

00000000001010

1011111



## CAPIX Website Strategy

*New design in modular websites.*

This allows clients the choice of which options they require, then integrate these modules into a fully integrated website.

All CAPIX client websites look and feel individual, the graphics and design are tailored to the client's requirements reflecting their corporate culture.

### **Benefits to Clients:**

Each website is designed to allow clients to maintain the content of their website, with no website development skills required.

### **Checklist for Website facilities:**

A client is able to upload and edit documents, static information, text, calendars, items for sale, office directories, images, newsletters, mailing lists, conduct polls or surveys, contact details, profiles, links to other sites and support items for your customers with no website programming.



Significant ongoing cost saving are achieved for our customers and allowing immediate maintenance of clients website.

Once the website is established, future change of corporate design, graphic and colours can be achieved easily due to the module design.

Additional functionality or modules can be added at a later stage. New modules and features are being developed for clients and are available on request.

Website hosting is complimentary with website development.

Website support agreement is available.



Select Options	Website Module	Features	Overview
<input checked="" type="checkbox"/>	<b>1. Base system, Static Text &amp; Website Hosting</b>	Corporate Colours with logo, website design & Security This may include: <ul style="list-style-type: none"> <li>✓ Introduction</li> <li>✓ Company profile, Mission Statement</li> <li>✓ Product and service overview</li> <li>✓ Privacy Statement, Terms and Conditions</li> <li>✓ Site map</li> </ul> <VIEW/EDIT/DELETE> and <ADD>	This is the base system providing the structure and framework for the website providing security, menu system, company and product and service overview and corporate governance.  The website administrator is able VIEW /EDIT /ADD and DELETE all information provided in the site.  Website hosting is provided.  Registration of domain name service is available (optional extra).
<input checked="" type="checkbox"/>	<b>2. Administration</b>	<VIEW USER/ADD USER/USER LOG>	This provided the ability to ADD or DELETE users to the Administration section of the system. Administration section controls the security of the website, ADDING, EDITING and DELETING all documents, texts, newsletters, mailing lists, view statistics, feedback, credit card payments, items to sell, images,
<input type="checkbox"/>	<b>3. Graphics module</b>	Flash, ActiveX, Colour mixing and enhanced graphics design	Special effects are provided within this module
<input type="checkbox"/>	<b>4. Search engine</b>	<ul style="list-style-type: none"> <li>✓ Site search</li> <li>✓ Search engine for the Web</li> </ul>	Search engine facilities are provided for either website search or internet search for Australia or globally
<input type="checkbox"/>	<b>5. News Articles</b>	<VIEW/EDIT/DELETE> and <ADD> with "news alerts"	Provides the ability to upload news articles for the current month and provide archiving for previous months. Customers can review back dated articles. Special "news alert" can be set to activate when new articles are posted within a defined period e.g. 24 hrs.
<input type="checkbox"/>	<b>6. Newsletter</b>	HTML and Text format with auto subscribe and unsubscribe	Customers can subscribe to a regular newsletter in either HTML or text format. This is a great way to advertise coming events, products and services, including specials. Patrons can also automatically unsubscribe.
<input type="checkbox"/>	<b>7. Mailing List</b>	<VIEW/EDIT/DELETE> and <ADD> articles & bulk send newsletters	A newsletter publishing system is provided for articles to be published in a newsletter for bulk circulation to customers. History of newsletters can be maintained.
<input type="checkbox"/>	<b>8. Calendar Events</b>	<VIEW/EDIT/DELETE> and <ADD>	Publishing a monthly calendar of events. Clients can scroll through each month or select the period they are looking for. Events can be uploaded, edits added or deleted
<input type="checkbox"/>	<b>9. Polls and surveys</b>	<VIEW/EDIT/DELETE> and <ADD> display results	Conduct your own Polls on current events, news items, client feedback, and surveys. A great way to find out what your clients are thinking. After completion, the results year-to-date can be published to the survey participant.

<input type="checkbox"/>	<b>10. Document Download</b>	Categories for documents <VIEW/EDIT/DELETE> and <ADD> Documents: <VIEW/EDIT/DELETE> and <ADD>	Storage of documents in PDF format or text is provided. The administrator can define the categories for documents, and then publish the documents within these categories. This is totally user definable
<input type="checkbox"/>	<b>11. Database Library</b>	<VIEW/EDIT/DELETE> and <ADD>	A database of information is provided for customer reference and retrieval. This can be accessed either through search facilities or a category and document listings
<input type="checkbox"/>	<b>12. Club/Office Directory</b>	<VIEW/EDIT/DELETE> and <ADD>	Provide facilities to list for regional clubs or offices in Australia or overseas
<input type="checkbox"/>	<b>13. Images</b>	Pictures and photo gallery <VIEW/EDIT/DELETE> and <ADD>	A photo gallery is available that can be easily updates and displayed
<input type="checkbox"/>	<b>14. Items to Sell</b>	<VIEW/EDIT/DELETE> and <ADD>	In support of a select community, facilities are available for advertising sale of items. Selective searches are made by category; make, module, type, year and price range is available. This can be tailored to your specifications.
<input type="checkbox"/>	<b>15. Chat Room</b>	On-line chat room for members and/or public	For either day-to-day operation of for special events, chat room facilities are available. It is found this is a great facility for a special guest that can chat on-line to your customers
<input type="checkbox"/>	<b>16. Contacts</b>	<VIEW/EDIT/DELETE> and <ADD> text & images for: <ul style="list-style-type: none"> <li>✓ National /State Level</li> <li>✓ Councillors / Commissions</li> <li>✓ Board of Directors &amp; Management</li> </ul> Detailed Profiles are available for each of above with photos	Provide contact information for customers with a personal touch.  Various level and types of contact information can be established with profiles of each person with photos, if required
<input type="checkbox"/>	<b>17. Visually Disabled Facilities</b>	<ul style="list-style-type: none"> <li>✓ Support for visually impaired</li> <li>✓ Audio facilities</li> <li>✓ Enhanced graphics, menu and text</li> </ul>	Provide additional facilities for visually impair clients with enhanced text, audio facilities (and download tools, if required). This can be fully tailored to requirements.
<input type="checkbox"/>	<b>18. Credit Card Payments</b>	On-line payment facilities for: <ul style="list-style-type: none"> <li>✓ Donations / Subscriptions</li> <li>✓ Purchases / Payments</li> </ul>	Payment facilities can either be linked to bank accounts for direct debits or providing payment instructions for processing at a later stage
<input type="checkbox"/>	<b>19. Links</b>	<VIEW/EDIT/DELETE> and <ADD>	Provide the ability to establish direct links to other websites of interested parties, business partners, complimentary services to your business and international institutions as additional references.
<input type="checkbox"/>	<b>20. Public</b>	<VIEW/EDIT/DELETE> and <ADD> for: Public Mailing List & Feedback	This allows website users to provide feedback on your product and service. Your client frequently provides suggestions for enhancing your website.
<input type="checkbox"/>	<b>21. Customer Support Database</b>	<ul style="list-style-type: none"> <li>✓ List/ Add support items - Auto email facilities</li> <li>✓ Customer Support Notes</li> <li>✓ Update personal details</li> </ul>	If your organization is providing a service or product to a customer, then an online customer support database facility is available. This provides tracking of customer queries, prioritisation, client response and tracking with auto emailing facilities
<input type="checkbox"/>	<b>22. Statistics</b>	<ul style="list-style-type: none"> <li>✓ Visits: By Week</li> <li>✓ Visits: By Month</li> <li>✓ Visits: By Number</li> <li>✓ Visits: By Age</li> <li>✓ Downloads</li> <li>✓ Site referrers</li> <li>✓ Uptime</li> <li>✓ Storage</li> <li>✓ Feedback</li> </ul>	<ul style="list-style-type: none"> <li>✓ How successful is your website?</li> <li>✓ Where do visitors come from in visiting your website? Search engines, web-links referrals....</li> <li>✓ How many people visited your site last week, last month or in total?</li> <li>✓ How frequently does a visitor revisits your website?</li> <li>✓ What documents or files are most frequently downloaded?</li> <li>✓ Is your website always available and online?</li> <li>✓ How much storage space are you using?</li> <li>✓ Do you receive client feedback?</li> </ul> This module provides the answer to all of the above.
<input type="checkbox"/>	<b>23. Internet Marketing</b>	<ul style="list-style-type: none"> <li>✓ Design and register website with target market for promotion either in Australia or globally.</li> </ul>	Designing the Website for hits by search engines and register your website on reputable search engines in your target market. This increases the visibility of your website in the global market.

## Professional Services

CAPI X provides a range of related professional services that complement Website development.

1. Modular Website design and Graphic Art
2. Incorporating Corporate Culture into product design
3. Development of software applications designed for the internet, following Microsoft technology
4. Project Management
5. Strategy and Planning

CAPI X has a dedicated software support Help Desk to provide technical assistance for our products to clients.

Our standard Software Support Contracts include:

- ✓ Telephone and Internet Help Desk service to assist with user and technical enquiries
- ✓ Software maintenance in the event of unforeseen operational difficulties
- ✓ Free upgrades to the current product version
- ✓ Access to the CAPI X Support Database and other resources on the CAPI X website

## Contact Information

CAPI X Limited is an Australian owned company that has specialised in Internet development and related technology since 1991. CAPI X also provides applications for the Capital Market both Internet and Client Server based.

Every client has individual requirements and CAPI X staff is happy to discuss these to ensure every product and service meets your needs.

### CAPI X Limited

Tel: 1300 65 0055 (free call)

+61 3 9525 0899

Fax: +61 3 9525 1674

Website: [www.capix.com.au](http://www.capix.com.au)

Email: [information@capix.com.au](mailto:information@capix.com.au)

