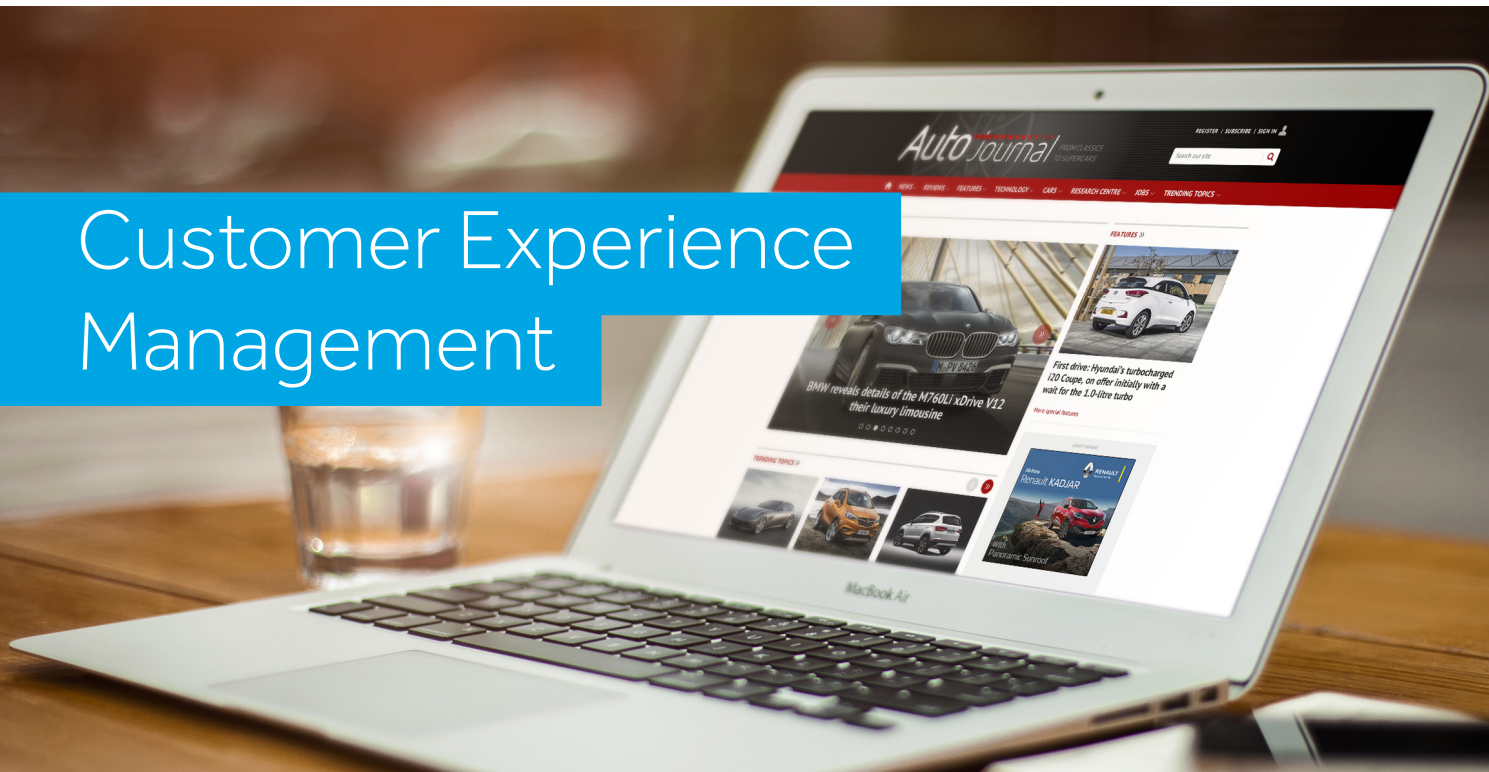




abacus e-media

Webvision Cloud

Customer Experience Management



Introducing Webvision Cloud – an integrated website, CMS & customer management solution from Abacus e-Media

Webvision Cloud is a customer experience management (CXM) platform bringing together the very best of our software into one solution; comprising a professional mobile-friendly website, an enterprise-class CMS and a market-leading audience engagement database – all in the cloud.

- ↘ An elegant and versatile responsive website styled to deliver your brand with impact
- ↘ A fully integrated, flexible multichannel CMS, as used by some of the UK's biggest publishers
- ↘ Access management and e-commerce options supporting digital products, purchasing and fulfilment
- ↘ A comprehensive customer and subscription management database with the mining tools you need to create successful campaigns and market segmentation
- ↘ A single customer view that includes full transactional history and web usage behaviour

Designed specifically for media owners who are focussed on the challenges of creating – and monetising – tailored and targeted digital content, products and services for their audiences, Webvision Cloud is a true Customer Experience Management (CXM) platform.

An affordable end-to-end solution

Webvision Cloud is for organisations of any size that need to provide their audience with a relevant and engaging digital experience across all devices, at an affordable price.

All this is delivered as a 24/7 hosted and supported service.

Intuitive and easy to use

This out-of-the-box functionality is provided with a simple, intuitive user interface designed for business users, so reducing your reliance on the IT team. And because Webvision Cloud is highly configurable, your new website can evolve to reflect the changing nature of your business model, without the usual associated programming and redesign costs.

Controlled by you

Webvision Cloud gives users full control of the content production and marketing and sales, providing high levels of inbuilt flexibility and agility to allow your team to react rapidly to evolving commercial requirements.

Rapid development and implementation

Our standard site set up and on-boarding process can be completed in just 4–6 weeks. Abacus' highly skilled and knowledgeable staff will guide you through our straight forward and simple project process to agree the best look and feel of your website. We will advise on the most appropriate site and configuration for your market and then train your staff to be totally confident in operating the platform. And once your new website is live and the system is operational, our Webvision Cloud customer services team are on hand to help you – that might include advice on the best landing page configuration for a new section of the website, or perhaps assistance in how to analyse and select the most responsive audience segments for a new renewal campaign.

Revenue models to suit all publishers

This flexible platform supports the full range of revenue generating activities that the modern day content business needs, including:

- Paid subscriptions, both bundles and single items
- Display and classified advertising
- Digital and event sponsorship
- Creative marketing solutions (e.g. content marketing and native advertising)

So if you are looking to build your business model around paid content, it's now possible to create, package, and promote your digital products in one system. Or if your organisation's market penetration is driven by advertising and sponsorship, Webvision Cloud provides the tools to drive audience engagement levels – such as increased web traffic, dwell time, and reduced bounce rates – offering your advertisers a greater return on their investment. With Webvision Cloud, it's easy to create great looking personalised content that supports all of your online activities.

Continuous development

Webvision Cloud is a Software-as-a-Service (SaaS) technology that has many benefits, including continuous and transparent upgrades, so that your organisation will always be running on the latest version of the software. Our development programme is heavily influenced by our customers' feedback, so the software is continually developing and improving – for the benefit of all of our clients. And the software is genuinely scalable – with a range of optional functionality that can extend your business easily, and cost-effectively. See our menu of optional extras and add-on support packages at the end of this document.

Safe, secure and cost efficient

The Webvision Cloud platform is low risk and low cost. There is no infrastructure requirement, nothing to install, and no need for costly IT staff to run it, as all technology and website hosting is in the cloud. The platform is secure; we use state of the art Amazon Web Services (AWS) hosting facilities, and 256-bit encryption to secure your website and all your personal customer data, so you can rest easy.

Controlling your Total Cost of Ownership (TCO)

At Abacus e-Media, we understand that investing in a new website and CMS platform is a significant strategic and business critical decision and one that your business cannot afford to get wrong. That's why our ethos has always been to build flexible and adaptable technology that is fit for purpose, continuously evolving, and

future-proofed. Webvision Cloud guarantees you a high-performance digital platform, with none of the uncertainties and risks that you face in contracting a development team to knit together diverse Open Source modules. And equally importantly, after the build Abacus will be on hand to support and evolve your platform and your site as a member of a community of users.

Better value than other leading website solutions

If you are looking to replace your website, CMS and complement it with the essential customer management regime, we have a winning proposition. Allow us to prove to you that we can provide a risk-free alternative to Open Source solutions (e.g. Wordpress, Drupal or Joomla), and let us help you identify the actual cost to your organisation, and help you build the business case to invest in Webvision Cloud today.

Key benefits

📌 Mobile-friendly website

Create truly immersive and engaging web user experiences across multiple devices, improving audience engagement through increased dwell time, repeated visits and reduced bounce rates

📌 Webvision CMS

Enterprise CMS that gives non-technical users (editorial and marketing) control of content management from one cloud-based platform

📌 Audience database (SCV)

Understand your audience, customers and membership, and build comprehensive user profiles; segment and target them with personalised content, advertising and marketing messages throughout the user journey

📌 Access control

Mix up different access models to find the most suitable one for your audience, including incremental data capture and metering, limited trials and traditional time-based access

📌 Professional e-commerce

Provide an elegant and intuitive e-commerce funnel for one-off products, complex subscription bundles, multi-product membership packages and renewals on any device

📌 Subscription management

Generate repeat subscription and renewal billing, manage single subs and corporate deals for all your product bundles from the same system

Full features list

CMS – System administration

- Manage system users
 - Site user activity reports
 - Track changes by CMS users
 - Manage locks on stories, navigation and users
 - Manage content types
 - Manage categories and taxonomy structure
 - Manage page texts, including social sharing links
 - Manage page aliases and redirects
 - Grid creation and management
 - Site default settings
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CMS – Editorial management

- Tag management
 - Issue management
 - Advanced and quick search
 - Bulk update stories
 - Create workflow queues
 - Configure home dashboard
 - XML export
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CMS – Story editing

- Semantic mark-up XHTML editor
 - Automatic conversion to smart punctuation
 - Right-click contextual editing options
 - Tool bar – including bullets, special characters, URL links, mailto links
 - Formatting – including quotes & factfiles
 - Embed third-party code and content within story text
 - Add, reorder and resize images inline
 - Embed video content inline or display using video layout
 - Select from different layout options including picture gallery
 - Tables – create inline or as attachments
 - Related stories
 - Categorisation and tagging
 - Top tab items – settings, layout, metadata, workflow
 - Set stories to publish at advanced embargo date/time
 - Add review or expiry dates
 - HTML pages for non-story content
 - Review and moderate story comments
 - Assign stories to other CMS users for review
 - Use story status levels as part of workflow
 - Version history tracks text changes
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CMS – Site navigation

- Navigation management – main, bottom, my pages, logged in, logged out etc
- Create navigation item types – URL, grid (landing pages), story
- Create landing pages

Full features list continued...

CMS – Landing page formatting

- Page titles and descriptions
 - Create story blocks – selection criteria
 - Create carousels, scrollers, and grids
 - Create inline HTML
 - Embed widgets (XML feeds, javascript, HTML)
 - Add metadata (SEO)
 - Copy navigation items with filters
 - Create drafts of pages and approve before making live
 - Preview navigation pages
 - Manage mega dropdown menu
 - RSS management
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CMS – Front end website pages

- Responsive web design templates
 - Landing page template (SPIN)
 - Story template
 - Event template
 - Contact template
 - Access denied messages
 - SEO pages index pages – publication, site map, categories
 - Account pages – profile, my library, my alerts
 - Microsites (optional)
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CMS – Media Library

- Image management
 - Video management
 - File (document) management
 - Quick search
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CMS – Multichannel publishing

- InDesign copyflow - XML export (optional)
 - Save and split – digital and print versions
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Audience Database

- Order history/summary
- DPA management
- Password management
- Multi address management
- Custom attributes
- Single customer view
- Tracking – online behaviour
- Newsletter sign up/opt-in
- Customer service interface

Email management (optional)

- Email template set up and configuration
 - Automated email generation
 - Campaign reporting
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Access management

- Single Subscription Access
 - Corporate/IP based Access
 - Metered Access and Data Gathering
 - Access Denied form creation
 - Data Gathering form creation
 - Self-Service Interface
 - Single Sign-on
 - Free Trials
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E-commerce & billing

- Product set-up and management
 - Bundle creation and selling
 - Discounts and special offers
 - Multi-currency support
 - VAT and local tax handling
 - Newsletter sign up/opt-in
 - Invoicing and billing
 - Subscription and renewals
 - Subscription management (purchase and renewals)
 - Renewals campaign tools
 - Reporting dashboard
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Reporting (BI)

- Audience segmentation
 - Campaign reporting (subscriptions, renewals etc).
 - Online behaviour analysis
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Print fulfilment (optional)

- Label runs
 - Print customer service interface
 - Dual format reporting
 - Invoicing and billing
 - Controlled circulation
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Service packages (optional)

- Gold (6 hrs extra per month)
- Silver (4 hrs extra per month)
- Bronze (2 hrs extra per month)

Find the plan that's right for you

Webvision Cloud – Standard	Webvision Cloud – PRO
<ul style="list-style-type: none"> Single website licence 3 seat licences AWS hosting (24/7) AWS – 20gb disk; 250mb data bandwidth Webvision CMS Mobile-friendly website Lucene Solr search Google Tag Manager* DoubleClick for Small Publishers* Audience database and SCV module Access control module e-Commerce and subscriptions module SSL certificate Standard support package – 4hrs per month 	<p>Everything you get in Standard, plus:</p> <ul style="list-style-type: none"> Multisite CMS licence – up to 5 websites Up to 10 seat licences AWS – up to 100gb disk; 1.5gb data bandwidth Up to 5 SSL certificates Integrated email engine API connector Silver support package – 8hrs per month
<p>Prices start at £2,500 per month</p>	<p>Contact us for multisite PRO licensing</p>
<p>Professionally designed websites start at £20,000</p>	<p>Contact us for multisite development discount deals</p>

* Support for Google Tag Manager and DoubleClick for Small Publishers available – requires an active account for both of these services

Working with