



# Customer Experience Management

**A GDPR-compliant Digital eXperience Platform (DXP), comprising a professional mobile-friendly website, an enterprise-class CMS and a market-leading audience engagement database – all in the cloud.**

*"The advent of Webvision Cloud has, for the first time, made it possible for even the smallest publisher to access the sophistication and power of an industry-leading content and audience management system – allowing me to concentrate on the job of publishing."*

PUBLISHER, CABINET MAKER

## An affordable end-to-end solution

Webvision Cloud is a **GDPR-compliant Digital eXperience Platform (DXP)** for organisations of all sizes that need to provide their audience with a relevant and engaging digital experience across all devices, at an affordable price.

The out-of-the-box functionality is highly configurable and flexible, giving users the ability to be in full control of the customer experience from content management and delivery to audience engagement and tailored digital communications. This allows your website to quickly react and evolve to reflect the changing nature of your commercial business model, without the usual associated programming and design costs.

## Revenue and content models to suit all organisations

This flexible platform supports the full range of content templates and revenue generating business models – from paid content to advertising and sponsorship – to achieve a greater return on your investment, including:

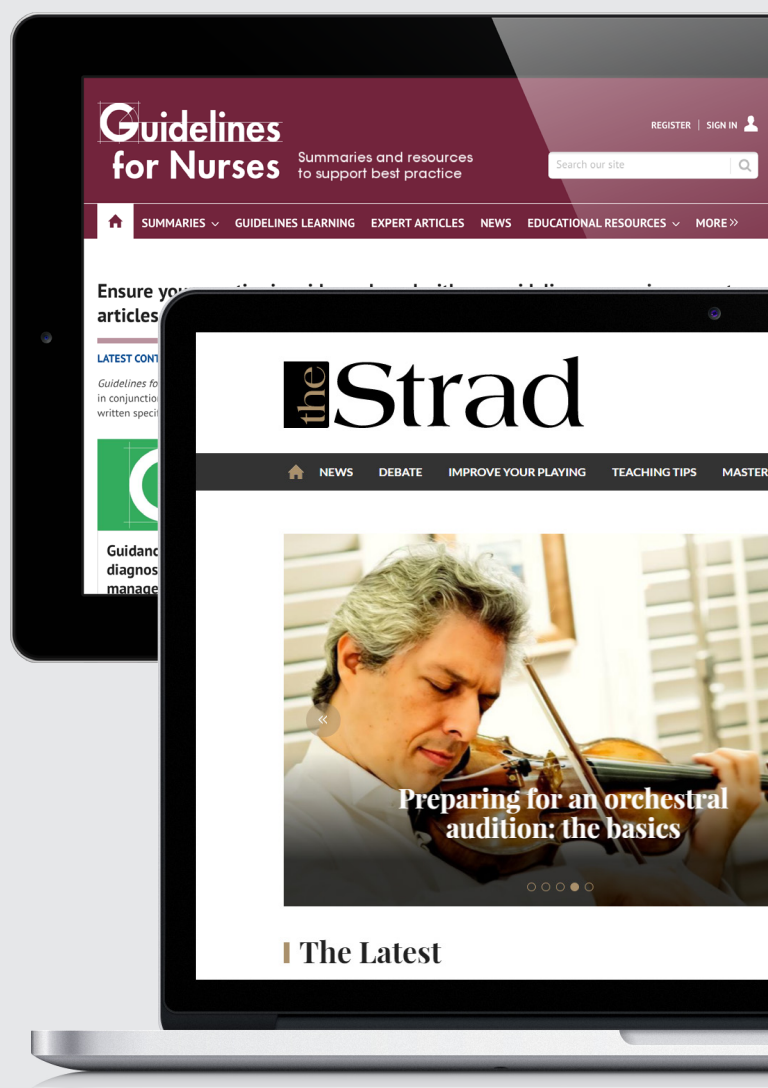
- **Paid subscriptions, both bundles and single items**
- **Industry standard banner advertising**
- **Digital content and event sponsorship**
- **Creative marketing solutions (e.g. content marketing and native advertising)**
- **Video and audio media**
- **Multi-language support**

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.

## Rapid development and implementation

Our standard site set up and on-boarding process can be completed in roughly 6–8 weeks (but more complex projects can take longer). 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.

- 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 content owners
- 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 behavior



## Consultancy Services

We have created a team of highly specialised staff and consultants with unrivalled industry experience in developing all aspects of online strategy. They will be there to support you throughout the UX and onboarding process, advising on the most appropriate set up and configuration for your market. And once your site is live, our team will be on hand to give you ongoing expertise and strategic guidance.

## 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.

*"IBC365 will enable IBC stakeholders to access the wealth of knowledge generated by our wide range of industry experts, and the Webvision Cloud platform allows us to present this information in an optimised format for multiple devices with ease and at pace and, through the CMS, to curate appropriate journeys for our different audiences."*

MARKETING COMMUNICATIONS DIRECTOR, IBC

## Controlling your Total Cost of Ownership (TCO)

Our ethos has always been to build flexible and adaptable technology that is fit for purpose, continuously evolving, and future-proofed. With Webvision Cloud, we guarantee you a high-performance digital platform 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.

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

## Better value than other leading website solutions

If you are looking to replace your website, CMS and customer management technology, 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.

## Safe, secure, cost efficient and compliant

Webvision Cloud is secure, 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. Webvision Cloud has been designed to enforce GDPR data protection compliance and provide an audit trail to ensure any disputes can be dealt with swiftly and decisively. Its hierarchical nature permits users to manage communications (in any format) from the organisation, the brand, any products or services, and 3rd parties, always knowing whether it is OK or not OK to contact somebody.

## Key benefits

➤ Mobile-friendly website

➤ Webvision CMS

➤ Audience database (SCV)

➤ Access control

➤ Professional e-commerce

➤ Subscription management

# 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 embedded content, including social sharing links
  - Manage page aliases and redirects
  - Grid creation and management
  - Site default settings
  - Multi-language settings (optional)
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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
  - Content API (optional)
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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), article
  - Create landing pages
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## CMS – Article 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 & box outs
- Embed third-party content within article text
- Add, reorder and resize images inline
- Embed video content inline or display using video layout
- Different layout options including picture gallery
- Tables – create inline or as attachments
- Related articles
- Categorisation and tagging
- Top tab items – settings, layout, metadata, workflow
- Set articles to publish at advanced embargo date/time
- Add review or expiry dates
- HTML pages for non-article content
- Review and moderate article comments
- Assign articles to other CMS users for review
- Use article status levels as part of workflow
- Version history tracks text changes

# Full features list continued...

## CMS – Landing page formatting

- Page titles and descriptions
  - Create article 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 navigation menus
  - RSS management
  - Ad positioning management
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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
  - Salesforce Connector (optional)
  - GDPR Ticketing & Dashboard (optional)
  - Customer Data API
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## CMS – Front end website pages

- Responsive web design templates
  - Configurable landing page templates
  - Video and audio media template
  - Article template
  - Event template
  - Contact template
  - Native advertising template
  - Access denied messages
  - SEO pages index pages – publication, site map, categories
  - Account pages – profile, my library, my alerts
  - Microsites (optional)
  - Multi-language template support
  - Ad blocker configuration
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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

## 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
  - Shop (optional)
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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
  - Corporate Self-Service Interface (optional)
  - Single Sign-on
  - Free Trials
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## Email management (optional)

- Email template set up and configuration
  - Automated email generation
  - Campaign reporting
  - Email verification
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## Data-driven reporting

- Audience segmentation
  - Campaign reporting (subscriptions, renewals etc)
  - Online behaviour analysis
  - Customer dashboard configuration (optional)
  - Secure data layer for audience targeting and personalisation
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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)

- Bronze (2 hrs extra per month)
- Silver (4 hrs extra per month)
- Gold (6 hrs extra per month)
- Platinum (8 hrs extra per month)
- Double Platinum (20 hrs extra per month)

# Find the plan that's right for you

Webvision Cloud – Standard	Webvision Cloud – PRO
<p>Single website licence</p> <p>3 seat licences</p> <p>AWS hosting (24/7)</p> <p>AWS – 100gb disk; &lt;250k pageviews per month</p> <p>Webvision CMS</p> <p>Mobile-friendly website</p> <p>Lucene Solr search</p> <p>Google Tag Manager*</p> <p>DoubleClick for Small Publishers*</p> <p>Audience database and SCV module</p> <p>Access control module</p> <p>e-Commerce and subscriptions module</p> <p>SSL certificate</p> <p>Standard support package – 4hrs per month</p>	<p><b>Everything you get in Standard, plus:</b></p> <p>Multisite CMS licence – up to 10 websites</p> <p>Up to 20 seat licences</p> <p>AWS – 200gb disk; &lt;2m pageviews per month</p> <p>API connector</p> <p>Silver support package – 8hrs per month</p>
<b>Prices start at £2,500 per month</b>	<b>Contact us for multisite PRO licensing</b>
Professionally designed websites start at £20,000	Contact us for multisite development discount deals
<b>Flexible pricing options are also available.</b>	

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

## Working with

CONDÉ NAST					
		CHRISTIE'S	New Scientist		



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