

i-Create[®]

News & Events Content Management System

Case Study 1

Company name: Poyntons of Essendon Nursery

Web site: www.poyntonsofessendon.com.au

Poyntons of Essendon is one of Victoria largest nurseries selling all types of plants, flowers, garden ornaments, statues, and outdoor furniture. They sell just about everything to do with the outdoors!

Poyntons of Essendon nursery had an urgent need to turn their web site into a powerful online communication tool for current and potential clients. With so many wonderful items on show at the nursery and a digital camera on hand it was obvious that the web site would require constant updating.

The question asked of Simple Net: How can we keep our web site constantly updated with the latest news on our products and events without spending a fortune?

The answer: i-Create: News & Events content management system. This system will not only exceed your requirements but will also allow you to avoid using a template and design/develop a unique and personalised web site.

i-Create allows Poyntons to take a photo of a new plant and load it up to the web site for display on the homepage and the detailed product page within 2 minutes!

“This system provides us with great control over our web site and is such a powerful tool”

“With this tool we can start getting exposure of new products as soon as they arrive.”

“It is so simple and easy to use that even us green thumbs can do it!”

Andrea – Poyntons of Essendon

Case Study 2

Company name: Jobs-West Employment Agency

Web site: www.jobs-west.com.au

Jobs West is an employment service that assists people with a disability or someone referred from Centrelink to become active members of the workforce. Jobs West has been helping people find and maintain jobs for over 16 years.

Jobs West required a web site that would allow them to promote their services to potential employers and also to promote job vacancies. Prior to the development of their web site Jobs West was restricted to paper based promotional material. This process was slow and very expensive.

The question: How do I improve my current inefficient and expensive promotional strategies and how do I ensure that job vacancies are continually advertised?

The answer: i-Create: News & Events content management system. This system will allow Jobs West to efficiently and effectively communicate to potential employers and to keep job vacancies up to date.

i-Create allows Jobs West to list job vacancies online as soon as they come to hand. It also allows them to load up to date promotional material (newsletters, company profile booklet) to communicate with current and potential employers.

“This system has really helped us remove our old paper based process, we can now load our newsletter to our web site in a matter of minutes”

“It really is a great tool and after one demonstration everyone in the office could operate the system”

“The system has also strengthen our communication and relationship with current employers as they can access the latest information online”

“All these benefits and at a very affordable price!”

Brian – Jobs West

PRODUCT INFORMATION

Manage the most visited and most important areas of your web site!

Simple, affordable and extremely easy to use!

i-Create allows SME's to manage news, events or specials on the most vital areas of their web site, the home page and a dedicated news & events/specials page.

One of the most powerful features of i-Create is the simple user interface, within 2 to 3 clicks you can have your latest news item, with attached picture and document loaded and live on your web site.

i-Create includes the following functionality:

1. Change news items, web links, documents and pictures on your websites most important page, the homepage (keeping it dynamic and constantly updated).
2. Manage Pictures – upload from anywhere in the world and manage the pictures displaying size.
3. Manage Documents – upload any type of document from anywhere in the world. Great for loading newsletters, annual reports, menus, price lists etc..
4. Change text colour, size and properties.
5. Schedule News, Events & Specials for future displaying.
6. Change displaying order of the news, events and specials items.

The benefits of i-Create include:

- Extremely easy to use.
- Allows for the design and development of unique web sites (no use of templates).
- Easy and fast integration over new or existing web sites.
- Keep current and potential clients in the know!
- Powerful management and marketing of your events.
- Scheduling of news, events and specials items.
- High level of security.
- Multiple user platform
- Can be deployed and hosted anywhere
- No contracts or annual fees!

i-Create will allow SME's to have great control over their web site and will ensure that they have a web site that is constantly changing and up to date with the latest information and news

i-Create really is simple, affordable and extremely easy to use.