



XS Developments - Services Overview

Version 1.02

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Revisions

18th June, 2005: 1.02 – Email address removed at bottom and replaced with web site.

15th June, 2005: 1.01 – Amended contact details and paragraph regarding backbone links to reflect recent changes.

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Introduction

At XS Developments, we endeavour to provide you, the customer, with complete end-to-end management of your domain, web space and internet presence. We consolidate your internet-related expenses into one coherent bill.

XS as your Managed Service Provider (MSP)

We provide one point of contact for your email, web, domain, sms, office and network lan setup and web developmental needs. If you need additional requirements, we can outsource, maintaining the single point of manageability on your behalf.

Content Management via XS CMS

To give you direct power and control over your website content which is the very reason for setting up a website in the first place, XS has created the XS Content Management System (XS CMS) which enables you, the website owner, to make changes directly to your website from a user-friendly customised interface.

Mailinglist Management with XS Mailout Manager

E-mail allows you to communicate with your customers directly. With XS Mailout Manager, we take this information exchange to an entirely new level. Mailout Manager is a multiple mailing-list management utility with HTML page generation and campaign tracking capabilities. Mailinglists can be imported and exported via a user-friendly web interface and master lists can be exported to Microsoft Excel at the click of a button.

Through the web-based interface, you can monitor the progress of your mailout and become immediately aware of how many of your customers have opened your mailout. Mailout Manager also conforms to Australian Anti-Spam legislation, allowing your customers the option of unsubscribing themselves.

Server Security and Robust Deployment

XS Developments runs on NT technology. We keep our servers locked down and patched with the latest updates. We do not allow COM/DCOM or even remote FTP access to your website.

All sensitive passwords and maintenance transfers are performed from within the safety of our internal network. Additional firewalls are operational on our network to shield the webservers which are on firewalled and isolated networks themselves.

Your websites are backed up regularly and failover monitoring, if so desired, can be installed to allow your website to remain operational even in the event of a main webserver failure or brute force attack (Denial of Service).

XS Developments maintains 2 backbones to the Internet at its head office via Exetel and aaNet. In addition to this, there are other offsite backbones in other locations in Australia and the United States ensuring your website has very high availability even in the event of technical or mechanical failure.

Website Features

Features of a website are best described as the key information components that are arranged on the web page that allow the viewer to access, navigate and retrieve whatever information s/he is after from that website.

XS Developments allows the complete control over all website features, which we call “Website Components” that seamlessly integrates with the look and feel (Template design) of the website, maintaining its professional appearance without sacrificing your ability to manage and maintain the information content.

Template Design

XS Developments can custom-create your website template. Alternatively, you can have a third party create the interface for you or we can outsource this on your behalf. Such flexibility in design is a part of our service.

Website Component Nomenclature

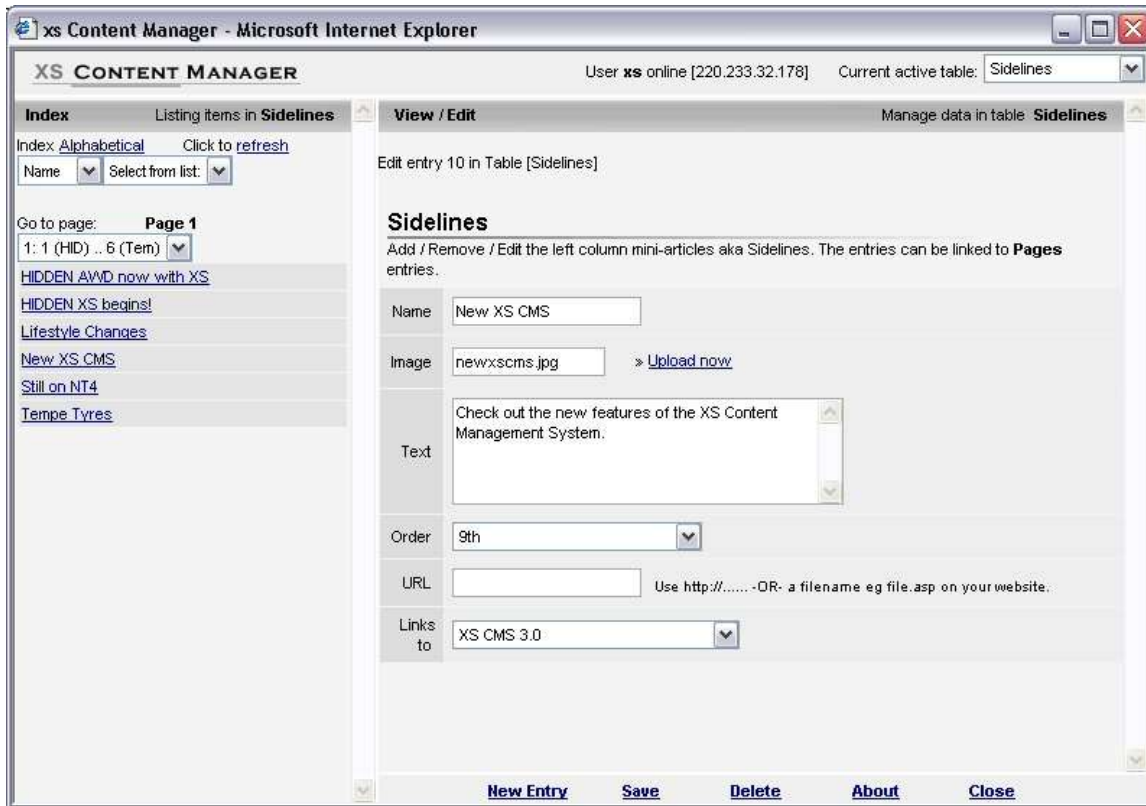
With the XS Content Management System, our clients are able to add and remove sections of their website at will, instantly, from within the comfort of their own premises. To give you an idea of how they specifically do this, here is a summary view of some of the various components that we use to build a content-managed website and how the clients can manage their site.

Articles / HomePage



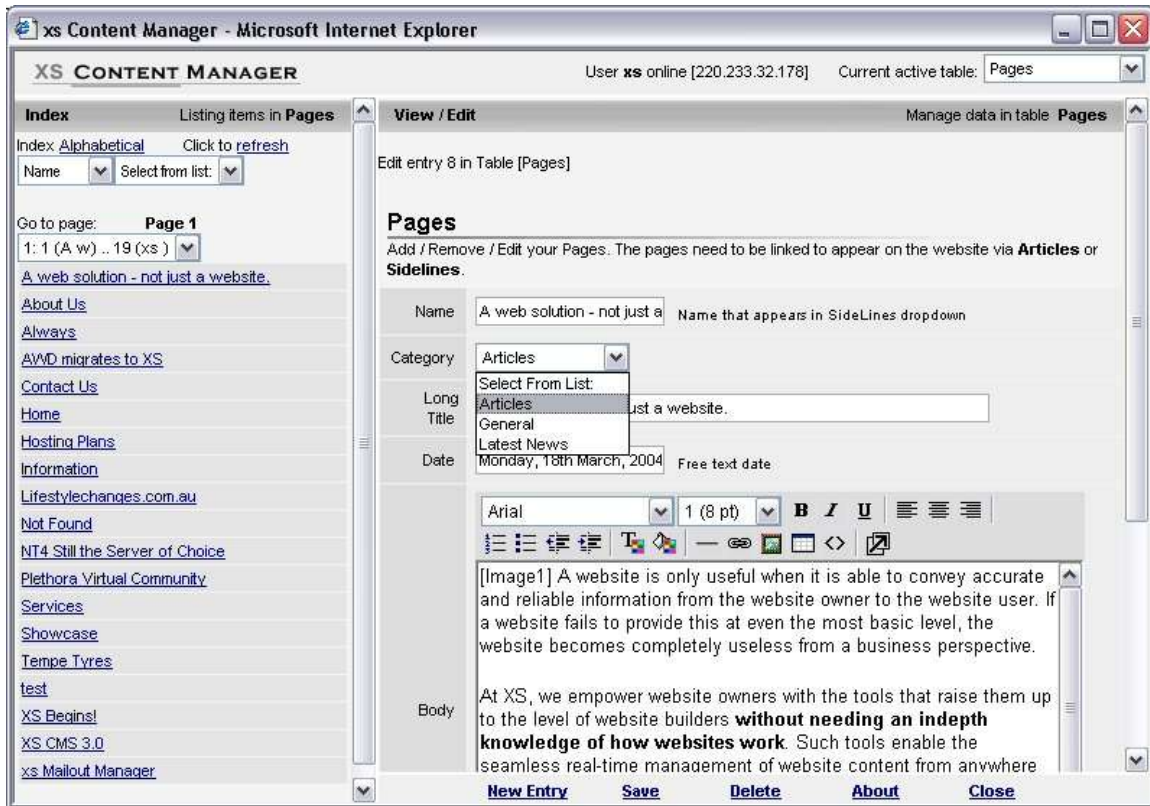
This is the name given to features that appear on the home page of your website. It is usually in the middle column and is a mixture of text accompanied by an image. The content manager displays a list of all of the articles and allows them to be modified, images to be uploaded and links to be made to other sections of the site (such as Pages). Any change is reflected immediately on the website.

Sidelines



Similar to Articles, sidelines occupy the left or right-hand edge of your website, either anchored to the home page or as part of the template (which then will appear on every page). Sidelines serves a similar function to Articles in that it allows a small amount of text and an image. Sidelines can link to Pages which allows the full version of the feature to be published.

Pages



This is a generic information-rich full-page published article with many images interspersed throughout the page, similar to how an editorial would look like in a newspaper. Articles and Sidelines can link to Pages, allowing the web user the ability to create features on their home page and link them to a full page write-up. Some examples of where this would be useful would be for Product Reviews, Interviews, Press releases, News Items or Product Information. Pages can also be used for the defacto information pages of the website such as About Us, Contact Us, Company Profile etc.

Other Components

Now that you get the general idea of how a website can be broken down into various manageable components, you can see how many other components can be managed. Categories and Product Catalogues can be managed in a similar way, as well as Online Quotations and Online Payments. Banner advertising can be managed with a dedicated component as well. Thus, we see that the information contained within a website can be quickly and easily maintained and updated by practically anyone.

For More Information

If you are interested in creating a new website or changing the management of your existing website, we would be happy to discuss our solutions with you.

Please do not hesitate to contact me.

Kind regards,

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