



DISCOVERY

C O N F E R E N C E

IServices CMS Options & iMIS Integration

IServices Consulting – Bruce Drury



Agenda

- Making the Content Management System decision
- Anatomy of a website and CMS
- Website applications
- Social business
- CMS options
- Known pitfalls
- Questions



IServices

- ▶ IServices are specialists in leveraging information technology to provide seamless integrated solutions and end-to-end processes specifically for Not-For-Profit organizations
- ▶ Privately owned, and proudly Australian.
- ▶ IServices supports 80+ iMIS customers throughout Australia and New Zealand.
- ▶ Active & long term sponsors of NiUG
- ▶ We're a highly experienced medium sized team of 15, who are passionate about the clients we serve. We'll never re-route your call.
- ▶ We invite you to leverage our expertise and take advantage of our track record of success.

Our Experience

- iMIS web solutions since 2003
- Many eCM / WCM sites,
- Many other CMS integrations



Outcome

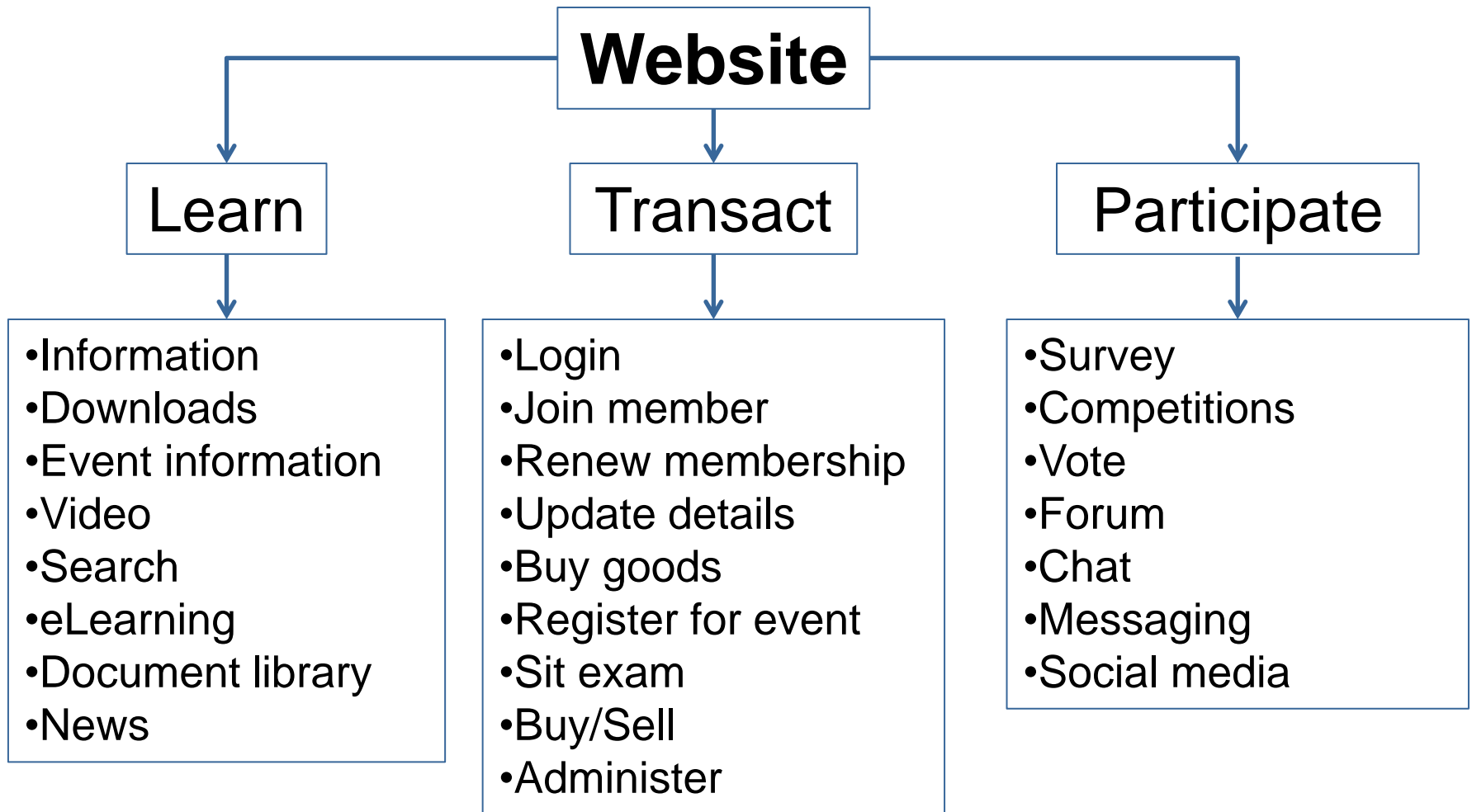
- Understand the options for a Content Management System and online transactions
- Understand the decision making criteria
- Avoid known traps
- Alignment of CMS decisions with long term strategic goals



The Website Criteria

- Your website and online applications are a critical part of your future
- The website CMS should support an enterprise wide solution
- Do your research first, on audience, stakeholders and futures. Then decide on the Content Management System
- The CMS decision should be based on your business and technology drivers

Anatomy of a Website



Anatomy of a Website (cont.)

- Content is the text, PDF, video etc managed by the website authors
- Applications are where transactions are processed
- The full web presence must draw in more than just content
- Much of the customer engagement is based on applications
- The ability of the CMS to integrate to iMIS and other web applications is critical



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Inside Superannuation - Trustee Survey

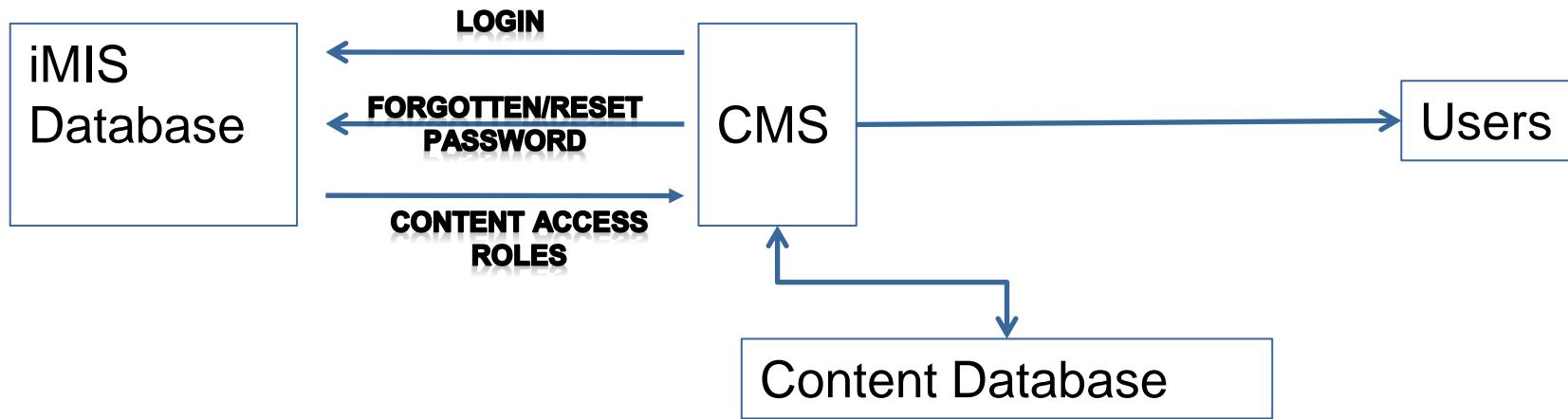
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Required Integration

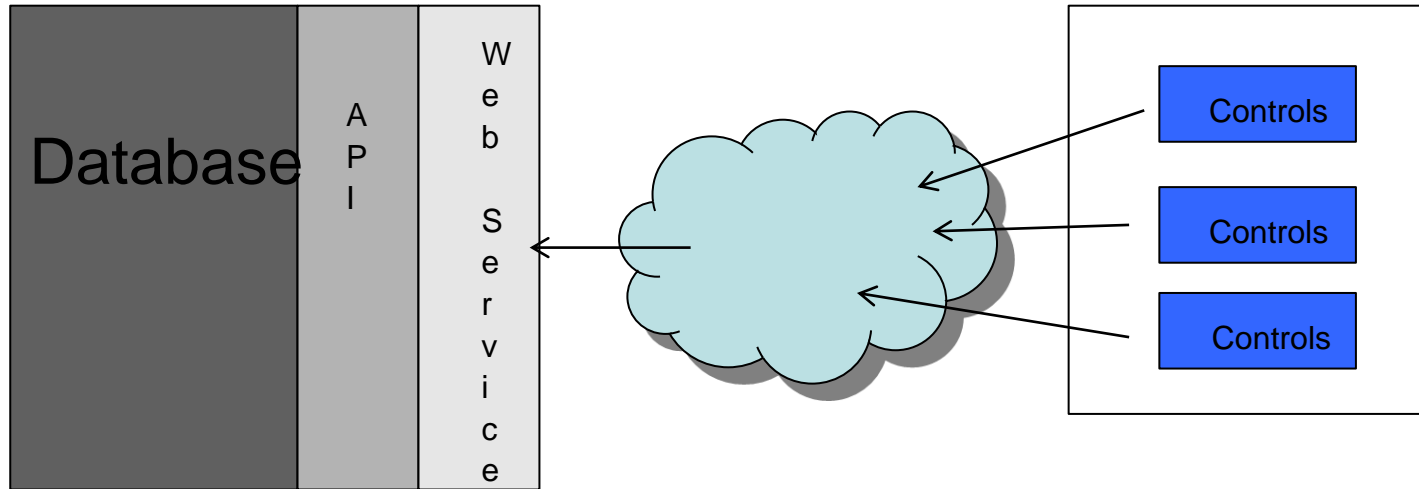


- This is the minimum integration required.
- Preferred solution is for content database to be separate from iMIS Database. WCM holds content in the iMIS database.
- Single Sign On. The website to provide authentication to all other online systems such as eLearning

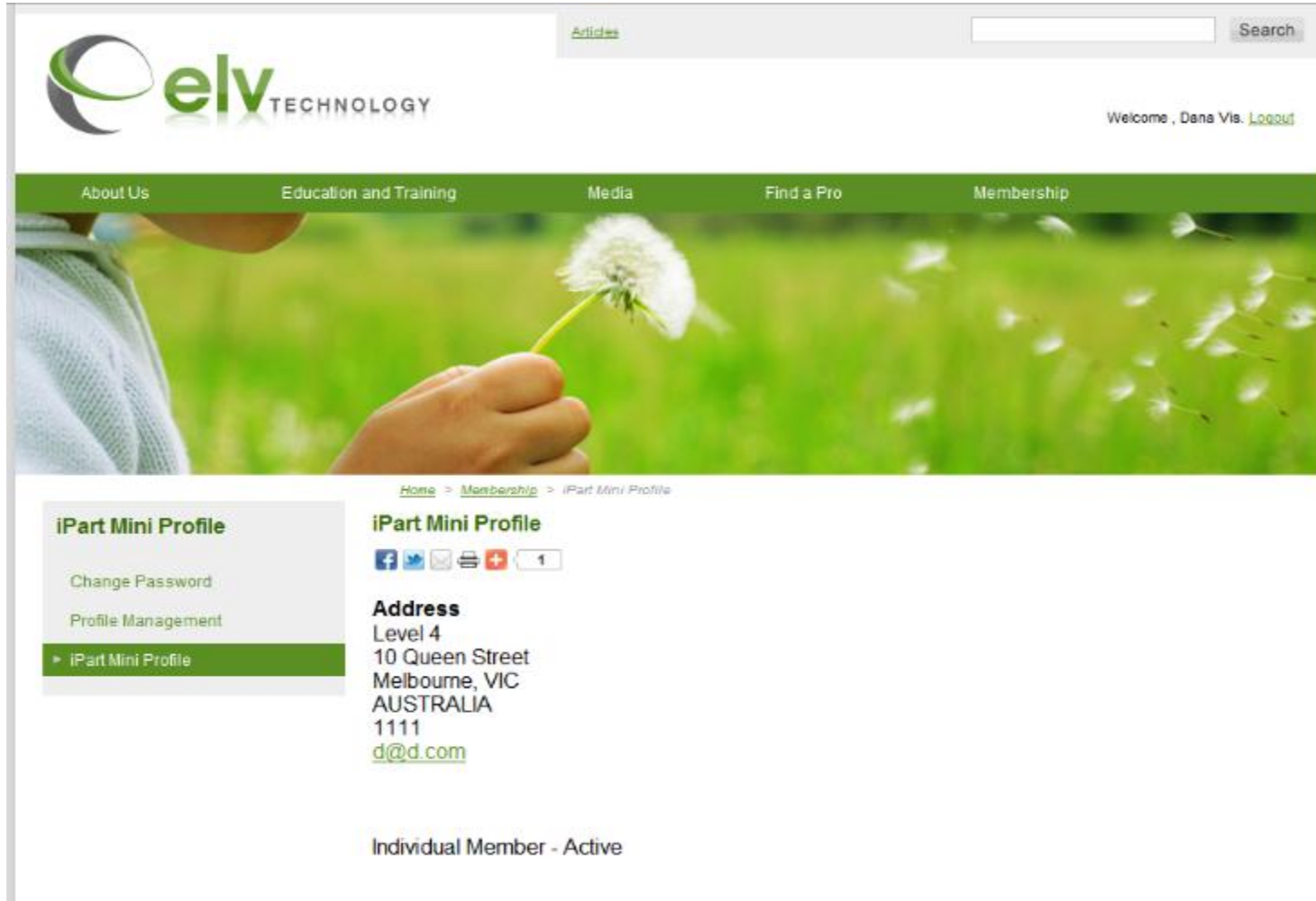
Non iMIS Website Applications

- These may be built using CMS tools
- Examples:
 - Document library
 - Photo gallery
 - Latest news/Media releases
 - Online forms
 - Surveys and questionnaires
 - Search
 - Forum/Blog (validates to iMIS?)
- The scale of these can affect CMS decision

Web Parts and iParts



iParts in Non WCM



The screenshot shows the elv TECHNOLOGY website. At the top left is the elv TECHNOLOGY logo. To the right is a search bar with the word "Articles" above it and a "Search" button. Below the logo is a navigation menu with links for "About Us", "Education and Training", "Media", "Find a Pro", and "Membership". The main content area features a large image of a hand holding a dandelion seed head. Below the image is a breadcrumb trail: [Home](#) > [Membership](#) > [iPart Mini Profile](#). On the left side, there is a sidebar menu titled "iPart Mini Profile" with options: "Change Password", "Profile Management", and "iPart Mini Profile" (which is highlighted). The main content area displays the "iPart Mini Profile" for a user. It includes social media icons for Facebook, Twitter, Email, Print, and a plus sign, followed by a notification icon with the number "1". Below this is the "Address" section: "Level 4", "10 Queen Street", "Melbourne, VIC", "AUSTRALIA", "1111", and "[d@d.com](#)". At the bottom, it states "Individual Member - Active".



Online Applications Other than iParts and Public View

- iServices has a library of base modules:
 - Profile management
 - Find a professional with spatial radius search
 - Pay account items
 - Event list and registration
 - Sign up
 - Renewal
 - Corporate table bookings
- Or use both together
- iXtend

MY ACCOUNT

USERNAME

PASSWORD

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MEMBERS

- Member Offers
- Professional practitioners
- Bookkeepers
- Edit your listing
- Update your details
- IPA Rules



STUDENTS

- Student membership benefits
- IPA Program
- Become a student member
- IPA Project
- Student News



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Bubble Saga - The new Bubble shooter that spins! Take your skills to a new level now. Warning - Highly Addictive!

Chat

A Faster Way to Message
Just click to start a conversation with the friends you message the most.

Learn More or Hide This

Try It Now



Social Business

- Need to consider for the future
- How will it co-exist with your website and online applications?
- Two types of tools to enhance your business.
 - IServices integration of existing website to LinkedIn, Twitter, Facebook.
Presentation Friday 11.30 Session 2
 - Social networking site, Higher Logic



Other Considerations

- Mobile friendly web pages
- Mobile applications
- Language options



The CMS Decision

- Should be driven by your business
- Do your research first
 - Organisation needs and directions
 - Members and stakeholders
 - Market research
 - Benchmarking against other sites
 - Search engine ranking friendly
- Determine the criteria for CMS decision
- Evaluate and test the options

Other CMS Options

- You don't have to use WCM for public website
- IServices has solutions for:
 - Umbraco – 6-8 sites
 - DotNetNuke
 - Sitecore
 - SharePoint
 - Plone, Joomla, Drupal
- Can integrate others as well



Criteria to Consider

If you use another CMS it should:

- Be .NET based to take advantage of iParts, web parts and other available collateral
- Be fully integrated to iMIS through iBO or web services
- Have website tools that can integrate to iMIS. Eg. Forum/blog users
- SEO compliant, friendly URLs, etc
- Have local support for the integration

Known Pitfalls

- Making expedient decisions, without the research phase and business criteria
- Don't use a proprietary CMS
- Don't let the graphics designer dictate what is easiest for them



Summary

- Choosing the CMS is a key business decision
- Make your decision based on a longer term plan than just content
- Consider ROI
 - Easy to do business with
 - Service to members
- You chose the CMS based on business requirements

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Look for us in the blue shirts or visit our booth