Enterprise Content Management System

Service Description

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1   Introduction

Free Rein began developing its own Content Management System (CMS) platform over 16 years ago through customer driven requirements analysis. Over the years it has been expanded and developed to meet ever changing key business needs of content management, event management, appraisals tools, social marketing and much more.

It is through engagement with these clients, Free Rein have defined a number of professional services to support the implementation and ongoing management, all of which have been configured to meet the needs of G-Cloud clients. Most recently, clients in central government. Local Enterprise Partnerships, local government have all helped to refine these offerings meeting specific requirements.

Service and Software Definitions are regularly kept up to date on our website. You can download the latest case studies and further information at www.free-rein.net/g-cloud

2   Overview

The Free Rein Enterprise CMS is a fully featured, browser-based web content management system built using a LAMP open standards platform. It is used by many public sector, commercial and not-for-profit organisations across the UK and Overseas. Section 4 is a schedule of typical functionality used to achieve a multi-channel digital presence.

The solutions are based on a common platform of tried and tested functional modules that allow a flexible build and configuration to meet specific client requirements rather than an "off the shelf" standardised system.

As the CMS has been developing in-house, extending and developing the functionality for individual client needs and requirements is simple and effective without impacting on the other client installations.

The experience Free Rein acquired by delivering an application and hosting environment for the Royal Bank of Scotland to the old IL2 compliance level, has allowed us to roll back this security expertise into all of the core CMS services.

With the CMS, your staff and partners can quickly and easily create, publish, manage, analyse and control content on your website, intranet and shared extranet.

The CMS extends the reach of your organisation using blogs, forums, polls and key social media platforms to communicate and engage with existing customers and new audiences. The CMS will allow your staff to support the needs of different target audiences, increasing customer engagement and deliver excellent customer service in a highly cost-effective manner.

The CMS delivers content seamlessly across desktop, laptop, tablet and smartphone platforms engaging with customers irrespective of their device.

3 Key Features

- Flexible Administrator Roles and Workflows
- Responsive Website Content Design and Display
- Tablet and Smart Phone Friendly
- Social Media, Forum, RSS Syndication and Blog Features
- In built search engine
- Full in-context WYSIWYG Editor
- User Registration and Secure Group Management
- Metadata Management
- Forms, Polls and Questionnaires
- Powerful personalisation capability
- Built on open LAMP platform
- Multilingual Capability
- Event Management Features
- E-Commerce/Licensing and Online Payments
- GIS and Map Based Presentation
- Search Engine Friendly – Meta Data, Site Map and Bespoke Feeds
- Microsite Capability
- Versioning with Roll Back and Comparison
- Content Scheduling
- Multi Media & Document Library
- Homepage Controls and Toolbars
- Performance Reports and Analytics
- Friendly URLs and Custom Short URLs

4 Typical Solution Outline

Basic Functionality

A fairly standard implementation of a Free Rein solution would give you the following functionality (we have highlighted a number of optional, related items). This is not a limited list and any variations or specific needs can be met, and at quite reasonable costs.

Content storage
Full content managed website
    Standard website content and display (text, links, images, media etc)
    Full site search - including inside PDF, Word documents
    Forms and questionnaires – data capture and/or email results
    Polls – instant or deferred results
    Closed user areas - multiple plus self-registration options
    Forums and blogs – moderation option
    Online statistics – including search engine reports
    Toolbar control to directly manage alternate display areas (e.g. advert bars)
Full client control, including access control and security
Training typically 2-4 hours and suitable from clerical assistant level

Content storage

Free Rein solutions hold content independently of the channels on which it may be used within a central repository. The channels are then defined and the appropriate design, branding and display

rules are applied to each channel. This means that content is submitted once and used across multiple channels, in more than one location within a site, in emails etc. Updating this piece of content is then cascaded through to everywhere it's used.

For example, a news article with a title, summary and full content may show the title and summary on the home page and full article on click through. An email may use the same title and summary and the click through going to the full article on the website. An RSS (news feed) service would make the title, summary and link available to visitors' news readers.

The system holds a variety of media and content types including articles, multimedia, images, downloads such as PDF, Word, screensaver files etc. and content elements such as data, process control, access control elements etc. The first stage in any site design project is to determine the audience types through User Experience processes, what they are coming to the site for, how they will use the different content types and how it is required to be held and the typical devices they will be using to access the site.

Content Managed Website

This would offer as much or as little control as you required. Each access group can be entirely controlled by your site administrator(s) – to either the admin site or public. This role could typically be handled by an Admin Officer with basic familiarity with desktop PC applications. The Free Rein training would normally take about 2 hours initially with a follow-up a few weeks later when the more sophisticated features are being tackled.

Administrator Access and Control

The permission-based system allows a variety or administrator or contributor levels from full system control right down to allowing a user to submit content for a single area which is only published through editorial sign-off. (The system will support multiple sites from one admin area should the business areas be clearly partitioned trading arms)

These levels are managed by your administrator via the administration areas of the site. However, Free Rein have built secondary administration sites for some clients where there is a need for a larger number of contributors to have rigidly controlled access in a simplified area. Some contributors may be restricted to only having access through a closed user area on the public site (similar to expanded forums and blogs).

Standard website content and display

The system allows you to control every element of the website, moving, changing and defining what is displayed in different areas of the site.

Content is displayed through a series of designed templates which ensures consistency with the brand and is appropriate to the channel being used. In the case of the website this will largely include headings, article and summary layouts, image sizing, positioning, font etc. In emails and e-newsletters the template can be designed to allow interchangeable banners, logos, headings, content elements, sign-off etc. and merging from a data file or insertion of content to match addressee preferences of profile.

The sites are fully searchable in both public and administration areas including PDF or Word documents which may have been loaded as an archive (old printed newsletters or downloadable material etc.). Searching within additional file types may be added. Searching may be run on the full site or within a specific section.

Forms, polls and questionnaires

The customer has the ability to create a number of different engagement methods to gather customer feedback or information. Functionality is provided to check field content (e.g. email address

validation or "correct answers") as well as mandatory questions which improves data collection. The system allows multiple polls or quizzes at any time.

Questionnaires may be simple multiple choice or free text and as simple or complex as needed. Free Rein have also built a number of self-diagnostic survey tools using the core base platform that allows the creation of decision trees to present visitors a guided journey through to a personalised outcome.

Closed user groups

Closed user groups are an extension of the access control and the system will support multiple groups down to individual level. This is done by granting permissions to the user (administrator or visitor) on what they may access. If their profile allows them to access selected content it is this content that is used to populate the template they view through. This may be further extended to show information that matches their personal preferences or profile where the Free Rein customer profiling database is used. For example, a user may be tracked around the site and a profile of their interests gathered for the areas and content visited. The content of a page may then draw on that history and, for example, an appropriate advert, article or alert shown.

Forums and blogs

Forums are be set-up by the customer for specific access groups or site wide. There is control over who may post and a process control of moderation of publishing control may be defined. Initial specification may define whether posters are allowed to add images or other files, how many etc. Threads may then be started by administrators or visitors as permissioned.

Blogs are simple content entry areas where, for example, members may post their contributions for site-wide or permissioned groups and individuals to access. We suggest these are done through the public side of the site and kept to a simple level of basic text and an optional image each time. Blog posting may also be submitted to an editor (or group) before being published to the live site.

Event Management

Event Management solutions can range widely from a simple form for the visitor, perhaps capped so that only a set number can be completed, through to a full featured system that integrates a customer database, allows selection of a targeted invitation list, collaboration on the list with other administrators (account managers), email invitation broadcast and tracking, visitor registration and self-record management (booking references etc), event supporting websites, capped booking limits and reserve list creation, email and SMS reminders and post event feedback forms and response tracking.

Free Rein has built a number of highly functional event management systems used by BT, Intercontinental Hotels Group (Holiday Inn etc.) as well as Motorola to run their EMEA sessions, as such the system supports a number of European languages within the support and booking sites as well as email broadcast. An extended version of our Events Management solution is also used by Government Digital Services (Part of the Cabinet Office) to provide Business Events Finder, also used by BIS and HMRC, to provide a free event management and advertising service to public and private sector providing events for B2B outside any closed membership organisation.

5   Hosting and Support

Free Rein standard hosting is on shared webserver clusters within a data centre in Croydon close to the backbone network This allows for a high traffic capacity and service resilience whilst keeping costs down to a minimum.

The clustered webservers are backed by multiple support systems to provide redundancy throughout ensuring that elements of the environment can be taken out without affecting service delivery.

Free Rein can offer multi-location hosting where the website is considered business critical. Just let us know the service levels you require and we would be pleased to quote for the increased levels.

What is included

An annual fee is charged to cover use of the code, hosting and support. We do not charge for bandwidth until such time as a site justifies its own dedicated allowance which is usually when the site traffic exceeds 0.5MB/s on a consistent basis. Our hosting environment has substantial bandwidth capacity and your traffic can burst in short higher peaks without any penalties.

The support includes unlimited telephone or email user support available during office hours. We anticipate that you may require greater user support in the early months while your administration team is becoming familiar with the extensive range of features. For this reason, Free Rein does not cap any support, preferring rather the address any root issues that are causing difficulties.

Response Times

Customer Care is one of the prime values of Free Rein which has helped build an enviable reputation. We aim to be responsive to any customer problem and proactive in addressing threats and weaknesses. Our standard contracted response times are;

Working Hours	15 – 60 minutes
(Monday to Friday excluding bank holidays from 9:00 am to 5. 00 pm)	
Outside above hours (Contracted)	4 hours

In reality you will have direct telephone numbers of appropriate Free Rein staff and mobile phone numbers which are usually on 24x7. The clusters are monitored automatically and, as they are shared, you will not need to keep any check on your site.

If your service is considered business critical and you need increased cover out of hours, please speak to us and we can build additional response levels to meet your needs.

Bandwidth

Where your site traffic demands dedicated bandwidth we will recommend a level to meet your regular traffic levels and allow, again, bursting for occasional peaks. The charging model is an industry standard known as Burstable Billing (or 95 percentile model) and a clear definition can be seen on Wikipedia http://en.wikipedia.org/wiki/Burstable_billing. This model allows for dedicated bandwidth to be purchased and still be able to burst out to much higher traffic capacities in special circumstances.