

# WEB ENABLED BUSINESS

**Optimization and SilverStripe offer a seamless set of services to provide you with a complete integrated online framework that will take your online strategy from a limp to a run.**

Using the award-winning SilverStripe open source content management system (CMS) as the foundation, we'll help you to deploy a modern architecture that allows flexible site design and can link your website, intranet and core business applications.

Optimization has more than ten years of experience developing and integrating secure, robust and scalable web-enabled business applications..

The open source SilverStripe CMS is used worldwide to create beautiful, engaging, easy-to-manage intranets and websites. Between us, we have helped organisations like Vodafone, Air New Zealand, the State Services Commission, the Ministry of Economic Development and the Ministry of Health to realise their online business visions.

## GAIN BUSINESS BENEFITS AT EVERY STAGE

There are many ways that we can engage with you, depending on how much or how little help you require and where you are in your online business journey. You may just want quick deployment of SilverStripe's license-free 'out-of-the-box' CMS software. Or, you may want us to provide design and development of a customised online business solution such as customer self-service or linking content between your internet and intranet.

 **We'll work with you to determine your priorities and develop a roadmap for success.**

### I want to simply deploy an 'out of the box' open source CMS

- No license fees
- No vendor lock-in
- No specialist expertise needed to edit and publish content
- Content can be managed by business users instead of IT
- Reduced operational costs and site administration requirements

### I want to link my intranet and public website

- Real-time content updates across multiple sites
- Smooth flow of information between systems means one version of the truth
- Easy to reach internal and external stakeholders

### I want to integrate my core applications, such as financials and CRM

- Implement customer self-service to reduce costs
- Fully align web strategy and business strategy
- Deploy e-commerce and transactional functionality
- Enable seamless business processes across the organisation

**YOUR ONLINE BUSINESS JOURNEY**

# SERVICES FOR ONLINE BUSINESS SUCCESS

**Optimation and SilverStripe are both proudly locally-owned and operated, with a wealth of business and technical expertise available on the ground in New Zealand.**

Optimation offers a depth of experience in complex integration, solution architecture, security, project management, development and support across the private and public sectors. Our exclusive partnership with SilverStripe means we can underpin your online business solution with a world-leading open source CMS that provides the flexibility and scalability needed for enterprise deployments.

## OUR COMPREHENSIVE END-TO-END SERVICES INCLUDE:

- > Roadmap and requirements
- > Design and usability
- > Information architecture
- > Application development and project management
- > Integration between your internet, intranet and core business applications
- > Training
- > On-going support and enhancements including hosting options

### Technical leadership

#### Integration expertise

- Capability across common integration approaches such as web services and XML
- Intranet integration with Microsoft Active Directory and other common business applications
- Authentication services enabling single sign-on capability

#### Secure, robust and endlessly scalable websites

#### Cross-platform capability

- Able to be deployed on many combinations of hardware and software across PC, Mac and Linux environments
- Leverages existing skills and infrastructure

#### Modern PHP5 development framework

- Mature, stable and extensible
- Improves developer productivity

#### Flexible templates for beautiful, user-friendly site design

#### Standards compliance

- Sites can be designed for full compliance with New Zealand e-government standards and with international standards such as W3C

#### Open source

- No license fees or vendor lock-in
- Customisations can contribute to core product, minimising risk of maintaining a product fork

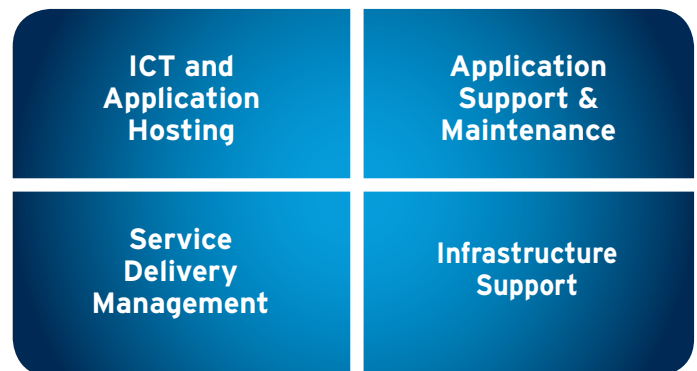
### Agile approach

Our proven Software Development Lifecycle incorporates agile project management and development methodologies to ensure success at every stage of the project. We focus on providing you with frequent deliverables and early realisation of business benefits.

### On-going support

We understand that getting a great intranet or website project up-and-running is just the first step. You need to be able to reliably support your site over the long term, and to add new functionality and technical or design enhancements as your business needs dictate.

Optimation Support Services include the following offerings as a total end-to-end Managed Service or as you require them:



In addition, the SilverStripe platform is supported by an active open source community, which ensures the core CMS software is well maintained and skilled resources are always available. There are now over 500 registered SilverStripe developers in New Zealand.



**We've chosen SilverStripe as our preferred CMS partner. SilverStripe offers an award-winning license-free open source content management system that delivers flexibility, security and scalability, together with web design and usability expertise.**

