Portal Engine

Data Concept

Online Solutions Portfolio

A guide through what Hyper.Trak can do for your digital outlook

Let's get started!

your presence online

INTRODUCTION

Is your company's web portal another passive brochure? Do you feel that you cannot leverage business exposure from your website? **Hyper.Trak™** ***is a highly productive content management application that can turn your organization digital.***

Hyper.Trak™ helps you organize and expose, securely, your company's information into a structured form, easily navigated and viewed from a unique template that best fits your company's profile. Each web page created from **Hyper.Trak™** is associated to a template, designed per case and enriched with customized title, keywords and content, ready for SEO!

ONLINE SERVICES PRESENTATION

ONLINE PORTAL SOLUTIONS

ESHOP SOLUTIONS

ONLINE LIFECYCLE MANAGEMENT

Hyper.Trak™ Outlook

Mechanics

HOW DO WE ACHIEVE THIS?

STRATEGY

Create a portal of interest with content (news, entertainment, deals, personalization, premium content, events, traveling routes)
Engage a vivid user community taking advantage of products and services

TECHNOLOGY

Provide integration with content providers
Integration with social media
Provision of Social media sign in
Content Syndication

COMMUNICATION

SEO/SEM optimized pages in order to get high ranking at all related searched.
Social media integration

CREATIVITY

Widgets and hooks available at close time intervals creating buzz, and generating more traffic/registrations

ONLINE PORTALS

ANATOMY OF A PORTAL

There is no second chance for the first impression

1 Logo of the Client, distinctively standing out

2 Easy access of menus and page navigation

3 Prime Flash Screen of priority services and products

4 Accessed through GIS maps og georeferenced information

5 News categories bar

6 Banner Management for Sponsors and affiliated agencies

7 Secondary menu for direct access to all pages and information

8 W3C-WAI compatibility for web accessibility

9 Search tool

10 Statistics regarding site visits

PORTALS, PORTALS, PORTALS

HAPPY CUSTOMERS

Lets demonstrate some proposals and happy customers.

www.SFS.gr (Train Museum of Greece)

PORTALS, PORTALS, PORTALS

HAPPY CUSTOMERS

Lets demonstrate some proposals and happy customers.

www.segas.gr (National Athletics Authority)

Athens Classic Marathon online Registration and Results Portal

PORTALS, PORTALS, PORTALS

HAPPY CUSTOMERS

Lets demonstrate some proposals and happy customers.

www.elogak.gr (Dairy Regulatory Authority)

www.agianapa.org.cy (Municipality/Cyprus)

PORTALS, PORTALS, PORTALS

HAPPY CUSTOMERS

Lets demonstrate some proposals and happy customers.

e-Shop example

Functionalities & Features

Hyper.Trak

- Calendar
- Pictures
- Notifications
- Contacts
- Donations
- Videos
- News
- Location
- eCommerce
- Social
- Messaging
- Integration
- Coupons
- Web
- Menus
- Podcasts
- Documents
- Audio

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E-commerce

E-COMMERCE SOLUTIONS

Isn't necessary to drive your business online within reach of anyone? What if you could drive millions of potentials customers to your store's window vitrine? Hyper.Trak™ is more than any other ecommerce application is a bundle of services that with a small marketing budget can do wonders.

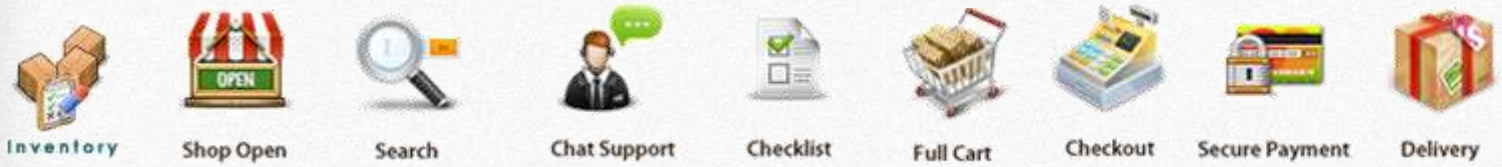
Our e-commerce solution modernizes traditional companies and helps them compete with much larger scale companies or superstores.
By integrating **Hyper.Trak™** and web communication services you can easily create your e-shop and establish a high visibility rate, whilst your customers can have their own personal concierge.

Data Concept's **Hyper.Trak™** application combined with web advertising and social media marketing tools and techniques will empower your internet footprint and will turn your company 'online'.

ESHOP

E-commerce

Hyper.Trak™ is an electronic trade and ecommerce application that consists from a **front-to-back set of tools** that organize and optimize your online store in order to successfully promote and sale goods and services online. Beyond an embedded SEO mechanism, **Hyper.Trak™** uses a **unique module of items association** in order to create relations between goods from your online store, third party portals and search engines



ESHOP

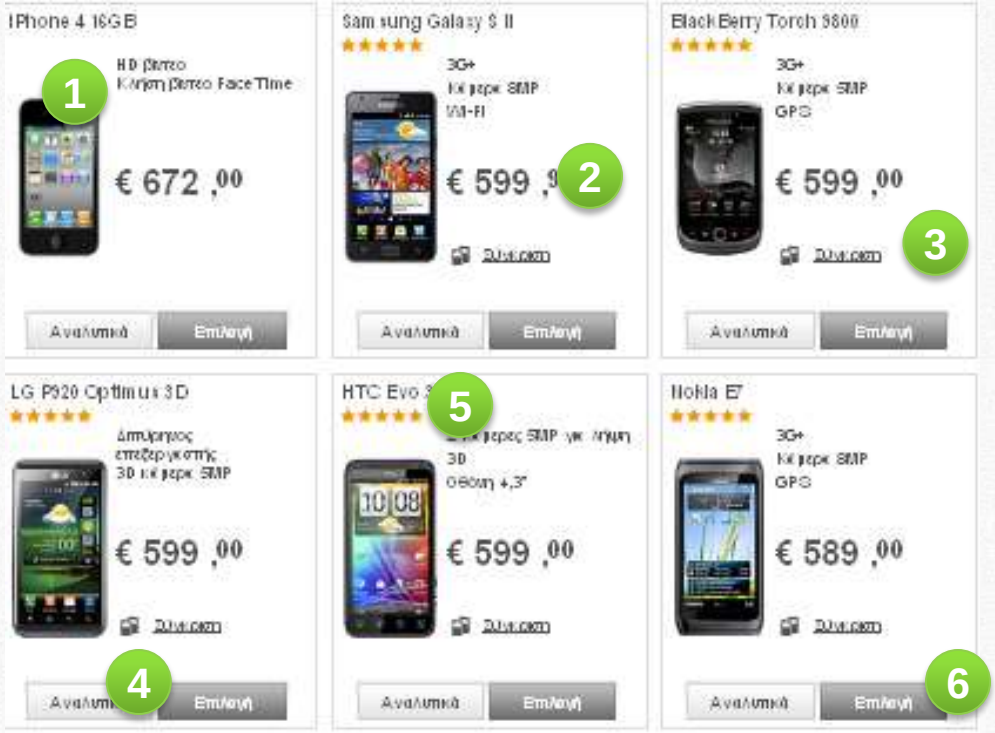
E-commerce

Product list

To keep product list maintenance costs down to bare minimum we can integrate with existing systems (i.e. ERP). Alternatively our highly skilled personnel can do the work for you, maintaining and enhancing your product list

Highlights / Features

1. Product photo (or photo gallery)
2. Product price
3. Product comparison option
4. Product Details page link
5. Head tittle with customer ranking
6. Select in order to proceed to buying



ESHOP

E-commerce

Filtering your results for easy navigation

ESHOP

E-commerce

Various ways of presenting your product

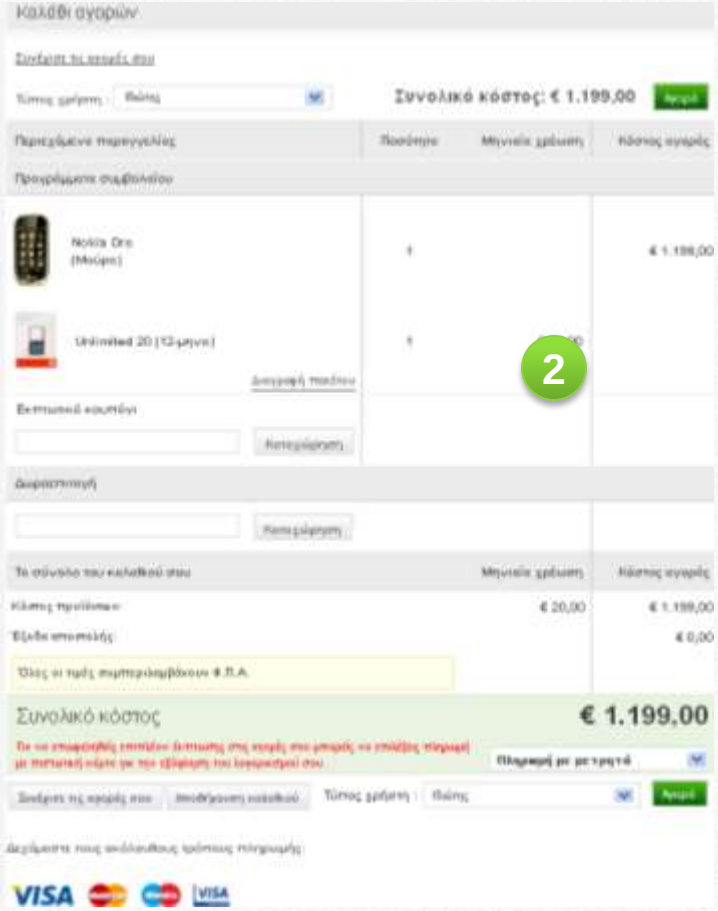
1. Single device carousel depiction
2. Number of devices carousel depiction

E-commerce

ESHOP

More e-shop functions

1. Product detailed page
2. Basket overview (part of checkout process)



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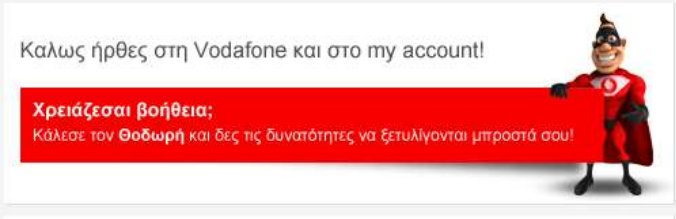
Hyper.Trak™ Outlook

LIFECYCLE SERVICES

Lifecycle Support & Social Engagement

Elements of online engagement



Did you call me?

A friendly character available to help upon request

User at Welcome phase receives:

- Educational information in order to be trained in using the site.
- Training tutorials
- Awards

LIFECYCLE TECHNIQUES

Lifecycle Support & Social Engagement

Elements of online engagement

Congrats!

Our character rewards the user with a badge combining lifecycle management with social engagement

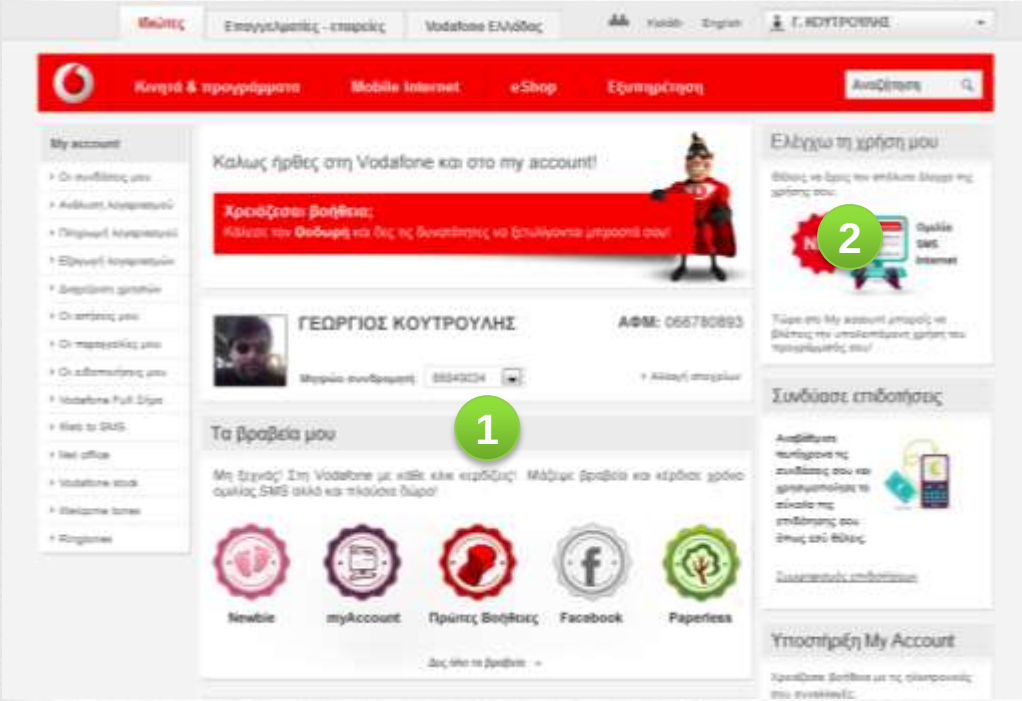
Happy birthday!

Our character provides personalized experience on any notable circumstance

LETS TALK ABOUT GAMIFICATION

Lifecycle Support & Social Engagement

Elements of an Interior Slide



Engage customers by giving them tangible and virtual gifts. Virtual gifts can be exchanged with tangible

1. Badges rewarded to the specific customer (i.e. newbie, Facebook like)

2. Missions module that describes what missions need to be fulfilled in order to REWARD specific actions with actual results (i.e. limit agents on call time)

GAMIFICATION VIA ONLINE

Lifecycle Support & Social Engagement

Consumers / Business Employees

Badges make users care and feel proud

Benefits:

- Educate visitors to use online services instead of calling customer care
- Incentivise users to win more badges in order to get rewarded
- Encourage users to engage in desired behaviors
- Share experiences on social media platforms such as facebook

Consumers / Business Employees

Levels keep users coming back as they are indicators of status

Benefits:

- Users keep coming back for more scalable rewards
- Encourage desirable website usage behavior
- Incentivise competition between organizations
- Stimulate social responsibility

Assign rewards to actions and engage customers

Lifecycle Support
&
Social Engagement

SEGMENT - MEASURE

Segmenting our customers through question-to-answer technique

"Smart" questions (easy to answer) will be displayed during the entire navigational experience

Measure

- Buying attitude
- Online behavior
- Interests
- Activity

Benefits

- Personalized rewards
- Suggestions for improvements
- Suggestions on next best activity

Assign rewards to actions and engage customers

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Capabilities of Hyper.Trak™

CAPABILITIES

Hyper.Trak™ provides the most complete, integrated content management platform allowing to handle the whole content lifecycle from content ingestion to its delivery and syndication.

It spots a browser-based user interface that can be accessed through a rigorous group/user management subsystem, where each party based on their role and privileges can see and interact with the content and system in a specified way that does not necessarily conflict or coincide with other users' view of the system.

- Content Management
- Content Moderation & Publishing
- Meta-Data Management
- Template Management (Pages, Portlets)
- Version Control Management
- SSO & Identity Management
- Personalization

Benefits

PROS

- ✅ User Friendly / Optimal User Experience
- ✅ Support of Considerable Number of Pages
- ✅ SEO & SEM Readiness
- ✅ Google Search Appliance
- ✅ Scalability & Expandability
- ✅ Social Media Technologies Readiness
- ✅ Quick integration with other back office Systems

FEATURES AT A GLANCE

Content Management at a Glance

1. Content Creation based on custom Templates
   Content Management (Editing/Deleting/Uploading)
   Content Moderation & Publishing
   Preview before Publishing
   Template Management
   Menu Management (Mega Drop-Down)
   Addition of Modules / Portlets (Shared & Unique) on Pages
2. Version Control Management
3. Meta-Data Management (Dynamic & Manual meta-tagging)
   SEO Compliant – Friendly URLs
   Support of Unique URLs
4. Scheduled Publishing
5. Multilingual Support

CONTENT MANAGEMENT

Content Management Features

1 "Out of the box" Content Creation

Easy-to-use authoring environment, designed to work like Microsoft Word. It provides a non-technical way of creating new pages or updating content, without having to know HTML.

2 Template Content Creation

Easy way to create pages by using **custom templates, designed for each client separately.** The pages may contain portlets of all media types.

3 Content Versioning

Support of **page versioning**. The publisher can configure the number of kept versions to balance between business needs and storage requirements.

4 Meta Data Management

Hyper.Trak™ delivers **Web optimized** content for search engines. Through product pages, you can keep **meta tags**, **descriptions** and **image alt tags** up to date and optimized. This not only helps with search engine placement, but also helps to comply with accessibility laws.

5 Publishing Process & Scheduling

A workflow is used to run the approval process. The approval process is automated and takes the advantage of the built-in workflow features. The CMS supports of content scheduling. Content can be published or un-published immediately or at a specific date/time.

6 Multilingual Support

Support of multiple languages by creating dynamic pages.

Personalization at a Glance

FEATURES AT A GLANCE

Personalization Rules (based on Web Site Behavior & Segment)
Offer Management (X-Sell & Upsell)

Display of Personalized Portlets and Modules
Personalized Content (based on Customer Type)

Voucher Management (Discounts & Gifts)

Advertisement & Promotions
SMS & Email Campaigns

PERSONALIZATION

Personalization Features

Personalized Offers

Creating **personalized offers** and communicate to specific customers via newsletter or campaigns in a “ready for basket” format as the customer experience is our top priority. Support of personalized x-sell & up-sell offers according to “buying” behavior.

Modules & Content

Lifecycle management dividing the users according to their maturity and providing **personalized content**. The system recognises the type of customer accessing the Vodafone web site, and applies the personalisation rules at a page and a portlet level.

Vouchers

Creation of **personalized** and **anonymous vouchers** with dynamic calculations of discounts according to the device price.

Campaigns & Promotions

Email Campaigns and promotions based on customer’s profile, purchase history and “web site” behaviours.

FEATURES AT A GLANCE

Authentication Features

- Support of Multiple Access Levels and Roles
- Rule Based Profiles & Access Rights
- Single Sign On (SSO) Authentication and Authorization
- LDAP Authentication Schema for Identity Management
- Password Policy & Change Password Mechanism
- System Logging and Access Control
- Ready for Integration with existing User Management Infrastructure

USER MANAGEMENT

User Management

Hyper.Trak™ has a user management module to define the users and the roles.
Having the appropriate rights, the relevant role will be able to type in his/her credentials (username & password) and log-in into the administration console. The tool supports the following roles:

ADMINISTRATORS
are responsible for

Creating Users, Assigning Roles and having full access to all content available.

AUTHORS
are responsible for

Modifying the content of the pages. Authors may have limited access to sections and can only modify the content of the sections they have access.

PUBLISHERS
are responsible for

Approving or declining requested changes or content and control what is visible on a site.

GSA

Google Search Appliance (GSA)

“Search as you type”

Hyper.Trak™ supports **GSA meta-tagging** and is ready for Integration with Google Search.

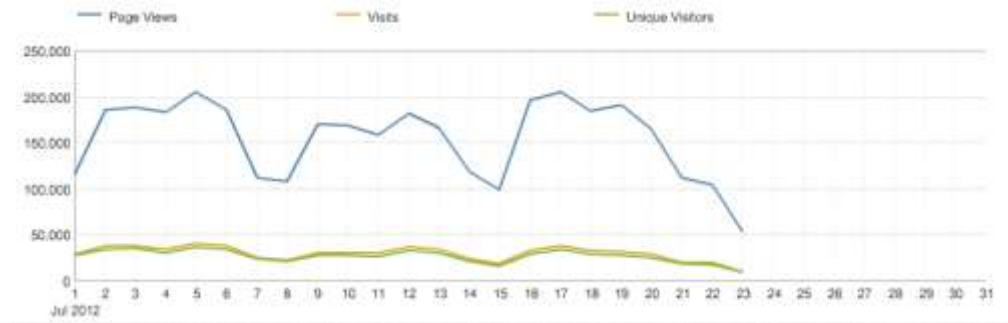
Key Benefits

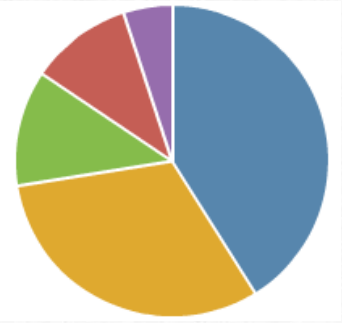
- Increase Sales
- Increase Net Promoter Score (NPS)
- Reduce Call Center Costs

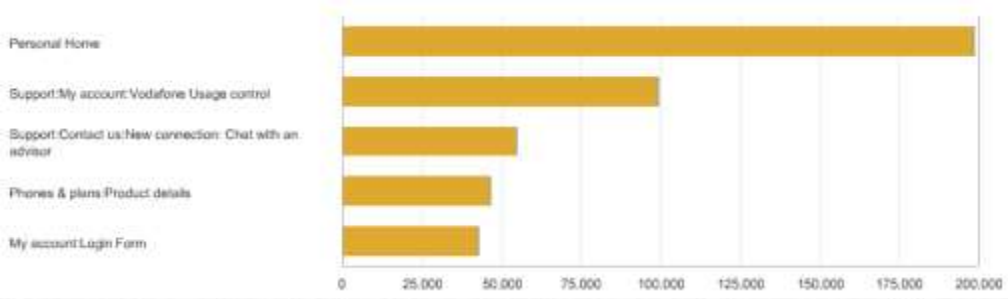
Google Analytics Reporting

STATISTICS
&
VISIBILITY

Hyper.Trak™ supports Google Analytics reporting as it automatically feeds with tracking cookies for real-time reporting & analytics.





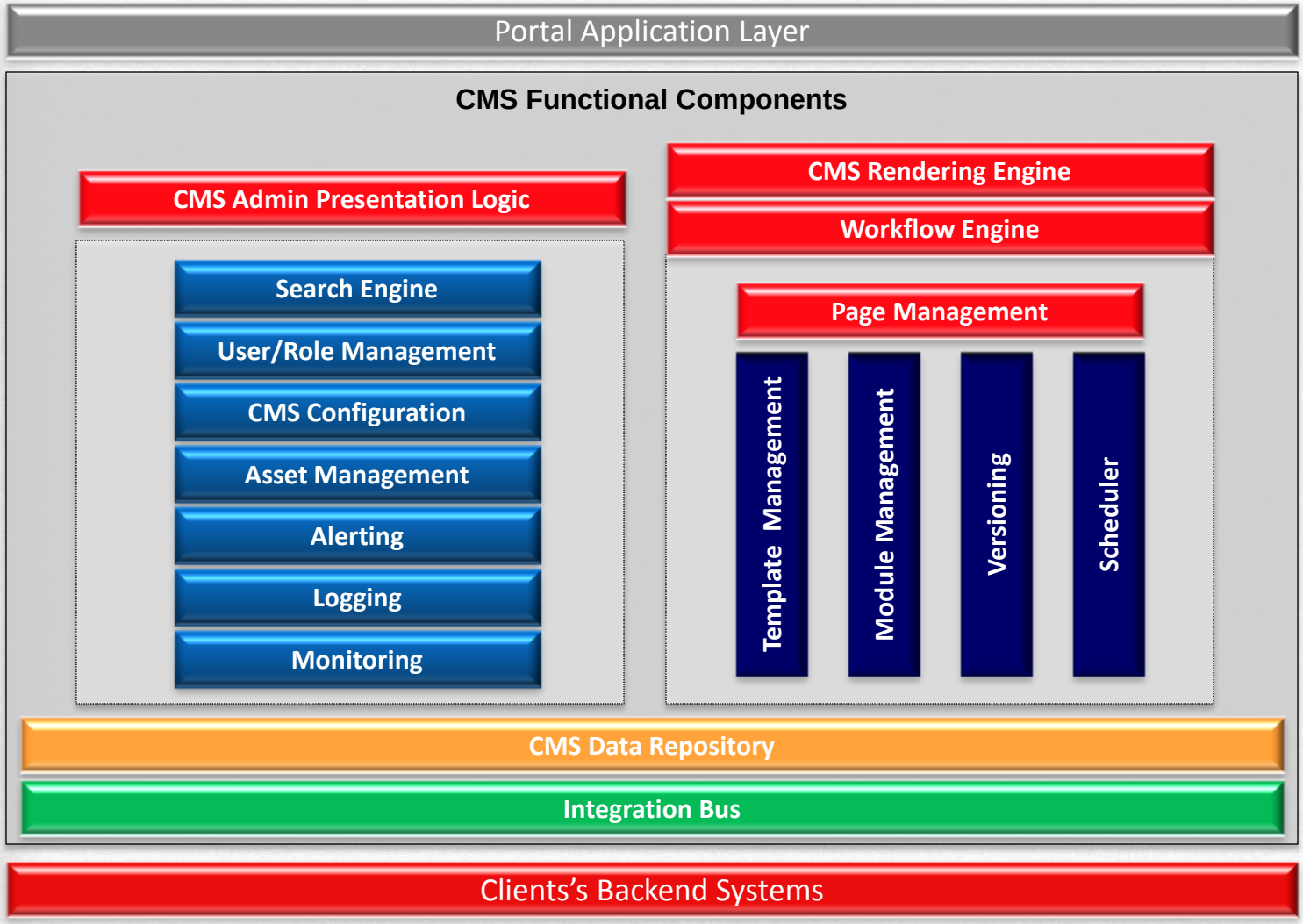


SOCIAL
&
DIGITAL MARKETING

Multichannel Support

- Capability to support a wide range of Channels
- Simplified and Scalable
- Publish to Social Media, Web and Newsletter from a single source
- RSS Feed Support
- Email Marketing Campaigns
- Support of mobile feed
- YouTube Channel
- FB Public Pages
- Twitter Profiling
- LinkedIn Groups and Companies
- Digital Signage Support

LOGICAL ARCHITECTURE



TECHNOLOGY

Technology Requirements

Application Server

Hyper.Trak™ can be hosted on an MS Internet Information Server IIS

Database Server

Hyper.Trak™ is supporting MS SQL Server

Hosting

Data Concept can provide hosting, secure backup with a high availability infrastructure

THANK YOU!

IT'S BEEN A PLEASURE

Need more help? Feel free to reach out to Christos Emmanouilidis with any questions, comments or concerns!