

VutureVx

Vx Web Product Sheet



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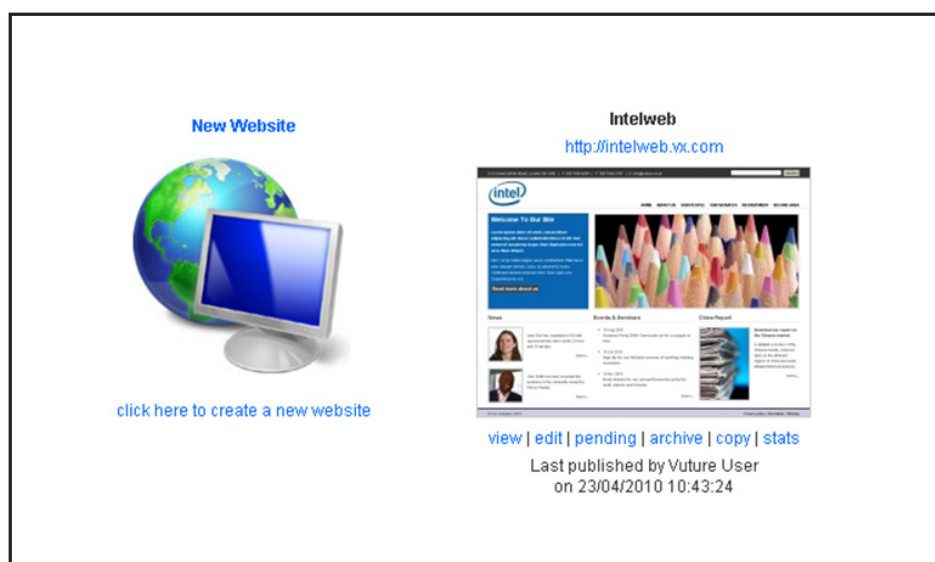
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Overview



Vx Web is a **powerful** tool for creating and managing a wide variety of websites.



Vx Web allows completely non technical staff to very quickly set up a new website. The parent templates are based on our clients existing materials or a new bespoke design.

The system has highly powerful manipulation tools allowing users to create customised sites, using a simple drag-and-drop methodology to change the look and feel.

Vx is recognised as a truly innovative solution for businesses wanting to harness the power of the web.

The system has won numerous awards for innovation.

The platform has been rolled out to many well known multinationals including Savills, Aon Benfield, Ernst & Young and Knight Frank.

Vx has been deployed around the world, with users creating materials in a host of different languages.

You can create and manage a wide variety of sites with Vx Web:

- Websites
- Extranets
- Deal Rooms
- Microsites
- Event Invitations
- Thought Leadership websites
- Intranets
- Data Collection Sites

Creating New Sites



Creating a New Website is done in just 4 steps...



Step 1

Click on the create new website icon.

Website name:

Next>

Step 2

Give your new site a name.



Step 3

Select a template from your library of bespoke template styles. These can be based on existing websites or new designs for you.



Step 4

Click the generate button.

The site will be instantly available for you to edit and change as required:

- Add password protection
- Add a domain name
- Change the content, layout and menus

Templates



Vx Templates are always **bespoke for clients; we can either place existing designs into the system or create new templates.**

Snippets

Whether we design the template or place existing materials into the library, we will need to create a range of snippets for the template.

Snippets are simply types of content holder which can be placed and moved around the page allowing you to create new designs for each piece of material you create.

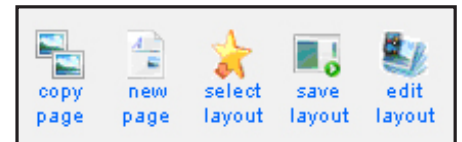
Templates

Vx templates are always bespoke for every client. We can take existing designs or materials and place them into the system or create a new set of templates based on your brand guidelines.

Each set of templates will have specific rules on what can be manipulated on the page, with users with different access rights able to manipulate different aspects. We will agree with you which content types can be moved on a page, which snippets can be inserted into the page and how the workflow will work.

Saving new templates

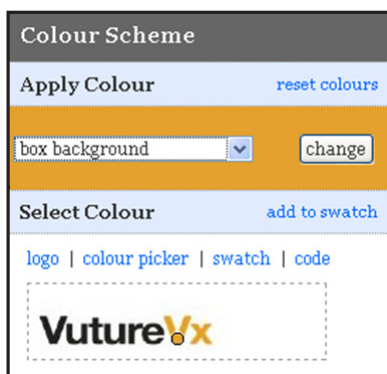
The snippets make a page so flexible that you can create brand new templates. These can be saved by the user to be made available to other users in the system.



Rebranding Templates



If required, Vx can **rebrand** templates with new logos.



Users with **Multi Brands** or the requirement to **co-brand / create client branded materials** have the ability to upload additional logos into the Vx platform.

The logo will resize to work in the context of the template, the user can then pick colours from the logo to make the template match the colours of the new logo.

Locking down the template

For users that want the ability to alter colours in the template. The logo upload function can be switched off.

If some element of colour selection is required, users can be given a predefined swatch, usually following the brand guidelines to select from.

Turning off the rebrand function

Clients who do not want Vx users to have the ability to alter colours and look and feel can have this function completely switched off.

Editing Content



Editing text

To edit text, a Vx user simply clicks on the piece of text they want to change.

The text editor will open automatically with all of the standard text formatting options a user of Microsoft Word or similar packages will be used to using.

Editing images

The image editor in Vx is highly powerful and very simple to use. To edit an image, a user simply clicks on the image to open the image library.

Any image selected is automatically resized to work in the image place holder. The user has a range of image manipulation tools to very simply achieve a suitable crop.

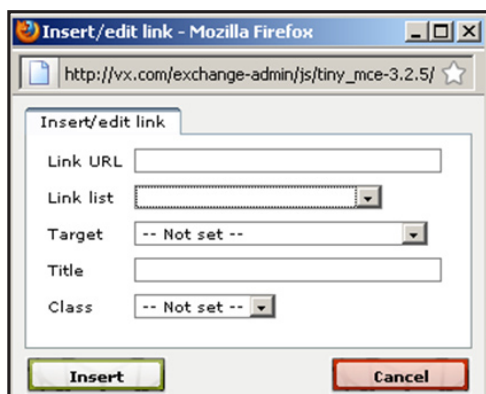
Users do not need Photoshop or other image manipulation software.

Editing layouts

Users can very easily amend the structure of their website. Blocks of content, images or text, can be dragged to a suitable location on the page. The system will automatically style the block to ensure design consistency.

Users can delete blocks of content, or choose a new item to input on the page from the snippet library.

With the power of Vx Web one template can be turned into hundreds of new designs.



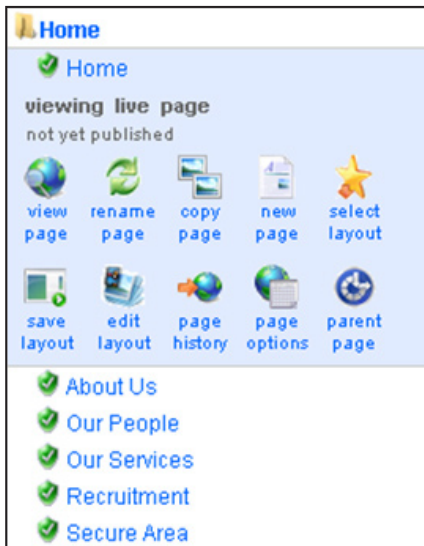
Inserting links

Users can very easily add links to any page or image in the system. Users can insert a URL to any external site, or automatically use a drop down list to select a link to any page internally or link to any file updated to the site.

Menus

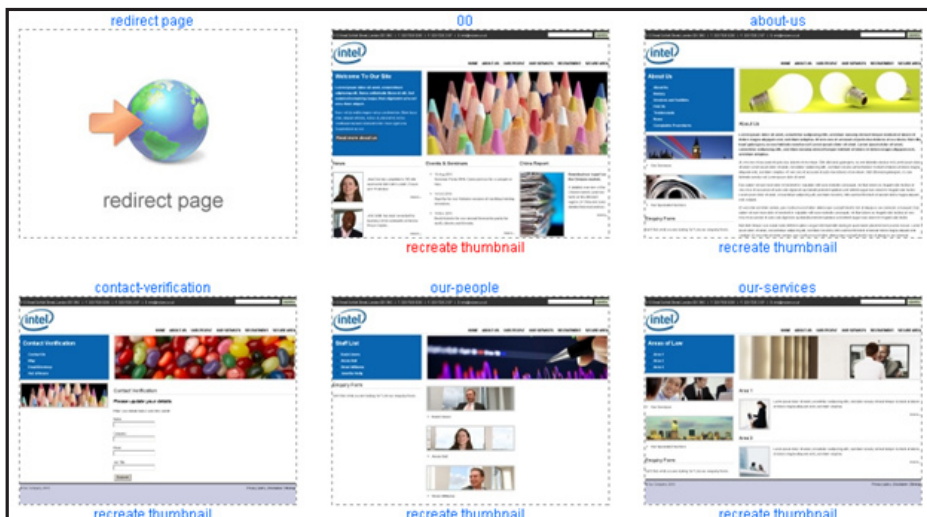


Website menus and the overall **structure** of the site is easily amended.



Menus are controlled by the folder structure of a page:

- If a page is renamed, every menu which relates to the page will be given an appropriate matching name on the site.
- If pages are moved within a folder, the menu structure will alter to exactly match your folder.
- If a page is moved between folders, the page will move to the appropriate menu.
- If a page is deleted or hidden, it will automatically disappear from the menu structure.
- A new menu snippet can be inserted and pointed at any folder – allowing complete site restructuring



Creating a new page is as easy as copying an existing page, or selecting from your library of pages. Editing content, layout and images is a simple point and click exercise.

Once you have created a page simply select which menu folder you would like it to appear in and the site will automatically update itself.

Image Library



The Image Library is a **powerful** asset management tool, giving the ability to easily control and manipulate images.

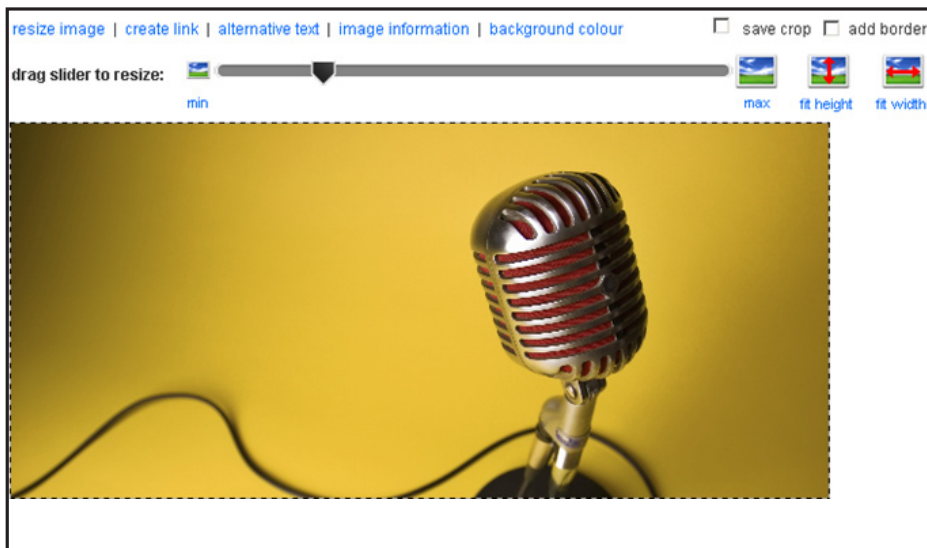


Image library

Vx contains a single image library which is shared across all modules of the system. Images can be organised into folders, with different access levels to folders dependent on the user's access rights.

Having a central image library shared by all users, with upload rights, access rights and licence management turns the platform into a powerful digital asset management tool.

The library contains easy to use image editing tools, allowing users to easily find a suitable crop to use in their template.

Image rights management

When uploading images where a licence has been procured for a set time, Vx users can enter the terms of the licence to ensure the image is not incorrectly used at a future date.

Password Protection



Security on Vx sites is completely controlled by the user. **Security** can be added to individual pages, sections of a site or a whole site.

The screenshot shows a 'Security' settings panel. At the top, it says 'This folder is secure.' with a 'Remove Security' button. Below that, there are two links: '(apply this security to the whole site / apply this security to other secure folders on the site)'. Under 'Give access to:', there is a table with two columns: 'Customer' and 'Action'. The 'Customer' column has a dropdown menu with 'Vuture' selected. The 'Action' column has a 'Give Access' button. Below the table, it says 'The following customers have access:' followed by a list of users with checkboxes: 'All Users', 'Adriano Borriello', 'Tom Kulbowski', 'Edd Couchman', 'Test User', 'Vuture', and 'Tufan Unal'. The 'Tufan Unal' checkbox is checked.

Password protection can be assigned to sections of a site or to the whole site.

Individual users can be given access permissions. Permission can also be assigned to groups of users (as categorised by the user database).

Vx users have complete visibility of the activity of customers within the password protected sections of the site.

We can offer bank level security through SSL certification for sensitive information.

Forms



Any form on a Vx websites is **editable**; users can create and amend fields as required.

The screenshot shows the Vx form editor interface. On the left, there is a 'Standard' widget palette with the following options: Single line text, Paragraph text, Radio buttons, Checkboxes, Drop down, Section break, Accept/decline, and Instructions. On the right, there is a live preview of a form titled 'Please update your details'. The form contains three input fields: 'Name', 'Company', and 'Email'. Each field has a 'drag to reorder' handle and a close button (X) on the right side.

Unparalleled control of forms

Vx has a wide selection of response types for the user to fill in. Field titles and descriptions are controlled by the user.

Where a CRM is integrated fields can be selected directly from CRM .

Filled in forms

Users can select to have any filled in form emailed to a selection of email addresses.

If Vx is integrated with a CRM, fields can be targeted to fields within the CRM and if appropriate automatically writing to a client file.

A brief history of everything

All responses are also kept at the Vx side and a user can select to download a history of results between time frames and download these to Excel or a CSV file.



All websites produced by Vx are Search Engine friendly.

Meta Tags	
Page Description	<input type="text"/>
	enter a description of the page
Keywords	<input type="text"/>
	enter each keyword or phrase separated by a comma

Page structure & naming convention

Pages are structured in a way which meets best practice for SEO, with standard H1 – H5 heading types. The naming convention for pages is to use real words rather than a database code which improves search engine optimisation.

Meta Data

Users can add page descriptions and key words on every page as required.

DDA Compliance

Templates are checked to ensure pages that are created are accessibility compliant. Images can be given Alt Tags and text is screen reader compliant.



All aspects of user access can be managed by the administrator.

Users - All add user												
Select Container: All												
select all select none select never logged in reset passwords email selected users edit email export selected users												
		Name	Email	Containers	Access Level	Last Login	IP Address	Enabled	Container Approver	Global Approver	Reset Password	Send Password
<input type="checkbox"/>	edit user	Vuture User (login)	info@vuture.co.uk	Vuture	Vuture Admin	19/04/2010 16:28:34	127.0.0.1	✓	✓		reset	send

Online administration

Administrators have full control of their Vx package.

Administrators have the ability to manage user access, set up containers and materials only accessible to certain users and to modify a user's permissions.

Workflow

Workflow is tailored to meet client requirements. Typically users can be locked down to the following:

- Department/country materials
- Module (email/print/web etc)
- Editing / Sign-off / Publishing
- Editor / Admin / Super Admin rights

History & rollback

Every activity undertaken by a user can be tracked by change, date and time. Every change is recorded on a per user basis.

The system contains version control functionality allowing for roll back to previous published versions.

Security

Each user has an individual log-in and password. Administrators can immediately limit access to any individual at any time. Log-ins are encrypted and if required can be additionally protected through an SSL certificate.

Access to the system can be locked down to a specific IP address.