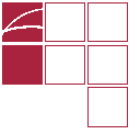




**EPiServer Content Management**  
best-of-breed CMS

---



## About ARES

ARES has been providing our clients with solutions *online and beyond* for more than ten years. Our reputation is founded on our capacity to add strategic value to our clients in the fast changing world of the internet and technology.

As well as our consulting, design and ongoing support services, ARES' development approach is founded on our selection of best-of-breed web applications which we configure and customise to the exact requirements of our clients.

## ARES Group Profile

- Founded in 1998
- Private Company
- 20 Employees, and offices in Sydney, Melbourne and Brisbane
- A wide range of clients from large corporations, government bodies, not-for-profits and medium sized businesses





## Selection Of ARES' Clients

- Victoria Cultural Network
- Diabetes Australia
- Shaw Stockbroking
- Energy Safe Victoria
- Shaw Stockbroking
- Museum Victoria
- destra Corporation
- Australian Senate
- Paveworld
- Babcock & Brown
- Metropolitan Fire Brigade
- Australian Wool Testing Authority
- Fitness First
- Commonwealth Bank of Australia
- Esanda
- Donaldson AsiaPacific

## Select Examples of Australian EPiServer Sites



[www.egoli.com.au](http://www.egoli.com.au)



[www.cv.vic.gov.au](http://www.cv.vic.gov.au)



[da.ares.com.au](http://da.ares.com.au)



[www.museumvictoria.com.au](http://www.museumvictoria.com.au)



[www.staffing.com.au](http://www.staffing.com.au)



[www.thescene.com.au](http://www.thescene.com.au)



## **EPiServer CMS Functionality Snapshot**



### **FILE & DOCUMENT MANAGEMENT**

- File management
- File versioning
- Uniform file system
- Document management
- Document check-in and check-out
- WebDAV support

### **CONTENT MANAGEMENT**

- Content versioning
- Spellcheck
- Content categorizing
- Multilingual support
- Form management
- Image editing
- Friendly URLs
- Search engine
- Content archiving
- Rich text editing
- Version management
- Dynamic content

### **OPERATIONS**

- Load balancing
- SQL Server support
- Staging and content mirroring

### **PUBLISHING**

- Scheduled publishing
- Workflow and process management
- Office integration and publishing
- Page management
- Tasks

### **INTEGRATION & DEVELOPMENT**

- Content mirroring
- Web services
- Full set of sample pages, including
- Templates for Forms, Search, Sitemap
- RSS, Subscription, Registration,
- Documents, Login and File listing.

### **SECURITY**

- User management
- Qualifications and validation
- Role and membership provider
- Virtual groups

### **PERSONALISATION**

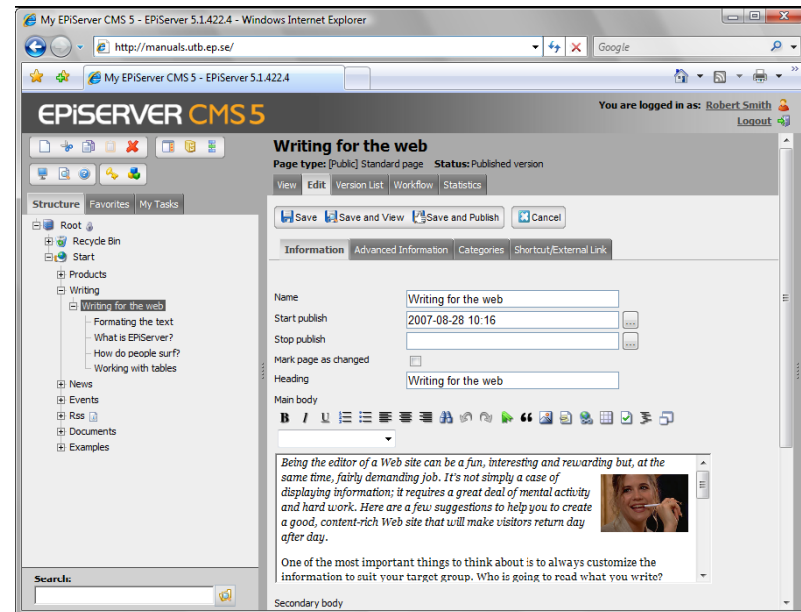
- Portal solutions
- User preferences
- Language preferences
- User and member registration
- Subscription services

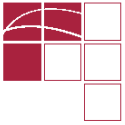




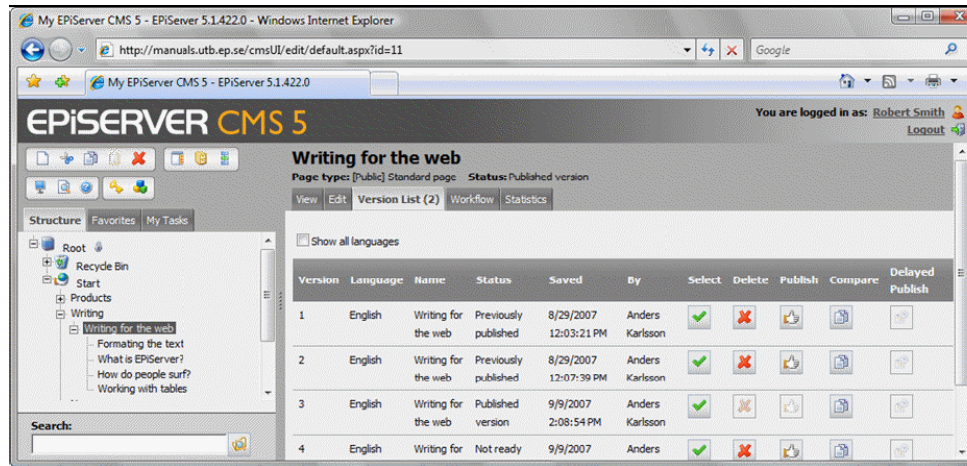
## CMS Functionality

- **Web Based Content Control** – Authorised users can easily format text, create links, work with tables, insert and upload images and files.
- **Easy File Management** – By dragging and dropping one or more files from Windows Explorer, you can upload files to the web server efficiently. Via the file manager you can then drag and drop the files into the webpage.



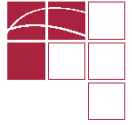


## CMS Functionality



- **User Access Control** – Users access can be assigned according to a variety of tree structures, including workflow publishing rights, website section/page access and CMS functionality.
- **Media Gallery** – You can easily catalogue images and other media files to sort, preview and easily deploy authorised content.
- **Secure Document Management** – Utilising version control you can check in and out documents you work with, so that no one else makes changes at the same time as you.
- **Publication Scheduling** – You have the ability to control the date and time of publication to ensure your online content is relevant, accurate and regularly reviewed.

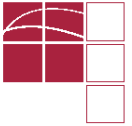




## CMS Functionality

- **MS Office Integrated** – Including built in spell checking, you can create and maintain content from MS Word, Excel or PowerPoint. Text and images can be processed in Office and published on the Web via EPiServer CMS.
- **Customisation** – With the ability to freely edit your online project in both a template, non-template and technical C# .NET level cost of ownership is minimised as the CMS grows and changes with your organisation.
- **Version Control** – Every time you save an edited page it is saved as a new version. You can publish, delete and compare page versions as well as setting a special time for publication of a version of the page.
- **Multilingual** – There is provision to support almost any language content publication as well as in build support of more than eight language versions of the CMS. Additional versions can easily be created to allow different countries with direct CMS online access to an environment they will feel comfortable controlling.
- **Shortcuts & Tasks** – With the task of arranging and publishing your content made easy, we can also provide assistance in getting around the hundreds of only pages using a favourites section as well as an ability for you to delegate tasks to your delegates to assist with the preparation, publishing and control of online publishing.





## CMS Functionality

- **Publishing Work Flow** – For larger organisations with external or multiple content contributors there is often a need for single or multiple sign-off stages prior to the external publication of data. With fully customisable workflow, you can easily share tasks between users, easily keep track of several stages of publication and generate reminder emails.



**Workflow controls content publishing access and sign-off.**



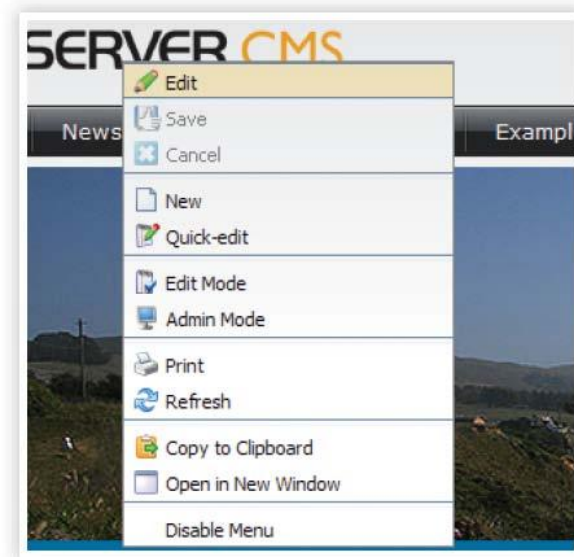
## CMS Functionality

- **Easy Editing Directly On The Page** - Updating your web content is made simple using EPiServer. All processing and updating is done via the web browser. Text editing can be done directly on the webpage using a right-click menu.

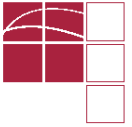


WYSIWYG Editor with spellchecker, copy

OR



On-Page Editing – Just right-



## CMS Functionality

- **Integration** – A range of in-built and add-in functionality allows you to integrate with third party databases via XML data, web serves and other means. Where user authentication may be required to customise the content displayed, we can provide a single point of entry for customers, staff and partners to access online and third party applications.
- **Search Engine Friendly** – To maximise the chance of every webpage being listed in search engines, we support editors specifying keywords and meta data descriptions for each page.
- **Load Balancing** – If your organisation is seeking a true enterprise level solution capable of supporting tens of thousands of simultaneous online visitors, traffic to the Web site can be directed and distributed over multiple servers.
- **Multilingual Content** – An entire site or just the main traffic areas can displayed in different languages, with content control and translation easily managed though content being grouped by language or category.
- **News Section** – Advanced news listing and sharing functionality using RSS format (RDF Site Summary) which is often described as “Really Simple Syndication.”





## EPiServer Snapshot

- One of the worlds leading Web Content Management Systems (CMS)
- On the market since 1997
- More than 4500 websites worldwide
- More than 1.900 customers
- More than 1000 trained developers
- More than 200 partner companies
- More than 50.000 editors
- Two new EPiServer sites delivered every 24 hours





## EPiServer Users



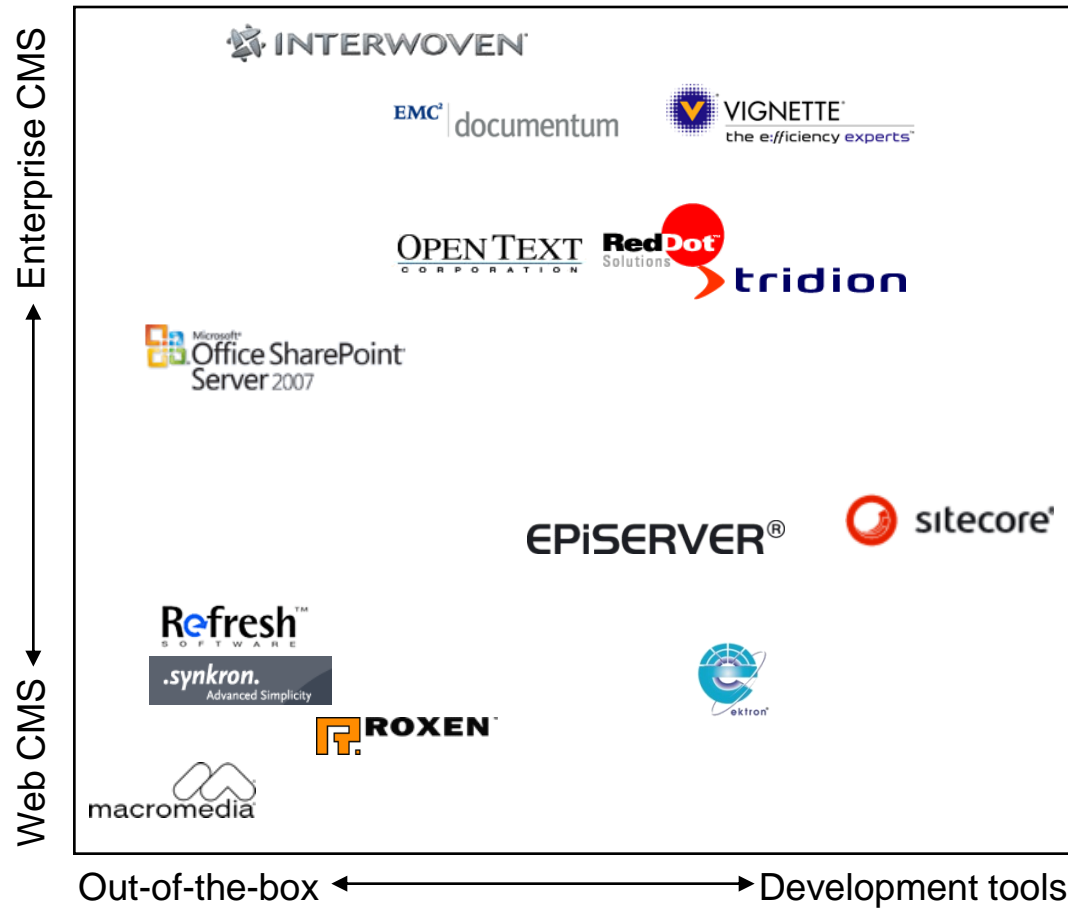
### International EPiSERVER Users

By including user logos ARES and EPiSERVER does not infer a direct commercial relationship or CMS endorsement.



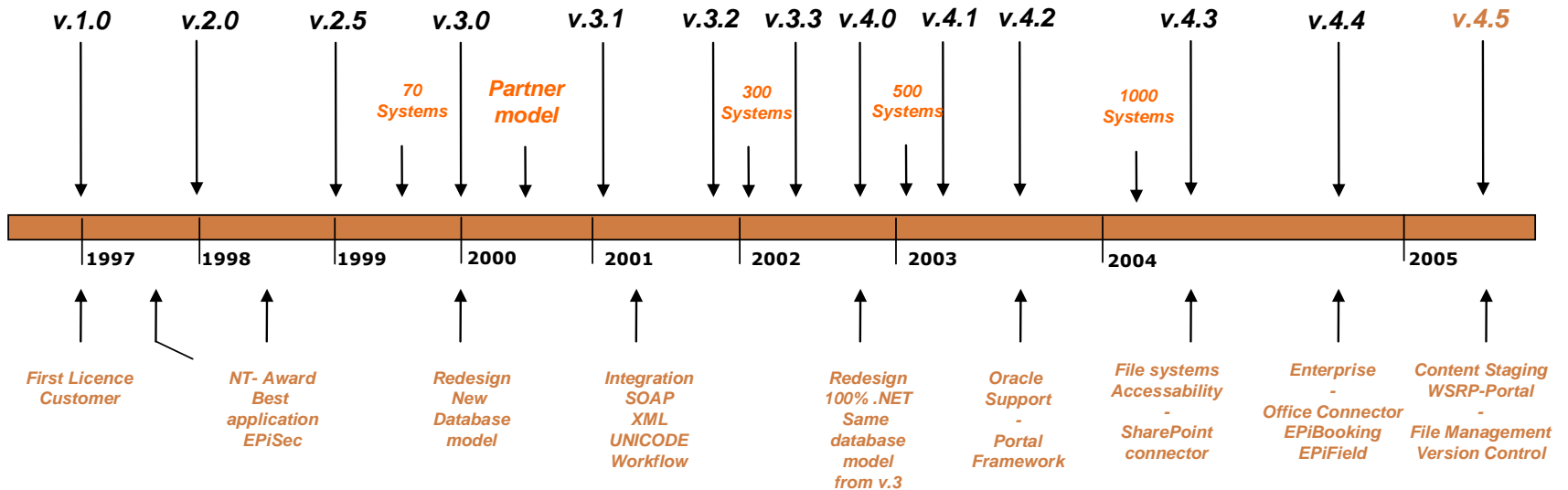


## EPiServer CMS Positioning





## EPiSever – History of Product Innovation



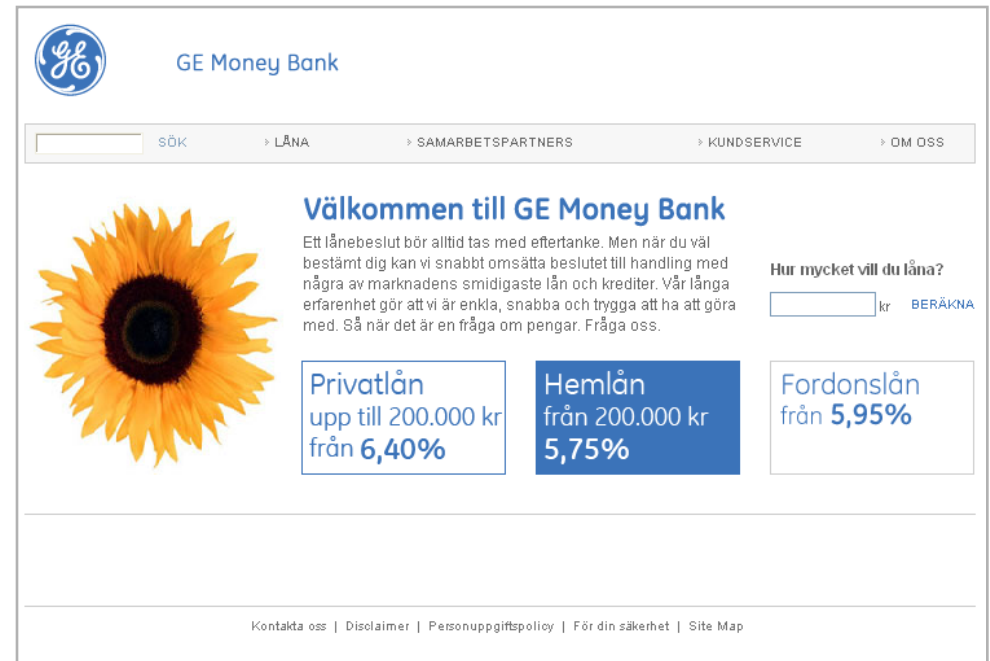


## Case Study – GE Capital

### Project Features & Functionality:

- Public website for GE Capital in sweden, developed on the EPiServer platform

### Deployment - Website



[www.gecapitalbank.se](http://www.gecapitalbank.se)



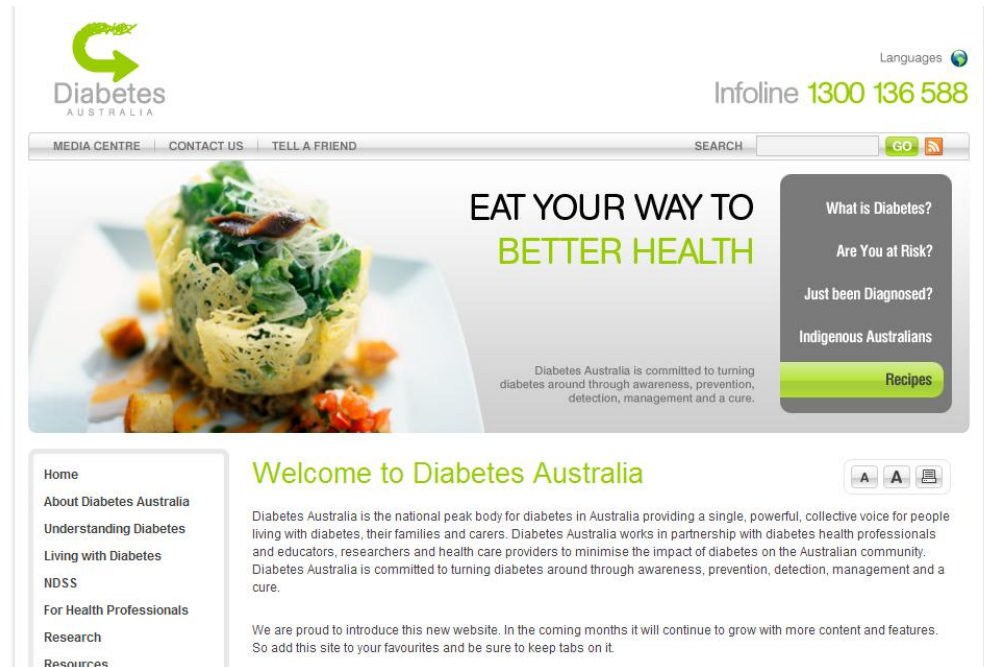


## Case Study – Diabetes Australia

### Project Features & Functionality:

- Public website for Diabetes Australia
- Developed behind two different domains with different audiences
- Incorporates significant amount of | standard CMS functionality

### Deployment - Website



<http://da.ares.com.au>



# 05



## Case Study – Staffing

### Project Features & Functionality:

- Public websites for Staffing with 6 domains sharing content
- Functionality includes candidate registration management, and quote management
- Optimised for search engines

The screenshot shows the staffing.com.au website. At the top, there's a navigation bar with links: recruitment, temp, casual, field marketing, promotions, and login. Below this is a header with the text "a smarter way" and the staffing.com.au logo. A main banner features the text "Talent is hard to come by! Register today or select from the very best." with buttons for "employers & clients" and "job seekers". Below the banner is a "Find Staff" section with a form to select quote type, industry, service, specialty, state, and region, along with fields for first name, last name, STD, phone, organisation, and email address. To the right of the form is a "A smarter recruitment solution" section with text about recruitment specialists and a "Latest News" section. Further right is a "Job Vacancies" section listing roles like Sales Representative, Client Service Assistant, Sales Rep for the Rag Trade, Sales Professionals, and Call Centre Operators. Below that is a "Register For Work" section with a welcome message and checkboxes for agreeing to the Privacy Policy, QH&S Policy, and Visa Eligibility Criteria. At the bottom, there's a footer with links: Contact Us, Resources, Privacy, Visa Eligibility, Terms, EPISERVER © CMS, and Development By ARES.

## Deployment – Website & Application

[www.staffing.com.au](http://www.staffing.com.au)



## Case Study – Shaw Stockbroking + Egoli

### Project Features & Functionality:

- Public website for Diabetes Australia
- Financial portal for visitors to access market information and their portfolio
- EPiServer integrated into NineMSN and range of 3<sup>rd</sup> party content providers and recipients
- CMS support fulltime publishing team

### Deployment - Website

**egoli.com.au**

Talk to a Small Business Specialist today.

Sunday, 22 June 2008 20:15 AEST

finances \$641.7m in debt | Make Egoli Your Homepage

Home | MarketWatch | Headline News | Features | Product News | Multimedia | Market Data | Services

AUS/USD 0.95 \* 0.00 All Ords 5411.79 \* 72.51 ASX 200 5288.28 \* 78.32 SPI 5221.00 \* 88.00

**Market Status**  
MARKET STATUS: CLOSED  
XAO 20-Jun-08 @ Paritech

5,400  
5,400  
10am 12pm 2pm 4pm

**Major Movers**

| Code | Last    | +/-   | %      |
|------|---------|-------|--------|
| PAZ  | \$5.00  | +1.30 | +24.00 |
| ILM  | \$4.01  | +0.36 | +8.98  |
| BSM  | \$3.80  | +0.24 | +6.32  |
| FLT  | \$17.80 | +1.05 | +5.97  |
| ALS  | \$7.13  | +0.42 | +5.89  |
| CEB  | \$0.36  | -0.04 | -9.72  |
| BBI  | \$0.30  | -0.11 | -37.50 |
| BSE  | \$0.42  | -0.10 | -23.81 |
| TCL  | \$4.42  | -0.79 | -17.10 |
| SEA  | \$0.26  | -0.09 | -32.69 |

\*20+ min delay 22/06/2008 16:10 AEST

**Get Quote**  
Enter ASX Code:

**My Watchlist**  
Add an asx code by clicking company lookup or entering the asx code in the box below

**Indices**

| Code     | Last    | +/-    |
|----------|---------|--------|
| WTTSpot  | 134.79  | +2.90  |
| NY crude | 134.82  | +2.89  |
| AUS/USD  | 0.95    | 0.00   |
| Property | 1536.12 | -0.08  |
| SpotGold | 903.70  | -0.50  |
| S&P 500  | 1117.93 | -24.90 |

**Commodities**

**MarketWatch**  
**Energy shares lead losses**  
Local markets ended the week on a sour note as lingering credit market concerns saw investors shun companies with high debt levels. Meanwhile, oil stocks suffered after crude prices backtracked in overnight trade.

**Headline News**  
**Felix tips big jump in FY profit**  
Felix Resources said profit before tax for the current year is expected to be between \$220 million and \$240 million. The result would be a significant increase on last year's pre-tax, full year profit result of \$49.7 million.

**Accident closes CSR Qld sugar mill**  
CSR has shut its Pioneer sugar mill in Queensland after an accident that caused minor injuries to two workers. The company said this morning that one of the juice clarifier tanks at its Pioneer sugar mill collapsed, damaging a second tank.

**Rio says no to open WA rail plan**  
Rio Tinto said it is opposed to the National Competition Commission's call for its Pilbara rail infrastructure to be thrown open to third parties. The company said the move would put at risk billions of dollars in future investment and rapidly erode national wealth.

**Court approves Zinifex and Oxiana merger**  
The Supreme Court of Victoria today gave its approval for the \$4.2 billion merger of Zinifex with Oxiana. The scheme will enable the combined group to become the world's second largest zinc producer.

**ConnectEast touts financial position**  
ConnectEast Group reaffirmed its strong financial position in light of recent infrastructure issues. The company also confirmed its Eastlink urban road project would open five months early and on budget.

**Breaking News**  
Energy shares lead losses  
Felix tips big jump in FY profit  
Accident closes CSR Qld sugar mill  
RESOURCE WRAP: 20 June 2008 - RMT, FCN, CRJ, AON  
Rio says no to open WA rail plan  
Court approves Zinifex and Oxiana merger  
SNIPPETS CORNER: 20 June - GCS, AHE, QAN, MAP, IUL  
Debt burdens local bourse  
ConnectEast touts financial position  
Indophil says accept takeover bid  
Read More Breaking News

**Advertisement**  
Australia's GREATEST Wireless Broadband Coverage Now Even Faster.

**Sign Up To Our Newsletter**  
Your name  Your email address   
☐ Weekly Shares Hotlist  
☐ Daily Warrants News

**egoli**

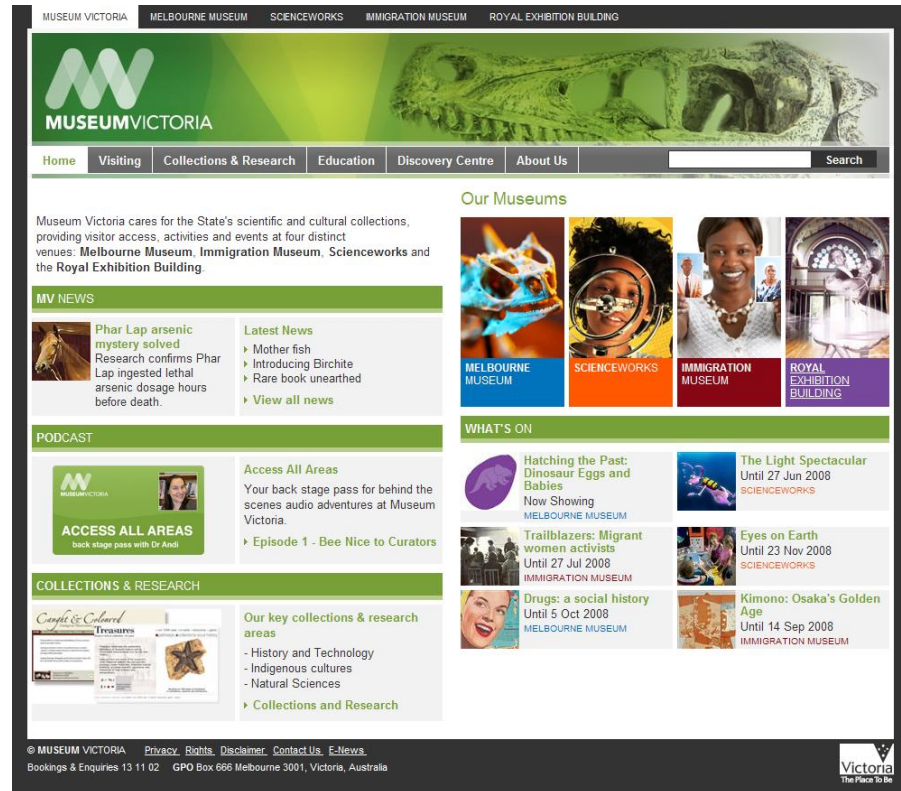
[www.egoli.com.au](http://www.egoli.com.au)



## Case Study – Museum Victoria

### Project Features & Functionality:

- Public website for Museum Victoria
- Website operates across multiple domains with shared content and functionality



### Deployment - Website

[www.museumvictoria.com.au](http://www.museumvictoria.com.au)



## Case Study – Culture Victoria Portal

### Project Features & Functionality:

- Public website for State Government of Victoria's cultural collaboration program
- Content management functionality includes content uploading, multi-media authoring and multiple external organisation publishing controls.



### Deployment – Website & Multimedia Kiosk

[www.cv.vic.gov.au](http://www.cv.vic.gov.au)