Unleashing Your Marketing Collateral and Tools

on Desktops, Tablets and Phones

Webvanta

About the Presenter, Michael Slater

- President & CEO of Webvanta
  - ‣ Cofounded Webvanta in 2007
- Previously Director of Technology at Adobe
- Building web publishing technology for 15 years

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Ask Questions Anytime

- Ask questions by entering the text in the GoToWebinar control panel

- Other team members are online to answer questions

- Follow up with us afterwards (michael@webvanta.com) if you have questions that didn't get addressed

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Agenda

- Assessing your requirements and assets

- Designing an information architecture

- Creating a browsing and searching approach

- Setting up a database and CMS

- Keeping private information private

- Creating desktop, tablet, and mobile views

- Building mobile apps

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Boost the Effectiveness of Your Collateral and Tools

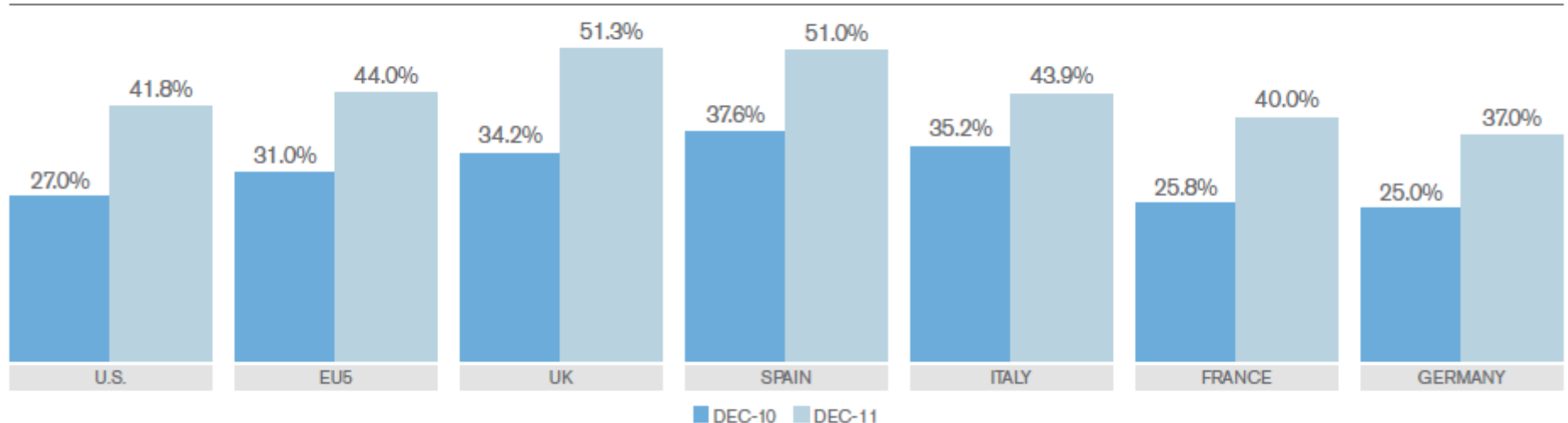- Put them in the hands of your employees, customers, and partners

- Enable access using the devices they have with them

  ‣ Phones, tablets, notebook computers

- Make them available offline as well as online
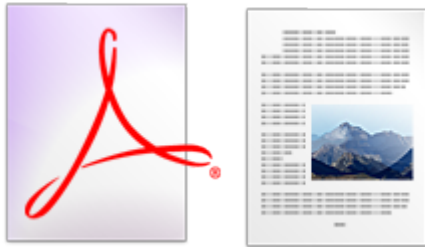
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Why Mobile?

- Smartphone unit sales > PC

- 490 million smart-phones sold in 2011

- ~10% of web traffic, growing rapidly

  ‣ Doubled during 2011

- Primary web platform in many countries

Smartphone Share of Total Mobile Audience
Source: comScore MobiLens, 3 mon. avg. ending Dec-2011 vs. Dec-2010

	U.S.	EU5	UK	SPAIN	ITALY	FRANCE	GERMANY
DEC-10	27.0%	31.0%	34.2%	37.6%	35.2%	25.8%	25.0%
DEC-11	41.8%	44.0%	51.3%	51.0%	43.9%	40.0%	37.0%

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Assessing Requirements

- Content
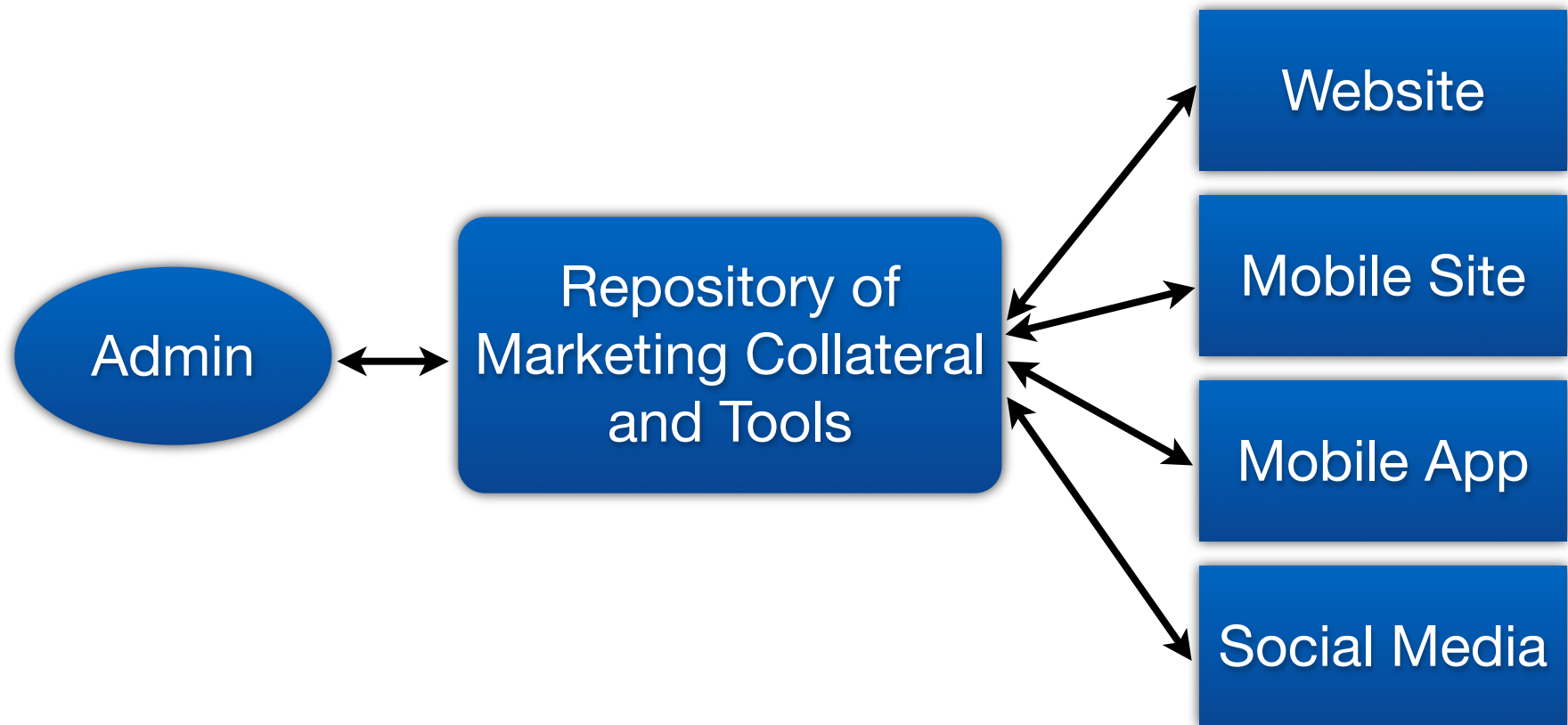 - ‣ Types: Images, PDFs, etc.
  - ‣ Organization

- Audience
  - ‣ Who needs this information?

- Channels
  - ‣ What devices do they use?

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Unleashing Your Content

Designing an Information Architecture

- Focus first on your content, not on how it is going to be presented

- Identify all the options in two dimensions:

  ‣ Types of content (images, documents, ...)
  ‣ What it is about (topic, location, ...)

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Database and CMS

- How you store and organize your content is at the heart of everything you do with it

- A Content Management System allows you to edit pages easily

- A customized database matches the "shape" of your content

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![FFW Foley Family Wines — Real Vineyards. Real Wineries. Real Wines.]

| HOME | BRANDS | DOCUMENTS | IMAGES | PRESS | EDUCATION | MARKETING CALENDAR | STORE | COMPANY |

▶ **BRAND**

▼ **IMAGE TYPE**

- ☐ All
- ☐ Beauty Shots
- ☑ Bottle Shots
- ☐ Labels
- ☐ Logos
- ☐ Maps - Image
- ☐ Miscellaneous
- ☐ Off-Premise POS
- ☐ On-Premise POS
- ☐ Wearables/Accessories
- ☐ Winemaker
- ☑ Winery/Vineyards

▶ **VARIETAL**

▶ **VINTAGE**

[Search]

Images/Chalk Hill /Bottle Shots - Winery/Vineyards/ALL/ALL

Chalk Hill 2008 Furth Bottle Shot

Download

Large Image	JPG (589 X 1920)
Small Image	JPG

1 2 3 4 5 Next »

FOLEY FAMILY WINES
Real Vineyards. Real Wineries. Real Wines.

| HOME | BRANDS | DOCUMENTS | IMAGES | PRESS | EDUCATION | MARKETING CALENDAR | STORE | COMPANY |

DOCUMENT TYPE

- ☐ All
- ☐ Acclaim Fliers
- ☐ Blank Templates
- ☐ Fact Sheets
- ☐ Other General Document
- ☑ Sell Sheets
- ☐ Shelftalkers

▶ BRAND

▶ VARIETAL

▶ VINTAGE

[Search]

Documents

Document	Item #	Preview	Download
Chalk Hill 2011 One-Pager Sell Sheet	5035001		PDF
Chalk Hill 2012 Scorecard, Multi Wine Acclaim Flyer	5035004		PDF
Chalk Hill 2012 Sustainability Sell Sheet	5035004		PDF
Chalk Hill Distributor Sell Sheet	5035002		DOCX
Chalk Hill Interactive One-Pager Sell Sheet	5035003		DOCX

NAVIGATION

Brands
Documents

DISTRIBUTOR LINKS

Imperial Beverage

GENERAL INFO

Customer Service Contacts
Sales Contacts

File Tagging

Foley IA

- Content types

  ‣ Image, Document, Marketing Event

- Organization

  ‣ Brand, Varietal, Vintage

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Designing to Match How Users Think

- Connecting your content with the users' goals

  ‣ Think about it from their perspective, not yours

- Browse by topic and interest, not by media type

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Browsing and Searching

- Browsing

  ‣ Select brand, product, topic, category, location, etc.

  ‣ Usually the quickest way to find content, as long as it has been well organized

- Searching

  ‣ Free text entry, may search lots of text

  ‣ Single-field or "Advanced" (multi-field)

  ‣ Often delivers too many results

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> FIND A DEALER

Eezi-Awn

The best made Roof Tent in the World.

Products

Series 3 Tents

T-Top XKLUSIV Tents

1400 T-Top XKLUSIV

1600 T-Top XKLUSIV

1800 T-Top XKLUSIV

Family T-Top XKLUSIV

Globe Trotter, Globe Traveler, Globe Drifter

Jazz

Awnings

Accessories and Parts

Eezi-Awn Downloads

Eezi-Awn Fitment

Eezi-Awn FAQ

Companies

1400 T-Top XKLUSIV
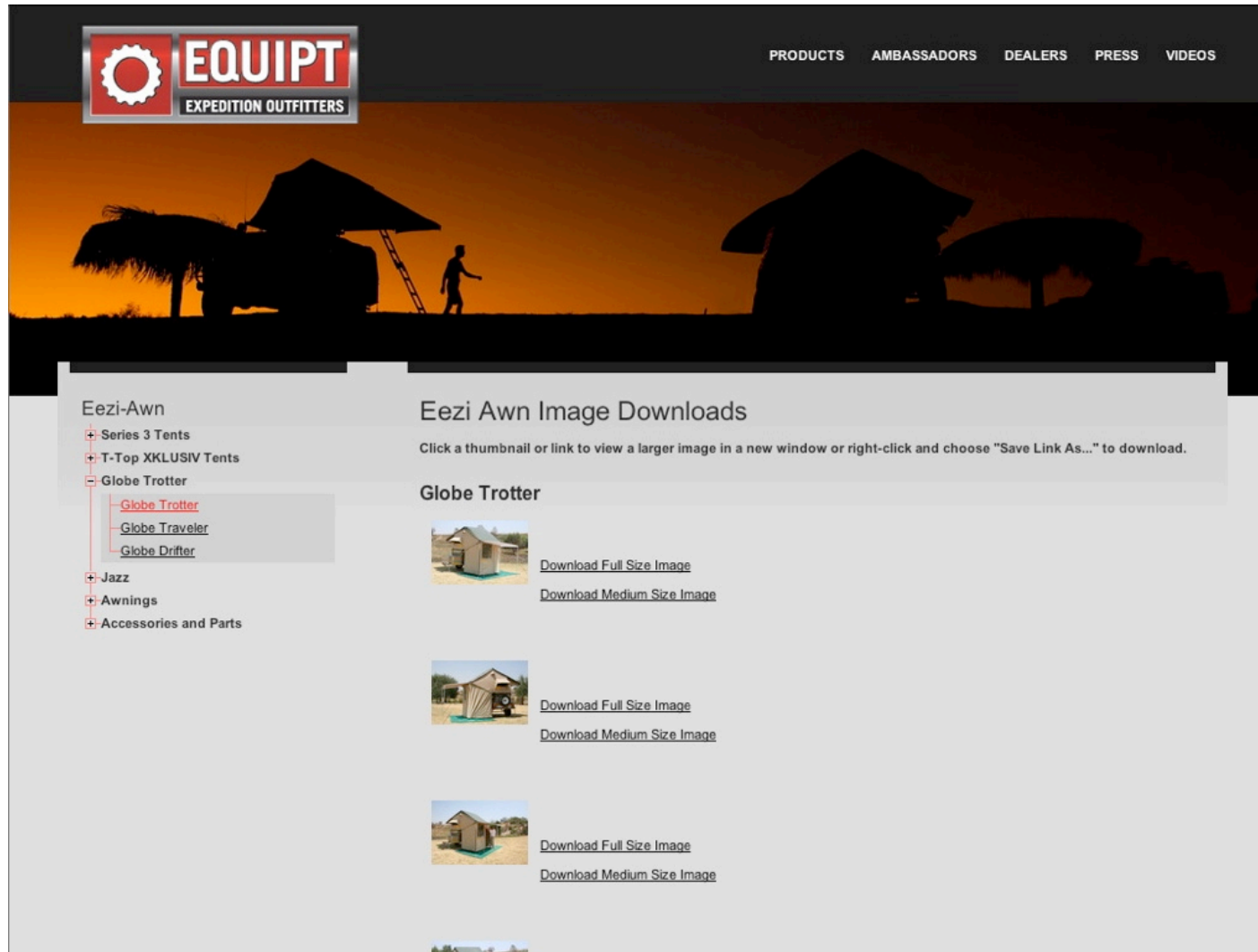
Eezi-Awn Series 3 1400 T-Top XKLUSIV Roof Tent
$3,330.00

The Series 3 1400 T-Top Roof Tent is the most popular size T-Top model in the range, offering plenty of space for two and all the features you expect from Eezi Awn. A perfect size to mount facing the back or either side of most vehicles.

We are proud to announce the arrival of the Eezi-Awn T-Top XKLUSIV to the North American market. The T-Top XKLUSIV is the flag ship model for Eezi-Awn in their folding platform design. Made from the same demanding materials and standards as the Series 3 and T-Top models, the new T-Top XKLUSIV offer a several new and ingenious innovations. This tent comes with an elevated roof line above the ladder entrance, and an easy to use ladder extension built into the ladder itself.

For tent construction, features and benefits click here.

Specs.

Dimensions (closed)	48"L x 55"W x 11"H
Dimensions (open)	96"L x 55"W x 51"H
Dimensions (clearance)	Add 2-3" to closed length and width for fabric and cover
Dimensions (room)	55"W x 78"L
Dimensions (room height)	78" high wall panels
Mattress	2-1/2" fabric covered foam
Comparable width	Double size bed
Color	Olive or Beige
Weight	192 lbs

1 2 3 Next »

Eezi-Awn Roof Top Tent Detailed Setup

Entering Products

Dashboard Structure Content Files Database People Submissions Settings Analytics

Edit Products

Name View Item

1400 T-Top XKLUSIV

Quantity

2

Product Code (For Foxycart. Must be unique across all products.)

1225

Sequence No.

1225

Wholesale Price 1

12345.67

Wholesale Price 2

12345.67

Retail Price

3330.00

Weight

242

Description
View: ⬚ Code ⬚ Visual

Eezi-Awn Series 3 1400 T-Top XKLUSIV Roof Tent

$3,330.00

The Series 3 1400 T-Top Roof Tent is the most popular size T-Top model in the range, offering plenty of space for two and all the features you expect from Eezi Awn. A perfect size to mount facing th

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Private Pages for Dealers

Equipt IA

- Content types
  - ‣ Product, image, document
- Organization
  - ‣ Company, product line

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Think Relationally

MI energy core™
WINDOWS AND DOORS — Beautifully Innovative

Home	Homeowners	Professionals	Resources	Support	About Us
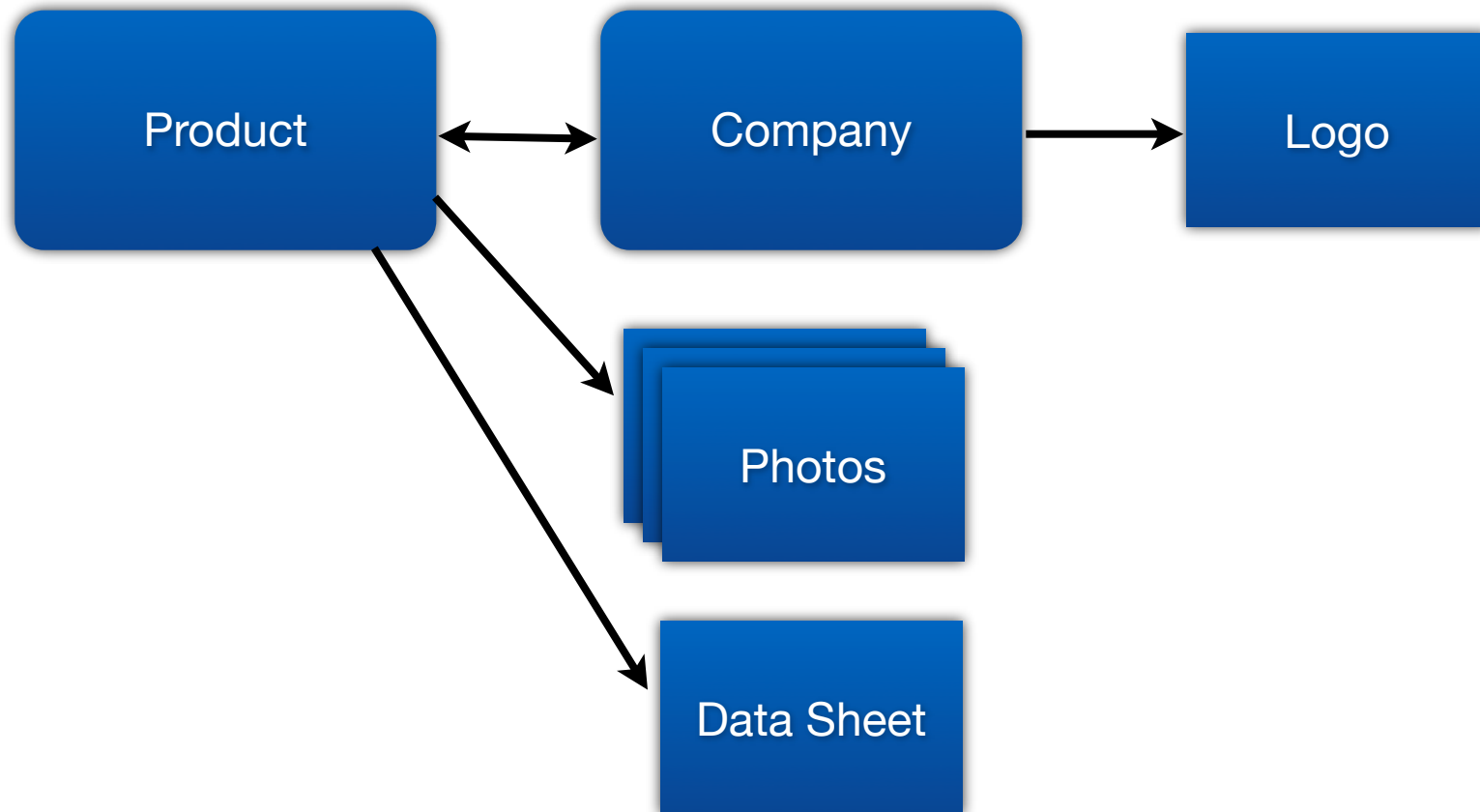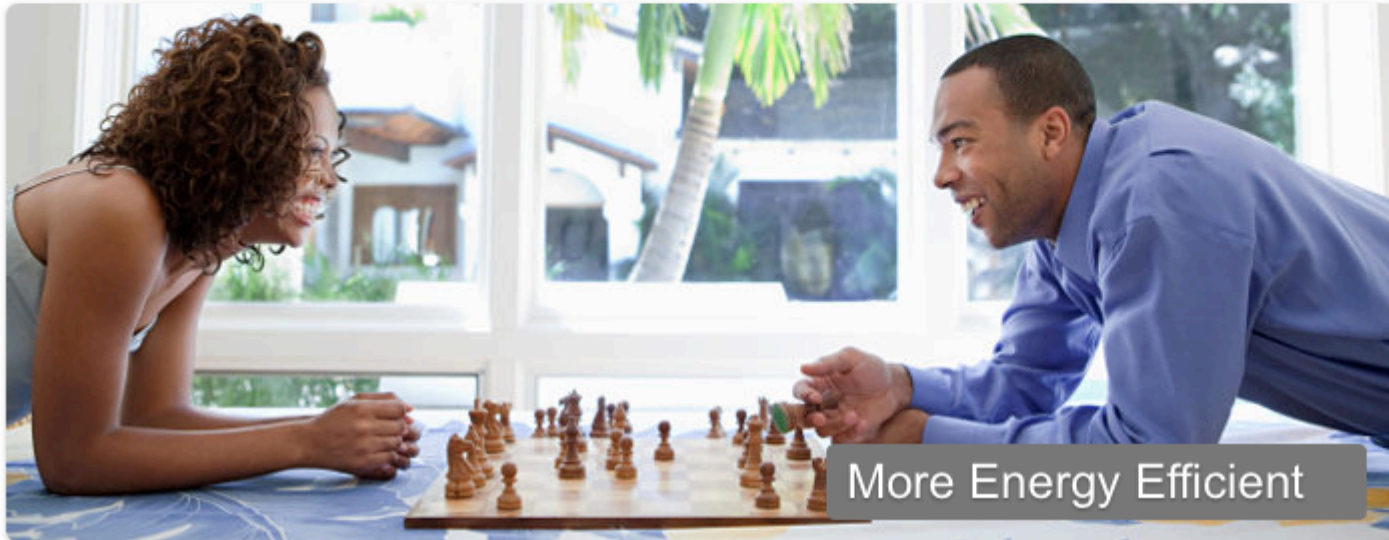
More Energy Efficient

MI EnergyCore Window System™ — Why MI EnergyCore™?

Numerous Barriers to Air and Water Infiltration

- Multiple contact points of weatherstripping
- Interlocking meeting rails and pocketed sill with drainage
- LC 50 AAMA rating

MI energy core

Find a Dealer

Why MI EnergyCore™
Find out why the MI EnergyCore™ Window System with AirCell™ PVC frame technology is so energy-efficient, stronger, more secure, quieter, with traditional style.
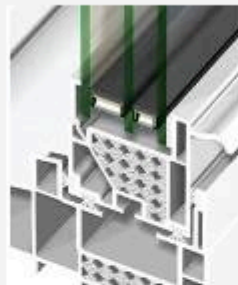
Frame Advantages
The MI EnergyCore™ frame is much more energy efficient:

6X Better than fiberglass
4X Better than rigid PVC
3X Better than wood

See Our Video Library
Watch our videos to see how our windows and doors are made, what components go into them, the story behind MI Windows and Doors and more.

WINDOWS AND DOORS
Seeing You Through.

French Rail Patio Door
Our new French Rail Patio Door is made of MikronWood™, a thermoplastic alloy resin, that is rot-proof and impervious to insects, moisture and humidity.

Recent News | View All

Monday August 15, 2011
MIWD Now Taking Orders for MI EnergyCore Energy Efficient Windows

Saturday August 6, 2011
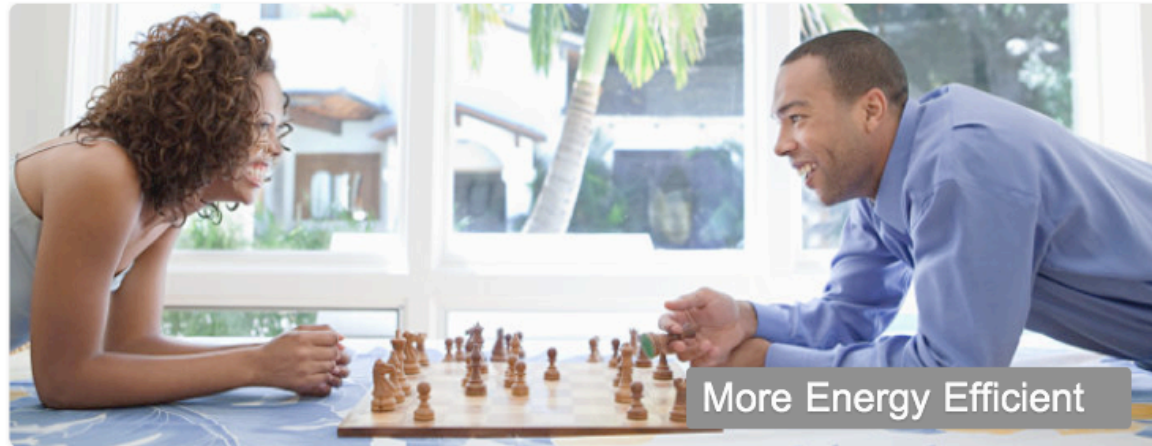MIWD Launches New Energy Efficient Window System: MI EnergyCore™

Wednesday July 20, 2011
MIWD Launches New Website to Sell MI EnergyCore Windows

RSS Feed

MI energy core™
WINDOWS AND DOORS   *Beautifully Innovative*

Home | Video Library | Pricing | Documents | About Us | Newsroom

More Energy Efficient

Video Library
See videos about why is the MI EnergyCore™ Window System with AirCell™ PVC frame technology is so energy efficient.

Specs and Drawings
See the technical specifications for the MI EnergyCore™ Window System is and view Cross Sectional drawings of the windows and patio door.
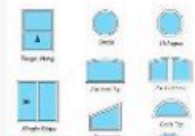
Price Book
Access pricing for the MI EnergyCore™ Window System and get tips of how to order the windows and patio door.

Presentations
Access presentations about the windows, French Rail Patio Door, Styles and Options, Laminated Glass and more.

Recent News | View All

Monday August 15, 2011
MIWD Now Taking Orders for MI EnergyCore Energy Efficient Windows

Saturday August 6, 2011
MIWD Launches New Energy Efficient Window System: MI EnergyCore™

Wednesday July 20, 2011
MIWD Launches New Website to Sell MI EnergyCore Windows

Friday July 1, 2011
iPads and Custom Application Deployed to MIWD Sales Force

Tuesday June 28, 2011
MIWD Installs New Shrink Wrap Packaging System

Mi energycore™

WINDOWS AND DOORS

Beautifully Innovative™

Why MI **Energy**Core?
Watch the Video ▶

Find a Dealer ▶

Windows ▶

Doors ▶

Video Library ▶

Recent News ▶

EnergyCore IA

- Content types
  - ‣ Product, image, PDF, video

- Organization
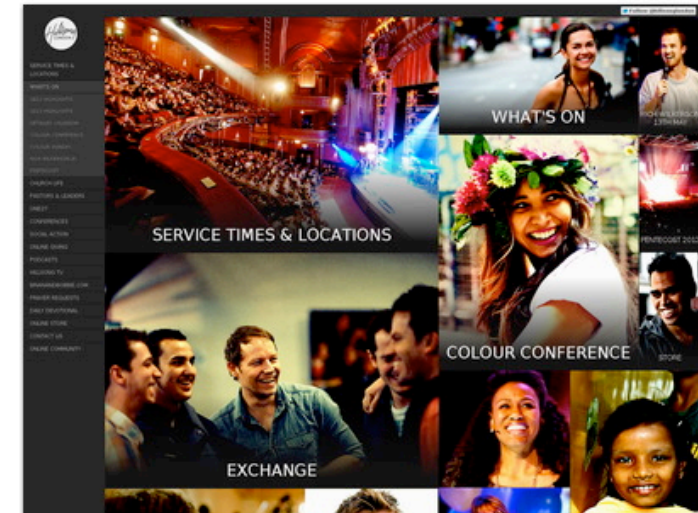 - ‣ By product
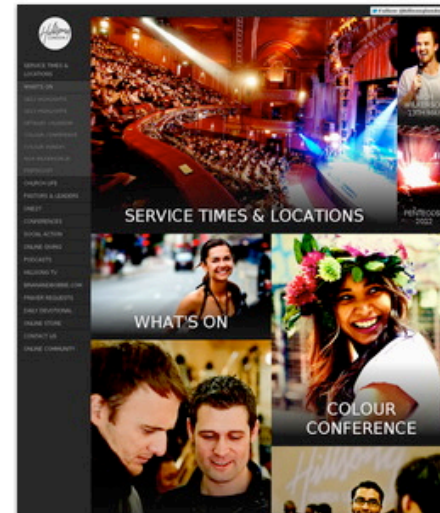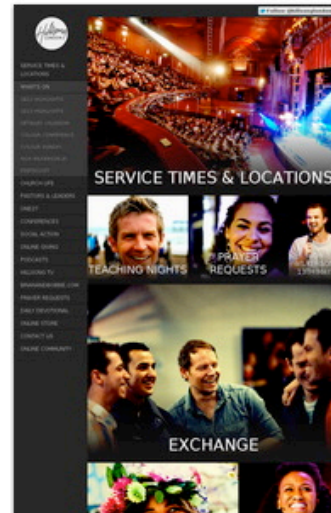 - ‣ By customer type (professional, homeowner)
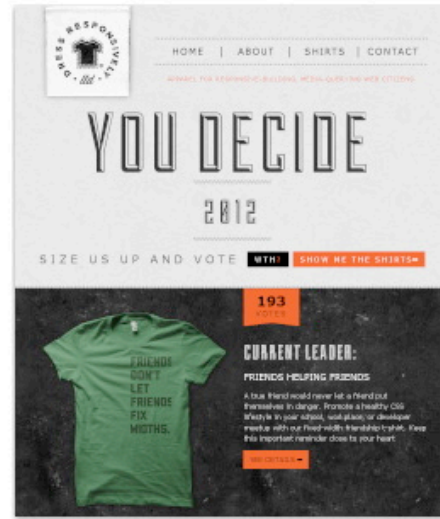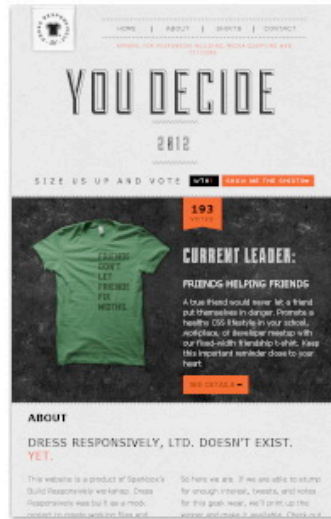
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Permissions and Security

- Any page or document can be restricted to any group

  ‣ Create as many groups as you need

- Apps can be distributed privately

- Phones and tablets can be remotely monitored and controlled by IT department

- If information is truly private (e.g., involves financial or health information), additional steps are required

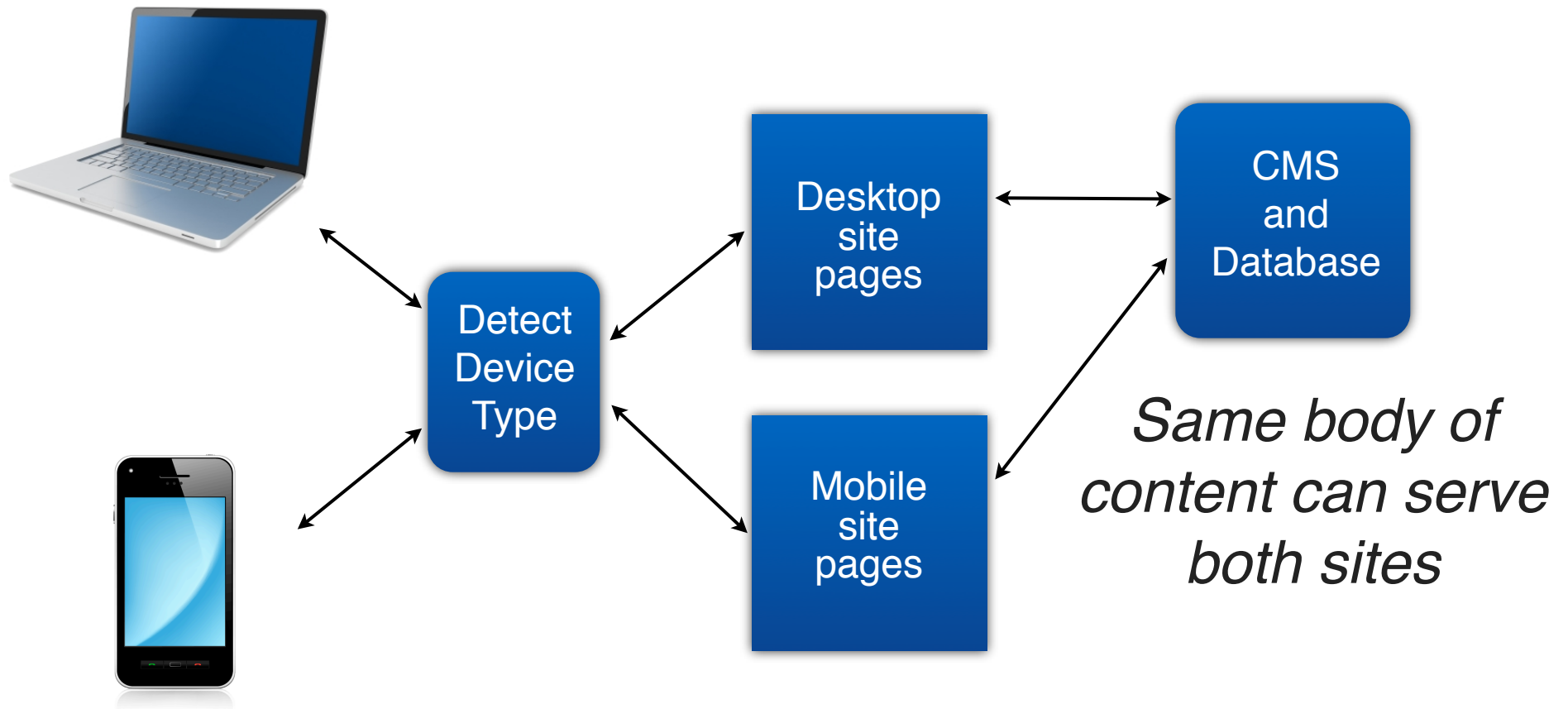Webvanta

Desktop, Tablet, and Phone Views

- Once you have your content in a database, it is relatively easy to present it however you want

- Two approaches to serving different devices appropriately:

  ‣ Responsive design, using one set of HTML that adapts using CSS and JavaScript
  ‣ Separate mobile site, using browser detection to decide which site to serve
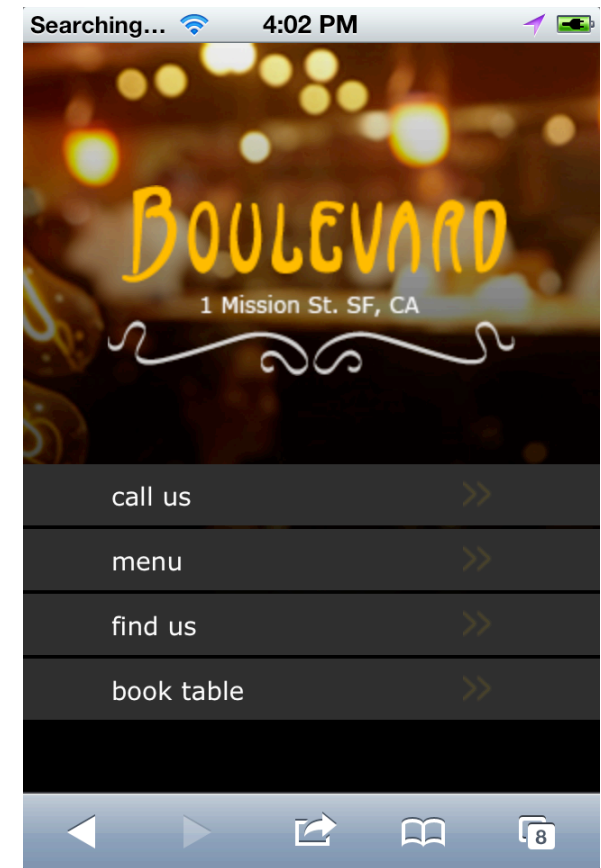
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Responsive Examples

Automatically Serving a Separate Mobile Site

Detect Device Type

Desktop site pages

Mobile site pages

CMS and Database

Same body of content can serve both sites

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Separate Mobile Site Examples
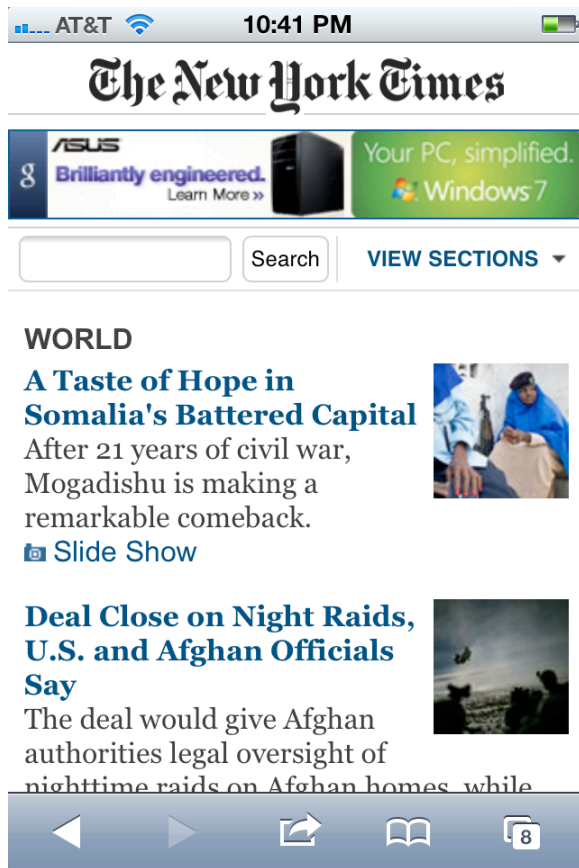
Do You Need a Native App?

Web site / web app

▸ Run in browser

▸ Mostly platform-independent

▸ Persistence through cookies, local storage

▸ HTML5 extensions
- Offline mode, local storage, fullscreen

Native apps

▸ Installed on device

▸ Run independently

▸ Access to all device features and file system

▸ Platform-specific
- iOS
- Android
- Windows Mobile

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Native App Advantages

- Best performance

- Able to fully optimize for each device

- App Store distribution channel

- Access to non-web-standard devices

    ‣ Camera, accelerometer

    ‣ Multitouch

- Include any amount of persistent content

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Native App Disadvantages

- Each platform has its own native apps
  ‣ Each has its own tools and languages
- Development more expensive than for web
- Users must install your app
  ‣ And must choose to update to get latest
- App store policies and processes
  ‣ Can bypass store for enterprise apps on iOS
  ‣ No restrictions for Android apps

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Where Does the Content Come From?

- Simple approaches

  ‣ Embed all the data in the app, or

  ‣ Go online to access data

- Data synchronization is better

  ‣ Build an initial set of data into the app

  ‣ App automatically downloads updates when it runs

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Native Apps Without Big Budgets

- Doing native iOS and Android development can get expensive

- Cross-platform frameworks can make it less expensive

  ‣ Phonegap/Cordova
  ‣ Titanium

- Webvanta platform slashes cost of building web-based content repository

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Getting Ahead of the Competition

- Making your marketing collateral and tools more readily available increases their power

- By acting now, you can achieve a competitive advantage

- If you can't do everything you'd like, pick something to get started

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Can We Help?

- Webvanta system enables us to deliver complete database+desktop+mobile solutions for as little $10K

- As a webinar attendee, we'd like to offer you a free 30-minute consultation on any related project

- To schedule your session, visit www.webvanta.com/schedule-consultation or call 888.670.6793 option 4

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Next Steps

- Call us: 888.670.6793

- Email michael@webvanta.com

- Join the conversation:

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  ‣ Twitter: @webvanta

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