

## About ocProducts Ltd & Composr:

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### 1. About Us

#### 1.1 Introduction

ocProducts Ltd are a Sheffield based website development company, with expertise in developing dynamic and interactive websites. We are dedicated to utilising our own open source software, as opposed to licensing third party packages, providing cutting edge content management systems with integrated social networking capability. We strive for high production value on our projects, aiming to work at the highest standards and following industry best practices.

ocProducts Ltd comprises of 6 full time and 2 part time employees all of whom are dedicated to creating first class websites and improving the Composr software.

Your website would be implemented using our self-developed Content Management System, Composr, which already provides most of the functionality required for the project “out of the box” (cutting both development time and expense). Because Composr is freely available open source software, there are no additional software licensing expenses, helping to ensure a low full life cost.

With any project that may require some custom programming, we can provide something offered by very few other web design companies; the original programmer behind our software is also our Managing director, Chris Graham, who oversees all programming and development work.

Composr is a mature software product that is fully modular, highly scalable and is publicly available for download under the CPA License. Our technology platform will continue to be updated as internet technology improves, increasing the longevity of your project investment.

Hiring ocProducts for your project ensures that you are not just hiring a web development company, but the creators of the software at the heart of your website and the expertise that this brings. This is a service that can only be offered by a very small number of our competitors worldwide. Because we develop the software at the core of our projects in-house, we have all of the knowledge and skills to quickly adapt the code to fit additional requirements without relying on the work of external organisations or contractors.

Any website built using Composr can be extended at a later date with both additional features and a wider content selection, which can often be achieved without requiring the involvement of paid programmers. Composr is designed to be user-friendly for non-programmers, although the most advanced features will require some learning.

All work undertaken by ocProducts is produced in line with our mission statement :

*"At ocProducts, we are committed to putting our experience and talents to work opening up the web, by shifting the traditional paradigm that suggested everyone needed legions of programmers to build websites with those capabilities they truly need. Through our open-source Content Management System, Composr, we are carrying the web forward by empowering everyone to build sophisticated sites in a clean, elegant way."*

We believe that open source software development provides a superior model for software production; We are held accountable for the quality our software through the feedback of our community of users, all of whom have access to the source code and who are free to modify their copy of the code to suit their needs. Our bespoke tools empower our customers, but as we continually pool and refine these tools with each successive project (along with those from the community that exists in our open software ecosystem) we are able to bring to bear the combined value of whatever we have delivered before. This ethos sits at the core of the open source movement and is the driving force behind Composr.

## 1.2 Overview

The key to developing a high quality website is found in clear and intuitive design that enables the user to quickly locate relevant information, whilst providing channels through which website users can easily communicate, collaborate and receive support.

Composr has been designed to provide the widest possible range of integrated tools for helping manage complex websites with minimal requirement for advanced coding. We provide tools for adding static pages, blogs, news articles, polls, surveys, quizzes, photo galleries, ecommerce (complete with payment gateway integration) and many other core features, any of which can be styled to match your site and integrated seamlessly.

Composr fully supports embedded video and rich media content for both static pages and user generated content, which enables us to develop engaging and interactive websites that can be updated by site administrators through a simple web-based interface. Social media integration is an optional feature, allowing automatic syndication and publication of updates to site content across Twitter and Facebook (alongside full Atom/RSS feed compatibility).

A key feature of Composr is the Catalogues system, which provides an intuitive record management interface for site areas that need to hold, categorise and display a large number of similar entries. This is a highly flexible system that can be applied for a diverse range of functions, ranging from product lists, through FAQ indexes, to Job Vacancy listings. Catalogue entries and categories can easily be edited and amended through the administration zone, providing full control over the information published on site.

Alongside this fully featured content management system, Composr also provides a suite of communication tools that focus on building strong communities whilst maintaining a cohesive website structure; tiered memberships, forums, chat rooms, and private messaging are all integrated as part of a single system.

This seamless integration of content and communication has been designed to encourage user interaction, facilitating the free flow of ideas and information. If you feel that any of these features would be of benefit to your project, please advise us which systems you would like to have integrated with your site (if they haven't yet been included in the specification).

ocProducts would produce a design for your site, adapting one of our many style templates to fit with your unique project branding.

If you have any specific design requirements, please discuss these with your project manager, as these will need to be incorporated with the initial specification. Please note that advanced design requirements may alter the costing provided with this proposal. A number of examples of our work can be found on our website : <http://ocproducts.com/portfolio.htm>

### 1.3 How we work

All of our agency projects are assigned a project manager who will be available to be contacted 5 days a week, 9am-5pm. They will send regular updates to ensure you are happy with the design before we sign it off, in accordance with our Project management process.

The ocProducts project management work flow has been designed to mitigate key risks through ensuring there is a clear communication process during each phase of development, identifying each key stage that will require work to be signed off by all parties. Throughout the development and deployment process, we provide a single point of contact to manage the project, taking responsibility for delivering the required output. All decisions regarding any design are made in direct collaboration with our clients and will be signed off in accordance with the work flow process. Project Managers will give regular updates and can be contacted by Phone, email or on Skype.

Any custom programming for bespoke site features may be overseen by Chris Graham, Managing Director of ocProducts, who can personally ensure that any advanced coding is written to his own high standards. Chris has performed programming work for some of the UK's biggest companies .



## 2. About our content management system, Composr

Websites produced by ocProducts are implemented using Composr, our self-developed Open Source CMS. Composr has been designed with a fully integrated approach, ensuring that Composr provides all of the most commonly requested website features without relying on plug-ins, extensions or custom code.

Beyond direct cost-savings, there are many additional advantages to using Composr including:

- The website can later be extended with additional features, and a wider content selection, without requiring the involvement of paid programmers.
- ocProducts Ltd are a UK based company made up of a small friendly team who are dedicated to improving our own software as opposed to relying upon third party packages.
- Composr is open source which removes licensing costs.
- There is a large amount of public documentation which is available for free on our website.
- Because Composr is our own software, we can quickly adapt it to fit any further needs when required; we have designed the software to provide a highly extensible web application platform and our staff have all the skills required to create any custom functionality that may be required.
- Because we produce our own software, we can support all aspects of the sites that we produce. If a bug is discovered in the CMS, we are able to rectify this directly, as opposed to referring issues to a third party technology supplier. This makes the support process much more responsive to our clients' needs.
- Composr is designed with a holistic approach, ensuring that all common features are supported with the maximum possible design fidelity.

### 2.1 Search Engine Optimisation

One of the keys to running a successful website is ensuring that content is encoded in a manner that works with search engines, providing sufficient contextual information to boost your ranking in the search indexes. Composr provides a number of features that help

to automate the process of optimising your website for search indexing, alongside a range of manual tools that can be used to fine tune the configuration.

The Composr SEO tool suite includes :

- Support for short URLs
- Automatic site map generation and XML sitemaps
- Support for META data: Including Keywords & Descriptions for each content entry and automatic selection of entries to create meta data
- Keyword density analysis for your content
- Correct use of HTTP status codes
- Correct use of page titles
- Search engine optimisation via semantic and accessible mark-up, for example alt tags

Composr also stands on the cutting edge of the latest SEO technology, as it was the first publicly available CMS to integrate the new contextual metadata standard developed by Google, Microsoft and Yahoo, known as Schema.org. This new initiative is aimed at creating a standard way for sites to provide additional information to search engines that enables site content to be placed into context for more accurate search results. We are proud to be the first CMS supplier to support this technology, which will be a key technology for the next generation of web based content management.

A simple SEO analysis will be included in the initial costing, though further manual optimisation can be performed upon request. While some companies promise you to be top of the Google rankings we don't believe in doing so as it's simply not possible to guarantee. Guarantees are often for uncompetitive terms that users won't search for, or use strategies known as Black Hat SEO, which may result in being removed from the index altogether. If there was a magic bullet to be top of Google then everyone would do it but there isn't a real alternative to putting the work in on your website.

## 2.2 Social Media Integration

As well as making it easier for you to optimise your site for search engines, Composr can help you expand your reach by syndicating your content automatically across a number of social media networks.

- Syndication of content to Twitter and Facebook

- Facebook plugins – show a list of Facebook users who “Like” your site
- Social media sharing buttons on news and blogs: Easily enable users to share your content across a number of popular social media networks
- Facebook connect login and registration

While social media is right for some websites it is not always needed. We won't try and persuade you to add unnecessary functionality which you don't need.

### 2.3 Feature Integration vs Plug-In Functionality & Third-Party Services

ocProducts takes pride in developing integrated systems that provide as much functionality as possible without relying upon external services. Many of our competitors provide a content management framework, however their users often have to rely upon external services or third-party developers to produce embedded code or “plug-in” packages that provide advanced or interactive functions.

Whilst Composr fully supports embedded code and provides a plug-in architecture, ocProducts believes that users should be able to construct (and extend) fully featured sites without relying upon external service providers or searching through an archive of unreliable/unsupported plug-ins. Thus, Composr comes with the most comprehensive feature set in its class, maximising site functionality straight “out of the box”. This holistic design philosophy aims to ensure that all features on a site work harmoniously, whilst maintaining maximum design fidelity and providing a unified administration interface. This ensures that you retain full control over your data and guarantees room for your site to grow as and when your needs change.

If your CMS has a limited range of features, utilising external services to provide added functionality may seem like an attractive option for extending your website. Unfortunately, there are a number of risks inherent with third-party dependencies, which can be avoided by hosting your required features directly.

Firstly, every external service provider may have outages that can affect their ability to serve customers. As each third-party service can fail independently, this will naturally increase the amount of time that your site is unable to operate at full functionality. Hosting these features directly through your chosen CMS will ensure that your site will be fully operational for as long as your site remains online.

Secondly, third-party services may go out of business, change their terms and conditions or be targeted for a buyout, any of which can cause a permanent disruption to the service you had previously been able to utilise. When you do not control the means for providing site functions, there can be no guarantee that your chosen service provider will continue to operate under the same conditions of business or even continue trading as a viable concern (either of which could impact upon functionality that you may wish to provide). Any features hosted directly through Composr will be available for use whenever your site is active, ensuring that you are always free to make full use of your site.



Thirdly, there are frequently service limitations that aim to encourage subscription-based upgrades to premium services. This appears on the surface to be a relatively cheap option, however ongoing service charges will quickly add up to a significant cost. Without subscribing to a premium service, you may find that your features are subject to the following restrictions :

- Embedded advertising (e.g. YouTube adverts)
- Limited user-access (e.g. Free surveys on SurveyMonkey only accept the first 100 answers)
- Limited bandwidth (e.g. PhotoBucket accounts limit daily bandwidth for viewing images/videos)
- Limited customisation options (if any)
- Existing integration code may break if the service provider upgrades/changes their service

For example, many sites utilise the popular service “SurveyMonkey” to incorporate survey forms into their sites. Although this is a useful feature, it is extremely limited unless you are willing to pay to use the premium service. Utilising this service also means that a third party organisation has access to the data that you are gathering and you have become dependent upon a third party for a potentially sensitive business operation.

As an alternative, Composr provides a fully featured Survey system that can be integrated into any page you see fit, including forum posts and comment threads. As this system is a core part of your website, it can be used without any restriction or additional charge, the styling & fonts will always match that of your site, there is no requirement for you to display another company's branding on your site and there is no need to log in to a separate web-service to view and analyse your data.

When building an interactive site, it is vitally important to ensure a consistent interface that is free of third-party branding. This provides a more professional appearance, which improves the user experience and increases the user's perception of value and quality. Rather than building your site and picking from a range of service providers *à la carte*, combining multiple brands and user interfaces (which can appear cheap), Composr provides all of the tools required to provide a professional quality web presence.

Composr has been designed to provide integrated alternatives to the most common cloud-based services; Instead of embedding youtube videos (with branding and advertising), Composr allows you to upload videos directly to your site. Rather than hosting images using Flickr and posting them to your blog, you can upload and incorporate images without ever leaving the Composr blog editor.

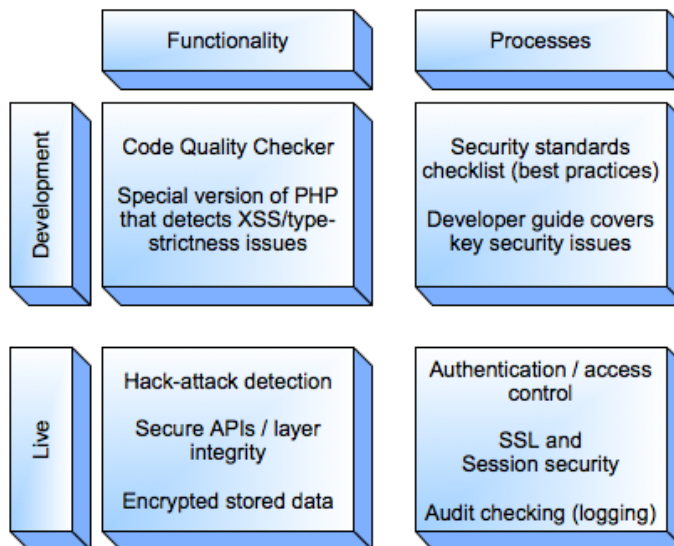
In terms of both risk and cost, there are significant advantages to hosting all of your features directly; Composr makes it easy to add new functions over time, often without any complex coding.

### **3. Security, Standards compliance and policies**

Website security is treated very seriously by ocProducts, so we implement a number of abstractions and policies to keep Composr as secure as possible whilst ensuring that our developers understand any

relevant security issues. Composr was designed to be secure from its inception, giving consideration to all kinds of potential exploits.

Composr is developed in a unique environment that utilises a specially coded version of PHP. This has been specifically designed to ensure the strictest possible script processing, thereby minimising the possibility of security holes passing through the testing process. All code is then checked with our in-house Code Quality Checker (CQC) tool, which highlights any problems before they can be exploited.



Due to the legal requirement that all stored data is required to be securely held and only use for the intended purposes, Composr implements an advanced security model to ensure complete protection of your user data.

To maximise protection, Composr pro-actively detects and prevents common attacks, whilst automatically checking it's own code for vulnerabilities that may be exploited. This ensures compliance with the UK Data Protection Acts, ISO27000, the National Information Assurance Strategy, the UK Cyber Security Strategy and European Union Directive 95/46/EC.

ocProducts also strive to meet the highest possible standards of accessibility, in accordance with the Disability Discrimination Act and the Disability Rights Commission Code of Practice.

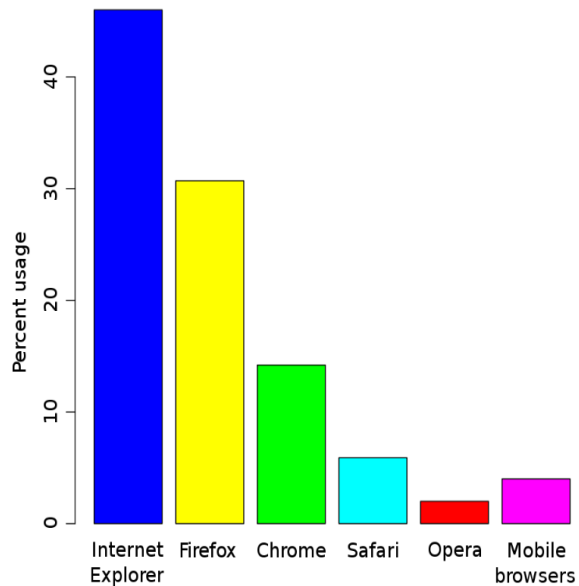
In order to meet the highest standards, ocProducts :

1. Develops to W3C level "AAA" & RNIB standards, to promote a compatible and platform-independent web.
2. Writes authoring tools that conform to the ATAG standard - <http://www.w3.org/TR/WAI-AUTOOLS/>



3. Codes our websites to be compatible with all of the main web browsers, ensuring that Composr sites can be viewed perfectly by almost 99% of internet users\*
4. Works to the Web Content Accessibility Guidelines, to ensure all ocProducts work is accessible by those with disabilities
5. Complies with the UK Government Access Keys guidelines.
6. All of our policies such as Equal Opportunities, Environmental & Health and Safety (etc) are freely available on our website, which can be found at <http://compo.sr/ocproducts.htm>

**Usage share of web browsers: January 2011**



\*statistics correct according to Wikipedia as of January 2011 who take their statistics from a number of sources.

#### 4. Demonstration

There are two options for a demo of Composr we have a example install of the software with example content located at <http://shareddemo.composr.info/> this re-sets every 12 hours.

The second option is a personal demonstration by visiting <http://compo.sr/demo.htm> which will also show you the set up process; although this won't be required with this website it does highlight how easy the process is.

## 5. Summary

- ⤴ We are the leading experts in our software and have the original programmer as our MD. Almost no other web design “experts” can say that, especially other well known CMS brands.
- ⤴ Our software offers unbeatable compatibility because we don't need third party addons meaning everything on your site works as it should do and looks just right.
- ⤴ Composr offers unbeatable functionality “out of the box”. This offers you fantastic future development possibilities at little or no cost to you, providing lower long term cost.
- ⤴ Because Composr features are time tested features this saves you time implementing and testing new features, they just work.
- ⤴ Composr's modular nature offers incredible reconfigurability of all of your pages. By giving you control over your site layout we help save you money needing costly future development is something needs to be changed.
- ⤴ We don't just slap together websites: we create high quality websites at a competitive price
- ⤴ We have a dedicated team, this is what we do and you can speak to us directly. This isn't a spare time hobby along side a full time job.
- ⤴ We give you unbeatable control over your own website, meaning you need to rely on programmers/us less in the future. If you do need us for something a little more complex we are always here to help.
- ⤴ We are a UK engineering company and embody the level of quality you would expect from this.

Do you really want to rely on an agency or third party service for every thing you want to do? For example, imagine you want to attach a video to a news post or that you want to run a survey? External service providers may may provide this functionality, but even free services have associated risks :

- ⤴ Do you really want somebody else's adverts to be placed around your content?
- ⤴ Do you really know the backup policies of third party services?
- ⤴ What if a third party goes out of business, or changes what they offer?
- ⤴ Do you want to devalue your brand by pushing people outside your own website?

Choosing Composr as your foundation helps you avoid these kinds of problems by offering unrivaled functionality whilst maintaining a cohesive and professional appearance.

#### **6. Don't be fooled by a slick pitch**

There isn't much meaning to 'accreditation' logos, and some companies are known to get good testimonials by giving out freebies. Here are some demonstrable facts about ocProducts :

- ⤴ Thanked publicly by Facebook for helping them improve their technology
- ⤴ One of just a few Content Management Systems distributed by Microsoft
- ⤴ Thousands of registered users of our technology
- ⤴ Regular third-party coverage of our innovations
- ⤴ Third parties package our technology for use on cutting-edge Amazon Cloud services
- ⤴ We are rated highest by users for 'Built-in Applications' on the biggest CMS comparison website
- ⤴ A high percentage of web hosts supply our technology as a service to their users

Local web designers may make a lot of bold fancy claims about expertise and technology, and have a few nice sites in their portfolio, but can they say anything like this? ocProducts is an International technology leader, but with all the business and creative excellence you'd want from a good web design company burning at our core.

If another company says they have a CMS, can you actually demo it? Usually it is either something they've knocked together, or they simply claim something like Joomla or Wordpress as their own.

#### **7. Contact details & Further Information**

If you would like any further information about the features within Composr, regarding the content of this proposal or any questions or concerns, please contact us through the details listed below or visit <http://compo.sr/> for more information.

Email : business@ocproducts.com

Phone: 0114 360 0063

***Thank you for the chance to prepare this proposal for you.  
We hope to win this work and add you to our growing list of happy clients.***