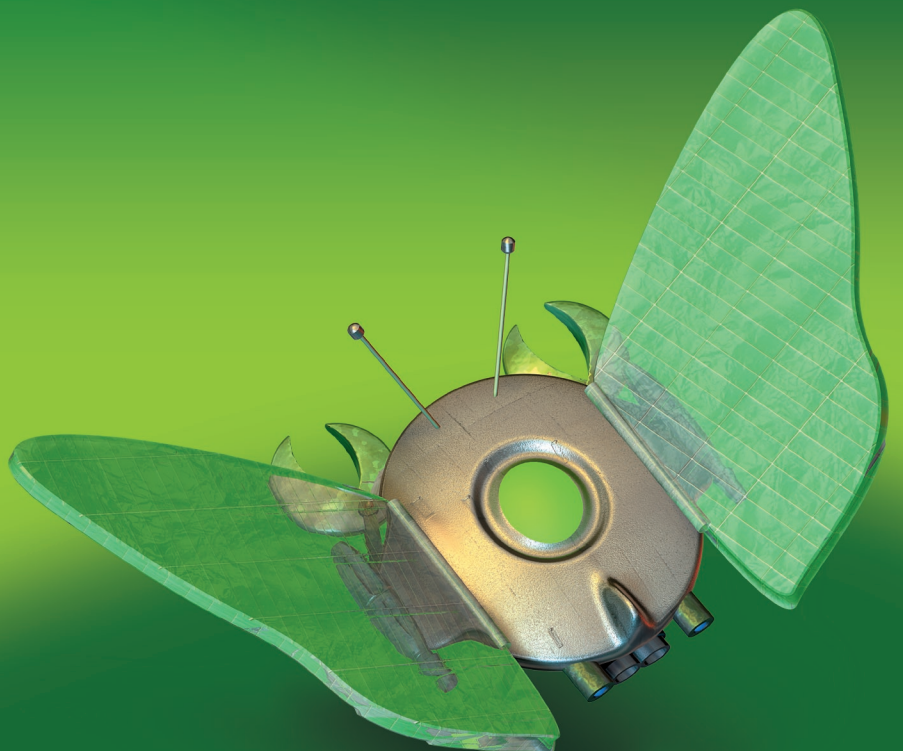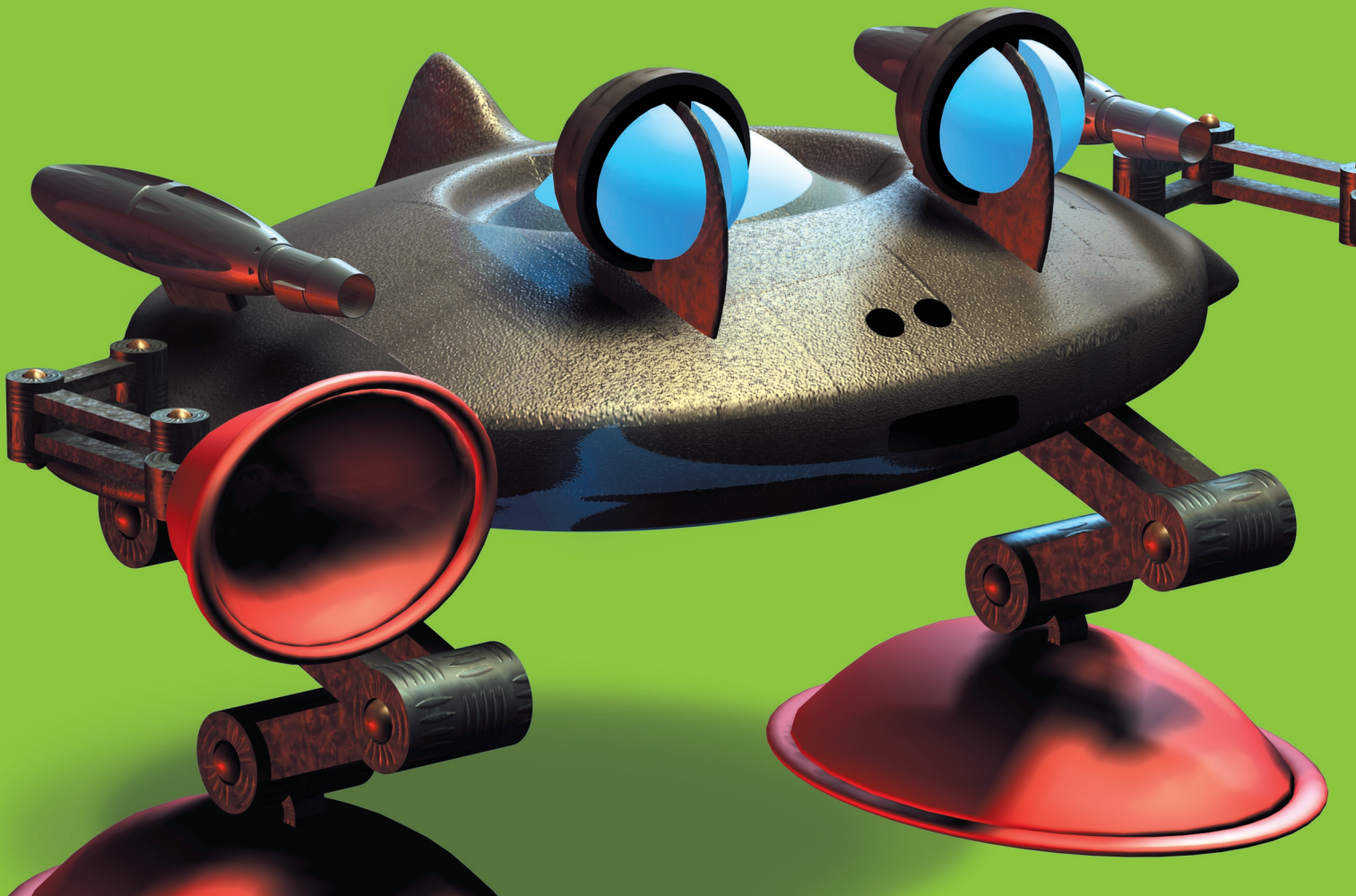DDSN Interactive

Company Profile

"It is awesome to work with people who are so professional yet flexible in working towards achieving the customer's requirements."

Jodene Watling, Telstra Project Manager
(Solutions Implementation Group SA/NT)

The right development partner

DDSN Interactive has been producing websites and e-business systems since 1995, when the organisation was formed by Rob Wells and Mandy Hall. The company successfully expanded during 2000-2001 (the time when other firms were collapsing), taking on new staff, many of whom are recognised leaders in their fields.

DDSN has provided and continues to provide major award winning solutions to clients such as Telstra, World Vision, KPMG, Allied Pickfords, CPA, Hewlett Packard, ANZ, Citigroup, Holden and many other multinational organisations.

Our expert service

We design and build websites. From extremely complex application driven sites, to smaller one-off promotional sites, we've helped businesses around the world make the jump onto the web. Easily and effectively.
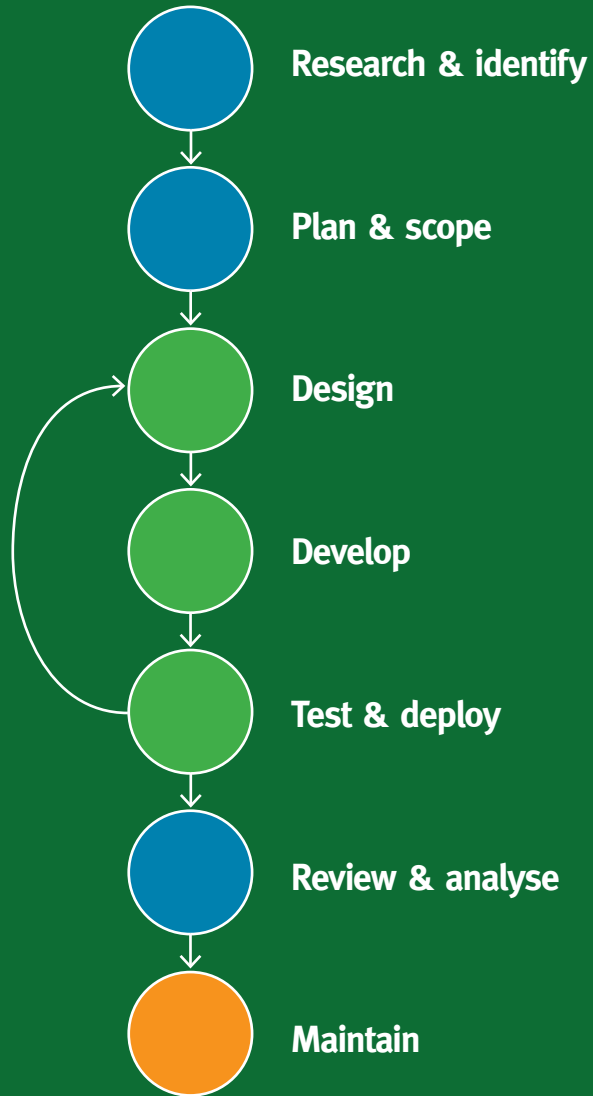
But that's not all. We also develop intranets and extranets; we produce cinema-standard 3D animation; we provide deeply analytical information architecture services; we extensively test usability standards; we create powerful business automation software; and we conduct in depth planning and strategy sessions. Each member of our staff is an expert in their field. You can be sure you're in the hands of some of the best people in the industry.

- ✓ Websites & multimedia
- ✓ Intranets & extranets
- ✓ Content management systems
- ✓ Graphic & 3d design
- ✓ Information architecture
- ✓ Accessibility & usability
- ✓ Web applications
    - ✓ Middleware development
    - ✓ Software integration
    - ✓ E-commerce integration
- ✓ Web hosting
- ✓ Project consultation & management
- ✓ Online branding & marketing
- ✓ Training

DDSN Interactive features three integrated divisions – strategic, technical and design. Each section of the team works independently but follows a unified process. This allows freedom of action in each area of a project, with a quality assured outcome for the client.

Want to know more? See our website link at www.ddsn.com/solutions/expertise.

Research & identify

Plan & scope

Design

Develop

Test & deploy

Review & analyse

Maintain

Our methodology...

A key competitive advantage of ours is the 'end to end' development process that we have carefully developed and practised over the years. It is a detailed and regimented procedure, but one we think serves to highlight our advantages in the marketplace.

Our 7 step methodology has been created with the concept of unsurpassed quality in mind. It is partly based on existing software development industry procedures (such as the Rational Unified Process) but also incorporates integrated elements that make software delivery in the web space unique – eg: high end graphic design and multimedia use, complex user interfaces, company branding, and broadly distributed approaches to sharing information.

Many parts of the process are iterative, especially during the design and planning phases. This flexibility in procedure allows for constant review and improvement, even during the course of a rapidly developed project.

A key aspect of the process is its modularity. All of our products and services can be delivered as part of a full development schedule, or individually when needed.

Quality assurance

Our commitment to quality is particularly evidenced by our partnership with third party specialists in the areas of:

- ✓ User centred design
- ✓ Usability & accessibility
- ✓ Enterprise software vendors
- ✓ Search engines & online marketing
- ✓ Software testing

Quality analysis forms a core part of our design process, so wherever possible we involve our partners for expert analysis at the design phase, and for formal third party testing during the testing & deployment phase.

www.ddsn.com/about/part ners.asp

The DDSN extranet

Our extranet website plays a key role in all projects - we strongly encourage all our customers to use this as a central point for the storage and communication of project assets. Clients can access proposals, work in progress, mockups, staging versions of live projects, work reports, billing and account management tools via this site.

Three stage deployment

Due to our strict attention to quality management, all work carried out by DDSN undergoes a three phase development procedure. Work is carried out on development servers. Staging servers provide client access for user testing and sign-off. Live production servers deliver finished applications to the world.

"DDSN are true professionals: they regularly go beyond the call of duty in delivering on their projects."

Andre Sole, Managing Director
Galt Business Services

Leaders in content management

cm3 - content management made easy

DDSN is not only a website design and development company – we're also a software vendor and e-business consultancy firm. We're experts at defining and packaging products and processes for enabling trade online while focussing on cost effective delivery.

A flagship offering in this area is cm3 content manager – a product that already has a wide installation base within major organisations, and is distributed through a channel of other designers and developers. cm3 goes way beyond the requirements of most projects, but its low price point provides an ideal way to create a scaleable underlying structure for your web project's future without major investment in proprietary or custom built technologies..
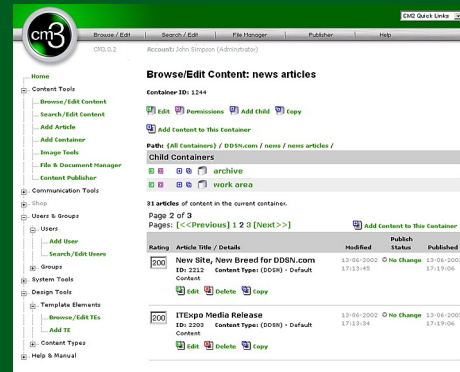
Above: An example of cm3 content manager's powerful administrative interface. You can read more about it at: www.ddsn.com/solutions/cm3

Features of cm3 content manager

- ✓ Full browser based administrative system
- ✓ Powerful but easy to master content editing functions
    - ✓ Familiar 'explorer'-like interface
    - ✓ Advanced WYSIWYG editor
- ✓ Image and file / document management tools
- ✓ Publishing workflow module (author, editor, publisher, administrator) – functions can be distributed dynamically to enable complex business workflow solutions
- ✓ Full permissions management for all areas of content – add, edit, delete, publish, ownership
- ✓ Auditing of content management actions on all articles of content
- ✓ Plugins and examples provided – corporate site and extranet starting point (demo site), advanced dHTML menus and other navigation systems, much more
- ✓ Users & groups management
- ✓ Highly flexible user and group based personalisation options
- ✓ Mailing list management - unlimited lists, unlimited subscribers, text & rich HTML mail-outs
- ✓ Underlying application development framework and construction tools

- ✓ Simple to use but advanced template macro language, tightly integrated with ASP for unlimited extensibility
- ✓ Powerful form handling and email event management features
- ✓ Advanced content application design tools - no need to ever touch a database
- ✓ System tools including backup/restore, online help
- ✓ Editor, administrator, installation, and developer manuals provided
- ✓ Authentication module
- ✓ A range of extended modules available – calendars, forums, shop, polls, surveys, promotions, full intranet, help desk, time sheets, inline editing, mirroring, URL management, and much more
- ✓ Virtually any ODBC database - native support for MS Access 2000 and MS SQL Server
- ✓ Object oriented content management - control more than just web pages

About DDSN & content management

cm3 is not our only content management solution. DDSN Interactive provides expert consultancy services (information architecture, design, integration, project management) for a wide range of third party systems. We are unique in our ability to provide vendor-neutral design and deployment services as well as offering our own software options.

We have established project experience and formal qualifications with the following systems:

- ✓ Vignette
- ✓ Red Dot
- ✓ Netcat
- ✓ Microsoft tools including Site Server, Commerce Server, Sharepoint, MS CMS
- ✓ WebInterprise (Lotus Notes based)
- ✓ A wide range of open source and custom systems

We also offer two other CMS software packages of our own:

- ✓ Limelight CMS

    Offering strict "AA" accessibility compliance, extensive versioning and workflow, and distributed content management for Unix based servers

- ✓ Acuity CMS

    Offering advanced WYSIWYG editing with full online management as a powerful entry point for small projects
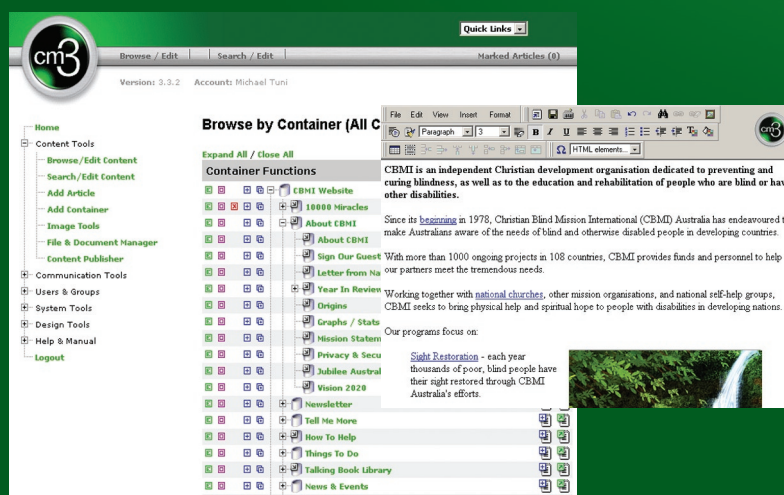
An example of cm3's explorer-like content browsing interface and WYSIWYG editor.

**Above: The website in development for
Allied Pickfords - soon to be launched.**

Allied Pickfords

DDSN was recently invited to submit design concepts for Allied Pickfords, one of the world's largest moving and storage groups. Working with Allied Pickfords involved a great deal of reading and research by our design team - their style standards (the use of the logo, colours, and treatements) are some of the most rigorous in the industry. And it's easy to see why - their brand is used extensively, from small business cards to massive removalist trucks.

THEIR STYLE STANDARDS ARE SOME OF THE MOST RIGOROUS IN THE INDUSTRY...

When working with an established identity it pays to know the documentation inside and out. Our designers will first digest the identity rules, making sure they understand why certain aspects are important and others are flexible. They may even approach the original identity designers - it's often easier to understand someone's motivation if you can talk to them directly.

With Allied Pickfords, the team discovered a certain flexibility in the new print standards, which were then applied to the website design. In fact, it was because of DDSN's design research that Allied Pickfords in Australia became fully aware of these new design attributes (which originated from the London office).

There's no doubt a comprehensive understanding and respect for brand and identity will help produce a cohesive website.

Developing a worldwide presence

In part due to the success of our design approach, DDSN has recently been awarded the contract to provide a full suite of websites for the Allied Pickfords worldwide presence. Starting with the Asia Pacific region in May 2003 and based on DDSN's industry leading CMS software, cm3 content manager, this project is being handled completely in-house by DDSN.

RACGPOnline

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Latest Highlights
In Their Own Words...: GPs Talk About Membership
RACGP Performs Strongly in AMC Accreditation: Media Release *NEW*
Budget Fails To Address GP Crisis: Media Release *NEW*
Switching Patients Between Antidepressants: Interim Advice
Sexually Transmitted Infections: May AFP *NEW*
Friday Fax 16th May: Weekly Newsletter

Health Alerts
SARS Infection Control Advice: New Guidelines *NEW*
Bioterrorism Clinical Issues: Information for Medical Practitioners

Upcoming Events
12CC - RACGP 12th Computer Conference - Register Online: Sydney 10-12 August *NEW*
Pharmacotherapy Training Program for Opioid Dependence: Workshops
Forum: Buprenorphine In Clinical Practice: Melbourne *NEW*
RACGP/RCNA Nursing in General Practice Project: National Workshops *NEW*
2003 National Convention: Hobart 5-10 October

Helping Our Members
Fee Setting and Private Billing: Resources for Members *NEW*
Refugee & Asylum Seeker Resource Centre: Links and contacts
Mental Health Standards Collaboration: Updates

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www.racgp.org.au

RACGP

The Royal Australian College of General Practitioners website is the primary online portal to education, professional development, and issues in medicine for GPs and medical professionals across Australia.

Information architecture

With over 250,000 links and a complex relational structure of content, one of the greatest challenges for this project was to develop layouts and navigation structures that ensured every page of the site was easily accessible to both novice and expert users.

Usability design

DDSN's design process is sensitive to usability from the outset - on this job we made use of our partnership with Symplicit.

DDSN engaged Symplicit at the design phase to give expert analysis on the site design, and again when the site was ready for testing. At this point a series of monitored one-on-one user testing sessions were arranged so that the site was tested under real conditions.

Although the site rated well in these tests, a range of important improvements were identified and implemented before the release of the final version to the public.

Smart use of technology

The underlying development platform for the RACGP website is the cm3 content management system. Using this, a wide range of interactive functions were created for the site, including:

• Public, moderated, and private forums.

• An online button and banner advertising system.

• A completely dynamic navigation and content structure. Entire sections of content can be created, moved, reviewed, or removed without any involvement from a developer or programmer.

• A detailed member extranet. Permission for different groups of registered and non-registered people to view content across the RACGP website is carefully managed.

• An online product catalogue and shopping cart, coupled with real time online payments.

• Detailed meta tag management using the Dublin Core standard.

• Member registration system, and integration with RACGP's "offline" customer relationship management system (iMIS).

• Events calendars.

• Managed document and file asset downloads (PDFs, MS Word documents, etc).

www.gould.edu.au

The Gould League

The Gould League has evolved over the 90 years of its operation into Australia's leading environmental education organisation. In addition to their own site, the Gould League run three multi award winning websites – Flora for Fauna, Wildscape and Future Scapes.

The Gould League have received an incredible amount of recognition through award programs. In 2001 the Wildscape website (built by DDSN and The Gould League) won the Allen Strom Eureka Prize for Environmental Education, a prize they had been chasing for over 10 years.

The Flora for Fauna website helps generate real world results by allowing visitors to plan and actually design (in 3D) a garden with indigenous plants to attract Australian animals. In 2002 it won an International Web Page Award alongside multinational marketing giants such as Kodak and Coke.

The Futurescapes website won Ericsson's Erica award in 2001, helping The Gould League raise sponsorship revenue to further their educational agenda.

The Wastewise Schools program hooks parts of the Gould League website into local government initiatives and further environmental awareness Australia-wide.

The Gould League are driving more and more business and communication through their websites, lowering the costs of publishing at the same time as reaching out to many more customers.

DDSN is the Gould League's primary web design and development partner. Check out the following websites, entirely planned, designed, and built by DDSN:

www.gould.edu.au

www.floraforfauna.com

www.wildscape.com.au

www.worldvision.com.au

World Vision Australia

The Australian branch of this worldwide organisation is dedicated to improving the lives of children, families and communities living in poverty around the world and also indigenous groups closer to home.

The World Vision website is central to their marketing and business strategy:

• WVA makes $4 million a year in donations & sponsorships through their website.

• 30% of all World Vision Australia's new sponsorship revenue comes through their website. Since the launch of the first dynamic child sponsorship system (built in 1999 by DDSN) this figure has increased from 5% to 30%.

• WVA co-ordinates the website content with television and print advertising campaigns.

• Their internal e-business department has grown from half of one person's job to a full team of 4 people.

WVA's first "website sponsor drive" generated over 2,000 new sponsors in September 2000. This year (2002), the target (which WVA expect to achieve easily) is 10,000 new sponsors in one month - by mid September they had already reached 8,000 children sponsored.

"DDSN has provided World Vision Australia with quality web and data base design expertise, which has enabled us to maintain high standards of presentation and functionality as well as helping us to minimise our costs of development. On several occasions, their responsiveness has enabled us to react quickly to develop web-based public appeals when natural disasters have occurred."

Warwick James – e-Business Manager (World Vision Australia)
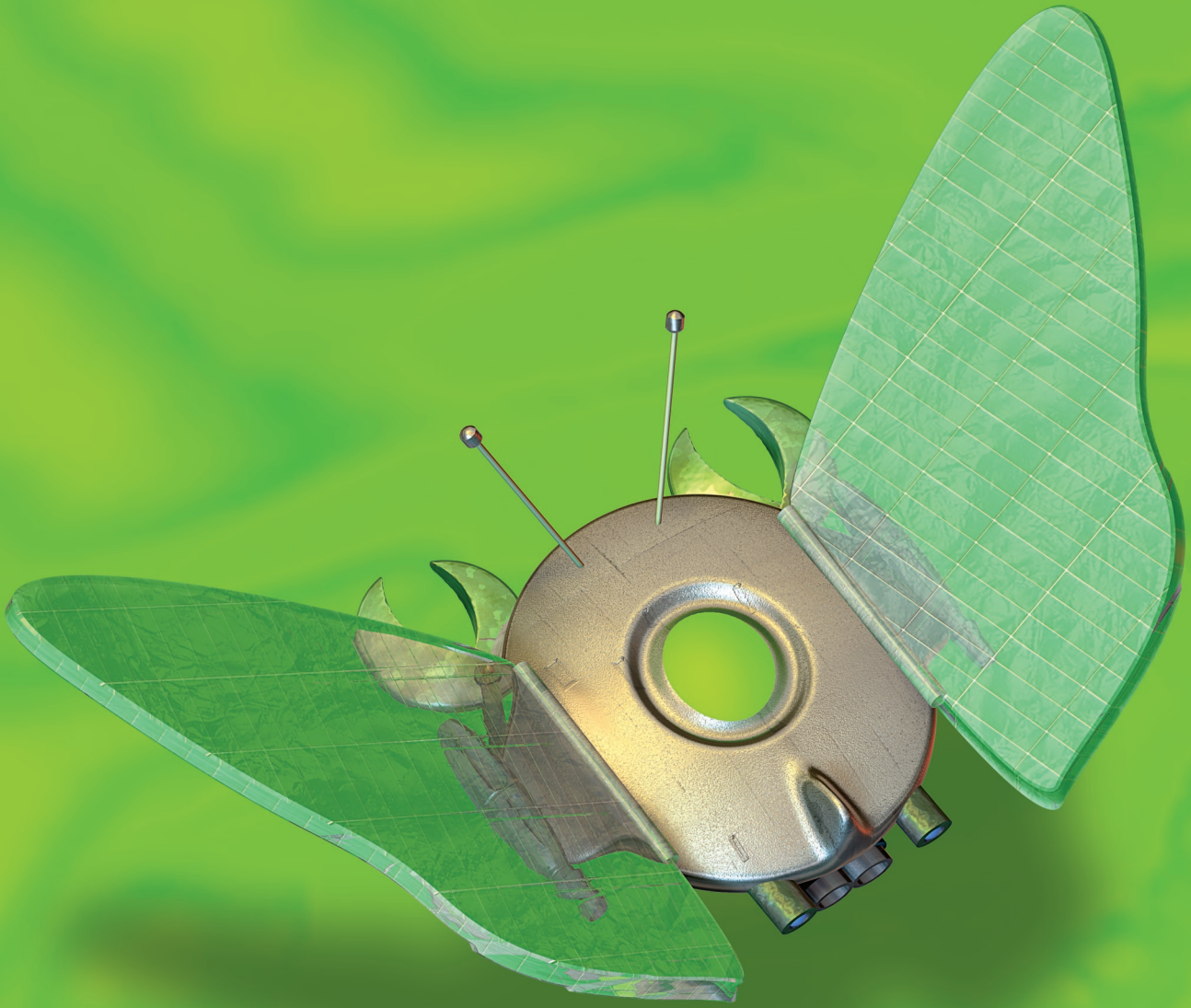
A few more examples...

KPMG Australia
www.kpmg.com.au
DDSN has completed extensive upgrades and improvements to KPMG's website content management system, which includes a complex workflow and publishing system consisting of both Oracle and MS SQL Server databases.

Victorian Community Council Against Violence (Victorian Department of Justice)
www.vccav.vic.gov.au
DDSN developed this website to meet W3C level 2 accessibility standards it has been formally tested by the Victorian Institute for the Blind. The VCCAV website also provides information in over 20 languages.

KPMG Graduate Recruitment
www.kpmg.com.au/grad_recruit
DDSN created this website to reach out to new recruits and help them find the right jobs at KPMG. DDSN is KPMG's chief web consultant in Australia.

World Vision Child Sponsorship System
www.worldvision.com.au
The secure child sponsorship system on the World Vision website was designed and constructed by us. DDSN is World Vision Australia's chief web development consultant.

Flora for Fauna, Wildscape, and other e-learning projects
www.floraforfauna.com & **www.gould.edu.au**
The Flora for Fauna website - designed and built by DDSN - has won a swag of awards both in Australia and internationally. It's a "must see"!

City of Port Phillip Online
www.portphillip.vic.gov.au
Arguably the best city council website in Australia, this site is driven by DDSN's powerful Limelight CMS software. Apart from an attractive design and highly usable management system, the site also boasts "AA" level W3C accessibility compliance.

Hewlett Packard
www.hp.com.au
DDSN operates, maintains, and develops HP's Vignette 5 content management system. We are one of only a few organisations in Australia with staff qualified to handle such enterprise systems.

Telstra Exclusive Supplier
www.telstra.com
DDSN is one of 15 companies in Australia chosen in 2002 to form the Telstra Exclusive Web Services Panel. All work carried out on telstra.com, the Telstra Intranet, and bigpond.com is carried out by members of the panel. The selection process was as rigorous as it gets!

Christian Blind Mission International
www.cbmi.org.au & **www.john9.com**
Incorporating CMS software (**cm3**), ecommerce, impressive presentations, and community portal tools such as forums, both of these content-rich sites were designed and built by DDSN.

DDSN Interactive partners...

Vignette	www.vignette.com
Performance Technologies Group	www.performancetechnologies.com
Camtech Corporation	www.camtechcorporation.com
ANZ eGate	www.anz.com/business/solutions/anzegate
Intershop	www.intershop.com
Microsoft Developer Network	msdn.microsoft.com
Webcentral	www.webcentral.com.au
Connect.com.au	www.connect.com.au
Enterprise Pacific Group (Netcat)	www.enterprisepacific.com.au
Web Assets	www.webassets.com.au
DDSN Partner Program members	www.ddsn.com/extranet/partners

Current active clients...

KPMG	City of Port Phillip
Allied Pickfords	Taxpayers Australia
World Vision	Civic Video
Hewlett Packard	Citigroup Asset Management
Telstra	Christian Blind Mission International
CPA Australia	Victorian Institute of Forensic Medicine
Hansen Corporation	Australian Scholarships Group
The Gould League	Victorian Department of Justice
Salvation Army	Australian Drug Foundation
eBroadcast.com.au	Goulburn-Murray Water
La Trobe University	Christina Noble Children's Foundation
RMIT	Galt Business Services
YMCA	Aust Institute of Training & Development
Midas	Royal Aust College of General Practitioners
Nubrik	Napoleons Bookstore
Harris Scarfe	McGills Bookstore
Furmanite Engineering	AV Media Systems

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