



fast forward delivery

GWS Case Studies

Newcastle City Centre

Global Web Solutions (GWS) has developed over 1500 website projects over the last 6 years across many industry sectors.

We would like to provide the following profile and case study as a reference document.

You are welcome to use this information under your own letterhead if required.

Please email info.gws@iemsupplier.com if you require more information.

Case Study – Community Portal

Client: Newcastle City Centre

URL: www.newcastlecitycentre.com

Description: Newcastle is one of Australia's larger cities, two hours north of Sydney on the New South Wales coast. It's the largest city in Australia outside the State Capitals with a population of 400,000+.

It is a fast-growing area and a popular destination for tourists, especially surfers; it is also home to major industry especially in resources such as coal.

The client, the *Newcastle Business Centre* is similar to a Chamber of Commerce. It's an organization that is responsible for promoting and serving the 1400 businesses in and around the city centre that are its members.

Objective: The *Newcastle Business Centre* already had a very successful community portal site, certainly in terms of

visitors and information. The site was always full with news and current events as well as highlighting hundreds of businesses throughout the city.

It was seen as a major online hub with both local and overseas visitors.

The major problem was that the site was static and becoming hard to manage as information on the site increased.

The main goal was to make as many of the functions dynamic as possible and make it easy to manage the site.

We also recommended we identify some revenue streams within the site that could be employed to generate income for the Business Centre.

The existing static website gave us most of the information we required for the new structure and content.

The IBA established 3 potential income opportunities that could be created:

- Banner System
- Website builder within the site
- Business & Event Promotions

The IBA also highlighted other areas of functionality for consideration:

- Community Business Directory
- Email-a-Postcard functionality
- Information Downloads

We recommended the following based on the IBA and stated requirements:

- New Functional Design
- Content Management System
- News Database
- Business Directory Database
- Web Site Builder
- Banner System
- Email-A-Postcard Functionality
- ATMT
- Top 10 List

Technical Specifications:

- 3 Screenshots for Design
- GSW ACE WYSIWYG Content Editors
- Custom Database for Home Page News
- Custom Database for Business Listings and News
- Custom Database for Top 10 List
- Custom Database for Email-a-Postcard and Stamps Event
- Calendar
- Dynamic Information System for Maps
- Website Builder (Builds Unlimited Websites within Portal)
- Banner System
- File Upload Functions
- Customised Scrolling Marquee
- Microsoft SQL Database
- Project Management Hours and Maintenance Contract