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## GWS Case Studies

### Window On Wales

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](mailto:info.gws@iemsupplier.com) if you require more information.

#### Case Study – B2B Site featuring Ipix Virtual Tours

Client: 360 Web Solutions Ltd.

URL: [www.WindowOnWales.co.uk](http://www.WindowOnWales.co.uk)

##### *Description:*

Wales in the United Kingdom has long been recognised as a popular tourist destination. The capitol, Cardiff, now claims the biggest commercial enterprise in Europe with the Cardiff Bay Redevelopment Project.

The area is flooding with new businesses, eg restaurants, hotels, commercial and residential property.

The clients are WSI Internet Consultants who have spotted a niche market with Ipix Virtual Tours. As yet, no one else offers this service in South Wales. It is an acknowledged fact that Welsh businesses in general are underutilising the Internet and the clients view this site as a strategy to capture extra WSI business.

##### *Objectives:*

- 1 To promote and host Ipix Virtual Tours to businesses in South Wales and the rest of the UK
- 2 To provide an unlimited platform to promote additional Internet services, eg Website Design, Hosting,

e-Brochures, ATMT & SEO.

3 To create additional revenue streams: -Advertising /Hosting of customer's Ipix Virtual Tour -Sale of e-brochures -Development of e-Cards; customers can have personalized e-Cards for use in business building and customer service.

From a design point of view, the main goals were:

- To create a Flash Intro. that would capture local interest
- To design an appropriate website logo
- To create an easy to administer dynamic Showcase section to exhibit/promote Ipix Images
- To create an easy to use e-Cards gallery

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

- New Functional Design
- Amended Dynamic Information System
- Email-A-Postcard Functionality
- ATMT

Technical Specifications:

- GWS ACE WYSIWYG Content Editors
- Custom Database for Email-a-Postcard and Stamps
- Dynamic Information System for Showcase Section
- Microsoft Access Database
- Project Management Hours