



Why settle for a content management solution with limited capabilities? See why Launch Pad for Web has so much more to offer!

"The Launch Pad for Web product has been a very good platform for us to start from so that we could efficiently build and implement a highly customized Content Management Solution specifically to meet our business needs.



The intuitive design allowed us to easily get access to the product and integrate additional datasets and external systems into the content management solution."

Jim Leeper
IT Manager, Faculty of Medicine
UNIVERSITY OF NEW SOUTH WALES

Our Solution

Web Content Management using LP4W

Point Alliance worked with the University of New South Wales (UNSW) School of Medicine to implement the new web site design and centralize the web content using Point Alliance's Launch Pad for Web (LP4W) product. By using LP4W, Point Alliance was able to greatly reduce the time and cost involved in completing this project.

Here are some of the key components of the solution provided to UNSW:

- **Flexible menu navigation**

A key objective of this project was to provide a flexible and dynamic navigation system that would allow the UNSW to have an unlimited number of levels to categorize their web pages. The UNSW is now able to extend the solution to different departments to roll out additional web sites by leveraging the new solution architecture.

- **Content migration**

The UNSW was operating under a basic content management system and required a sophisticated solution that will allow them to successfully integrate their existing data and better manage new content moving forward. With LP4W, the UNSW was able to seamlessly migrate their existing data to the new content environment with minimal effort.

- **Content maintenance**

Since the UNSW wanted to use their new website as a template to update and build additional sites from, they required a content management solution that was easy to manage, yet flexible enough to handle the content of multiple sites. LP4W's intuitive design and simplified content publishing process allowed the UNSW to easily maintain their online content for all of their related sites in a quick and efficient manner.

Opportunity

The University of New South Wales (UNSW)–School of Medicine needed to give their web site a fresh new look and feel. In doing so, they also wanted to replace the home grown content management system they were using for their current sites. The new solution would need to be able to support their new design as well as minimize the amount of work in migrating and integrating their existing content. They would then use the new web site as a template to update additional sites and deliver services via the web.

Client Snapshot



Located in Sydney, the University of New South Wales (UNSW) is situated near the business hub of Australia's largest city. The UNSW is one of the leading teaching and research universities in Australia – renowned for the quality of its graduates and its commitment to new and creative approaches to education and research.

- UNSW has over 40,000 students including over 8,800 international students from over 120 different countries
- The University offers over 700 undergraduate and postgraduate programs

To learn more about our valued client, visit their website at:
www.med.unsw.edu.au.



Outcome

www.med.unsw.edu.au is the new University of New South Wales – School of Medicine’s web site. This web site is the first of over 12 sites that will be powered by the Launch Pad for Web product. The web site now has a consistent look and feel throughout and is easy and intuitive for staff and students to navigate.

Since the launch of the main School of Medicine web site, additional sites have been coming on line at a rate of one per month. There are currently 5 sites that are using the system with 6 site administrators and more than 30 page editors.



About Us

Point Alliance is a premiere Information Technology services and consulting provider, specializing in innovative collaborative, web and wireless solutions. Point Alliance delivers a competitive advantage by being able to tailor flexible solutions to meet specific customer needs. Our approach is to architect solutions that build on clients’ existing investments in technology.

Point Alliance offers strategy, design, application development, systems integration, and support services to a wide variety of high profile clients. Our firm has a solid track record of successful engagements and offers an unparalleled level of service to a loyal client base.

About Launch Pad for Web

Whether you are looking to re-brand your existing site or build a new one, Launch Pad for Web (LP4W) is the powerhouse solution that you’ve been looking for. LP4W is a user-friendly, customizable, and scalable web content management solution that you can count on to efficiently create, deploy, and manage your web or intranet sites. And, did we mention that LP4W is fast, reliable, and cost effective.

What can LP4W do for your Business?

- Ensures rapid delivery of content through an efficient and intelligent workflow/approval system
- Provides content management, including versioning and archiving of content
- Empowers business users to contribute content, while minimizing IT’s involvement
- Able to integrate with your current infrastructure
- Ensures site and brand consistency through the use of a central image repository
- Provides fast, accurate and rich search results
- Allows you to keep content fresh and the publishing process simple
- Dramatically reduces the time and cost involved in building, maintaining, and re-branding

Features

- Dashboard
- Search
- Taxonomy
- Flexible workflow
- Resource management
- Versioning and archiving
- Logging, auditing, and analytics
- Forms and surveys
- Memberships and subscriptions
- Search engine optimization (SEO)
- Administration
- Content management