Information Technology
Web Solution Services

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Contents

EXECUTIVE SUMMARY

Icetech is a provider of professional **Web Design, Web Hosting and IT Support, and Consultant Services** with a 26-year track record

Icetech has a proven track record with providing database, Website design, Business process management, Database development and support, peripherals, web-centric solutions and associated technology support services. Icetech provides information technology services on multiple vendor platforms across desktops and WAN/LAN network, and the world-wide web. The service standard goals we aim for... *Total customer satisfaction!*

Icetech is a cutting edge Information Technology firm, specializing in Web development, database, networks, and development of advanced information systems. The company continues to provide high quality, cost-effective technical solutions and consulting to both government and commercial clients.

Network & Systems Consulting: Put a half-decade of networking and engineering experience to work for you. We offer a wide array of consulting services to meet your IT requirements. Whether you need simple purchase advice, extensive Web design and database management, we're here to help!

OUR SERVICES INCLUDE: full custom interface design and branding, online multimedia, including animation, audio and video. We don't stop there: we offer full backend web development, eCommerce, and database integration for seamless integration and project coordination

Icetech's Database programmers and graphic designers can create a web site for your business that suits it's every need. From ASPX, SQL, Oracle databases, Adobe, Fireworks designs, logos to shopping carts and audio to digital photography.

ICETECH'S DOMAIN REGISTER SERVICES: is where you can and want to register your domain name where you have full control over the DNS, MX records, and IP address.

www.icetechdomains.com

ICETECH DNS SERVER NAMES:

ns1.icetechdns.com
ns2.icetechdns.com

WEB SITE HOSTING. Unlike other so call hosting companies, here at Icetech we have and host our own servers. The server hosting servers are high-speed Servers, Co Location Servers, Exchange, Mail and Sharepoint data Servers.

We are your Intranet and extranet development Experts, that will analyze your business needs and internal processes to develop custom intranet applications.

SHAREPOINT SERVICES; Icetech design custom sharepoint portals and modules, we also host and support sharepoint servers.

OUR WEBSITE DESIGN METHODOLOGY:

Icetech's Web design team uses a 3-step approach. **Think- Plan- Create**

(www.icetech.net/webdesign) that creates great Web sites with a wide array of functions. Whether you need marketing, online sales, Intranets or customer support Icetech can help you plan, build and maintain your company's Web initiative. From entry level to more sophisticate sites.

Our Custom Web Development is geared toward e-commerce, and corporate identity for the small to medium sized business.

T H I N K

Icetech's Web Solutions offers a multitude of sophisticated solutions to meet all of your online needs. We offer extensive database solutions to manage your commerce, content, client/customer services.

We offer full service Web site interface design and programming development from start to finish. Our e-commerce and content publishing solutions are among the most customizable and full-featured systems available.

We offer Web-enabled administration panels allow the site administrator to maintain the web site in-house, without the knowledge of HTML or more complicated programming languages and data-mining features to help your site to display and manage information effectively and efficiently.

P L A N

The first step to planning out your Web site with Icetech's Web Solutions is to let us know more about your company's goals, and the services you'd like to offer your customers, clients and visitors. We will be pleased to present you with a customized proposal for your Web site. We provide an online Web site planning worksheet. (www.icetech.net/webdesign/worksheet.htm

The more information that you can supply us with in this worksheet, the more informed and useful our response will be to you. Don't worry; if you are not sure of all the details-- we will be happy to work with you to hone in on what features might best suit your needs. If you have any questions, please call us.
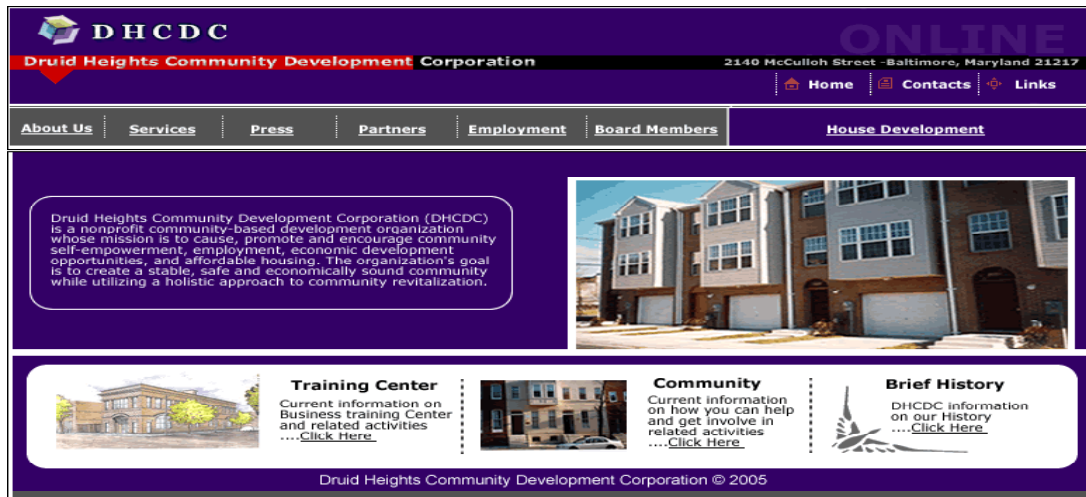
C R E A T E

The culmination of your planning and goals will be in the creation of your web solution and presence. This is perhaps the most involved step and requires coordination and participation - both on the part of the Client and the Web developer.

The creation of your web solution involves bringing your plan into digital fruition... into a graphical interface that must be user-friendly, welcoming, and easy-to-use, intuitive combined with a back-end solution that is intuitive, saleable and creates solutions for your business. Most importantly, it must work: for both you and your company, and for your customers, visitors and clients.

1.1 Every solution requires the following:

- Plan of development: priorities, phases, and goals
- Logo branding and identity development
- Design of graphical user interface, navigation, supporting graphics
- Coordination of custom programming
- Preparation and input of content, data & images
- Testing of all interactive features
- Marketing of the site
- Maintaining the site

## 1.2   Key Features - Content Management System

- o   Enable categories and content 'sections'
- o   Standard and custom content fields
- o   Authoring and WYSIWYG editing
- o   Workflow, approval and notification
- o   SQL Driven Database management system
- o   Control access to content / permissions
- o   Powerful enhanced features
- o   prioritize content
- o   user content ratings / review
- o   'add to favorites'
- o   multiple item management
- o   'featured' content
- o   sorting and keyword searching
- o   page and row size of content lists

The integrated CMS enables the creation, administration and publishing of Web site information. Here are key considerations for how content management is facilitated:

1. Accommodates "information" that can take many forms - text, images, hyperlinks, etc.
2. Enables individuals (users) that are often non-technical personnel to manage site content.
3. Facilitates content management as a collaborative effort that may involve various roles.

1.3   Organize Hierarchical Information

Content is organized both topically (by subject) and formatively (content fields and layout). For this reason, the SQL driven CMS database model accommodates various ways to classify and display content.
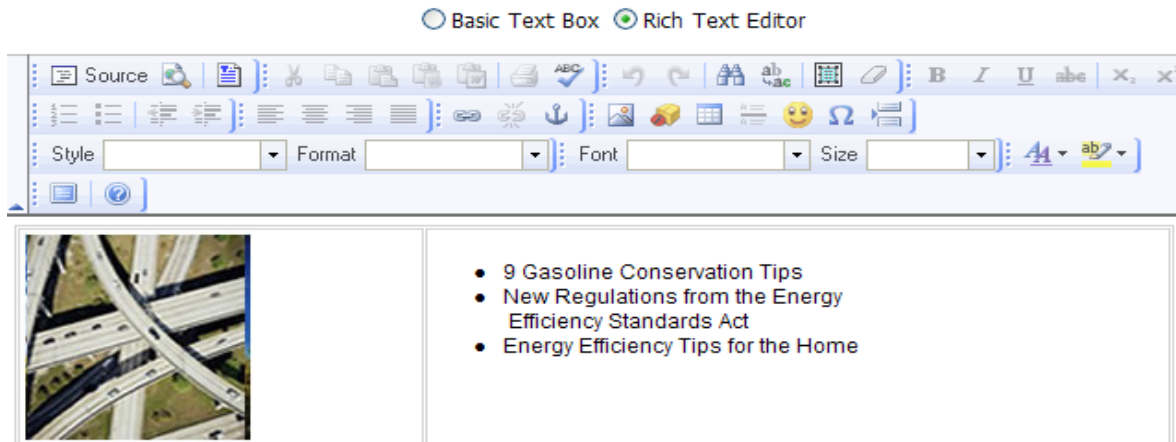
The CMS portion provides a familiar WYSIWYG editing environment for the creation of content. The WYSIWYG editor is a Microsoft Office (FrontPage, Outlook, Word) style editing tool where the user can perform common text formatting and cut-and-paste operations. An intuitive interface with floating dialog windows so that the author is not constantly opening, accepting and closing dialogs (screens), users can keep the dialog opens while continuing editing the document & any changes can be seen immediately. This provides greater flexibility and ease of use for non-technical users.

1.4   Controlling Access to Content

Administrators can restrict access to any content item by changing the required access level field of any content item.

1.5   Prioritizing Content

Administrators can change the order in which content items display in content list view by changing the priority of any content item. For example, this would be useful for scenarios where users have purchased 'priority listings'.

1.6   'Add to Favorites'

Users can add content items (article, link, etc..) to their personal user inbox by clicking an 'add to favorites' link that is displayed on the content detail page. The 'add to favorites' label can be changed in the global settings.

1.7   Multiple Item Management

Administrators can update some content related fields (Title, Category, Filename, etc.) for several content items at one time from a single page. This feature also automates the creation of content by enabling administrators to reference existing folder(s) on the Web server.

1.8   Feature Content on the Homepage

Administrators can set items to be 'featured' on the home page. Several items can be set as featured and span different content sections or categories. This feature enables administrators to emphasize any content item on the home page, such as 'photo of the day', 'featured story', etc.

1.9   Searching & Sorting

Users can search for keywords in content sections and also used a more advanced search for to match content in any or all of the administrator specified fields.

1.10 Surveys / Polls

Using the Survey module, administrators can create user polls and surveys with various questions and answer formats. Surveys can have 1 or more questions. Each question can be multiple choice, multiple answer, short text, or long (essay) text. To set a 'featured' survey, click the 'Edit ' link of the survey to be featured, mark the featured?' checkbox, and click the 'Save' button. Once logged in, users can select a survey, and complete the questions. User and IP tracking prevents re-submissions of the same survey. Administrators can view the results of any given survey. The results display the percentage of each answer (response).

1.11 Calendar / Schedule Key Features

personal calendar for anytime/anywhere use
recurring daily, monthly, bi-weekly or annual events
events can be grouped by 'type' public, private or 'busy'
event status event registration / sign-up.

1.12 Monthly, weekly and daily views

The Calendar provides various views to access the
event information that is stored in the 'Events' and 'Event Occurs' database tables. Users can select (click) any given date for a detailed daily view. Users can also navigate to then 'previous' and 'next' time periods (month, day), and filter the events by type.

Flexibly schedule, release, search, and organize event content with the Icetech CMS Events Calendar.

In addition to time and date, events can be categorized by location, geographic city/state/country, and editorial keyword contribution. This allows website users to sort and review events by any of these criteria.

Based on event date, even basic automated table of contents listings can provide linked access to future, current, or past events with complete editorial control over both the quantity of return listings and the presentation of associated attributes such as location or category. Calendar views provide a month at a glance with obvious linked indication of event availability and highlighting of the current date.

A variety of optional event attributes can be used for enhanced calendar functionalities. If your events occur in multiple cities or states, you can manage these fields to push event listings to known website users. With the inclusion of start and end times, presentation displays can be designed with "day timer" look and feel. Keywords can be used to provide bias for search return listings

1.13 Web Content Management software

The CMS (Content Management System) applications makes managing the Website and its content fast, simple and secure as easy as using Microsoft word. We have installed the CMS tool on many website systems.

2   MORE KEY FEATURES - CONTENT MANAGEMENT:

- Enable categories and content 'sections'
- Multi-Users with access control
- Standard and custom content fields
- Authoring and WYSIWYG editing
- Workflow, approval and notification
- SQL Driven Database management system
- Control access to content / permissions
- Powerful enhanced features
- Prioritize content
- User content ratings / review
- 'Add to favorites'
- Multiple item management
- 'Featured' content
- Sorting and keyword searching
- Page and row size of content lists

2.1   Authoring and WYSIWYG Editing

The CMS portion provides a familiar WYSIWYG editing environment for the creation of content. The WYSIWYG editor is a Microsoft Office (FrontPage, Outlook, Word) style editing tool where the user can perform common text formatting and cut-and-paste operations. An intuitive interface with floating dialog windows so that the author is not constantly opening, accepting and closing dialogs (screens), users can keep the dialog opens while continuing editing the document & any changes can be seen immediately. This provides greater flexibility and ease of use for non-technical users.
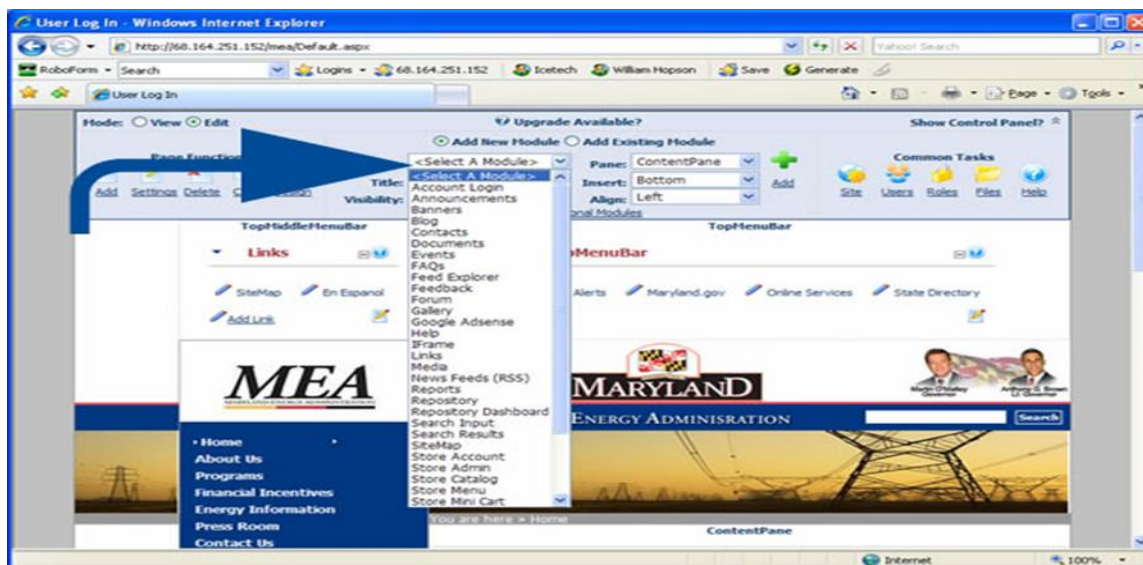
Adding new Module on the fly to the Database Website

Below is the database module in our CMS database tools.

Photo Galley	FAQ	Events
Banners & Control	Announcements	Blog
Feedback Forms	Survey Forms	Forum
Auto Links Control	Calendar	RSS News feeds
Video	E-commerce store	Contact Forms
Site Map	Skins Customs	Reports
User account	Document Module (Optional)	Help Module
I Frame	language packs	Media
News	Users Online	Intranet
Repository Module	User Defined Table	Active Directory
Real Estate Module (Optional)	Job Posting (Optional)	Smart Map (Optional)

The CMS software are modular pieces of code that each present some functionality to the user. Popular modules include user forums, photo galleries, blog publishers, directory tools, chat applications, contact managers, and events calendars. Several modules will be grouped together to create a webpage or intranet page. These modules can easily be added, edited, deleted, restored, moved within a tab, or transfer to another page.

3 REFERENCES

P O R T F O L I O

The following is a very short list of some of our client sites, so to give you an idea of the full range of Internet web development services - from custom graphic design to custom programming – Web Hosting to Database Driven solutions which we at Icetech have to offer.
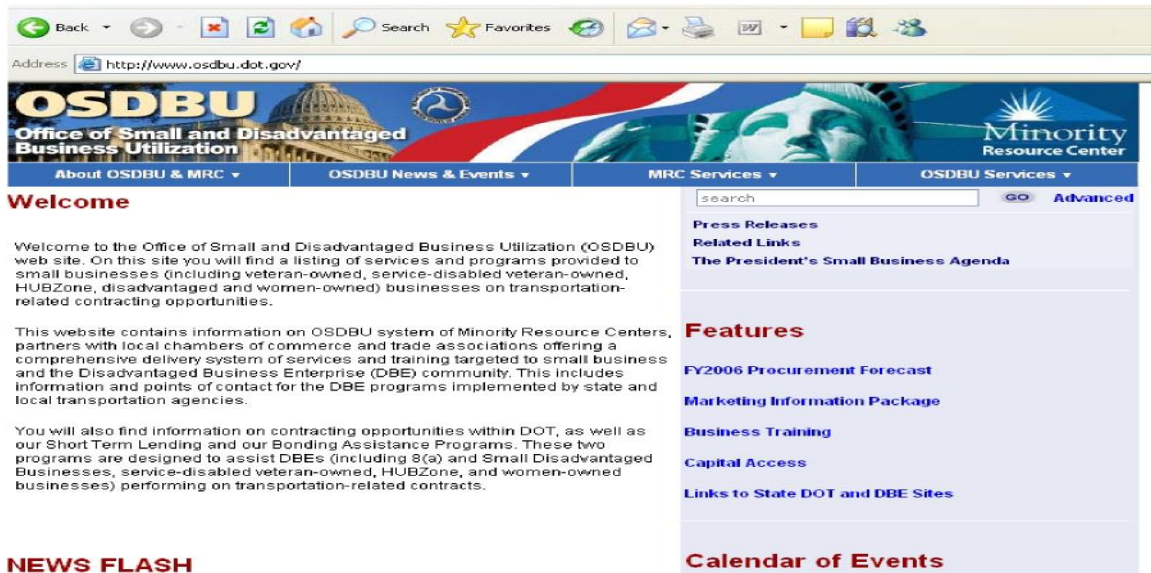
U.S. Department of Transportation (DOT)
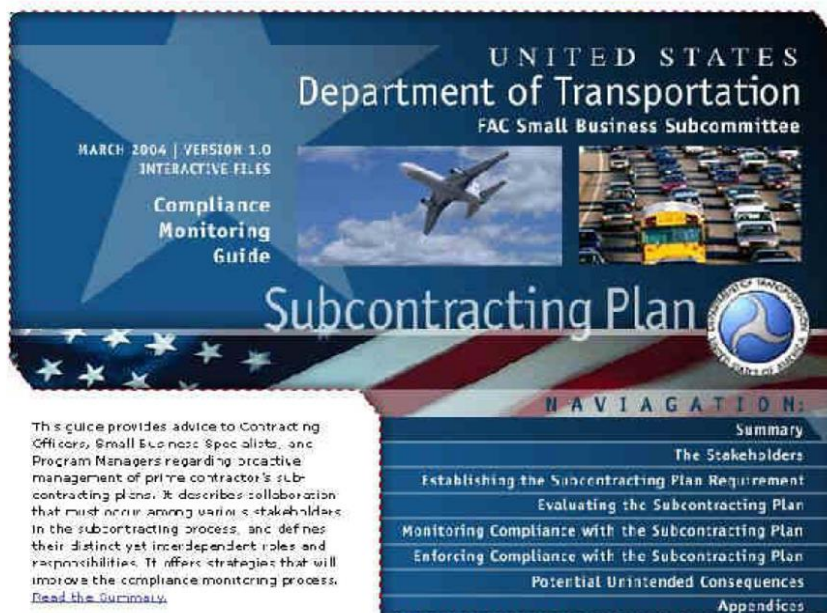
DOT - Subcontracting Plan CD Label - Design Layout 1

U.S. Fish & Wildlife Service
Bureau of Reclamation
Albuquerque Area Office
Department of the Interior
www.usbr.gov

www.dgs.state.md.us   DGS website