

Evolution Subscription Packages

C27 media now supports over thirty Local Mind Associations across England & Wales; we also work with Age UK and a number of small not for profit organisations. Our aim has always been to provide the best quality service with the best quality products at an affordable price.

One thing we have learnt over the last ten years is the internet evolves quickly with new ideas and technologies, not all these are useful but a lot are and we're always striving to find ways to integrate these technologies into our products while keeping costs to a minimum to benefit you the client.

We have responded to the feedback from our clients and now revised our hosting packages and introduced three new subscription based packages to include hosting & support. The new support aspect will mean any news articles, events or new pages along with edits of existing content or new forms and PDF/Word documents can be sent to us on a monthly basis and we update your website for you. On top of this you will also have access to all our Evolution add-ons and any new ones that are released within our development programme, plus any updates as they become available, as well as being able to apply new templates to give your website a fresh new look.

Benefits

Long term the Evolution subscription can offer a significant cost saving as on average websites are renewed every 2-3 years with potentially large sums of money being needed. The subscription will allow your website to evolve with new web trends while your existing content and software is kept up to date and by allowing your staff to concentrate on what they do best we guarantee that your website always looks at its best.

Key benefits of a subscription based service include:

- News, Events and content kept up to date.
- Social Network sites kept up to date.
- Regular website health checks.
- Regular backups of your website.
- Access to all our add-ons.
- Software updates.
- Access to new products as they become available.
- Email, Telephone and Live Chat support.
- Allowing your staff to concentrate on what they do best.

What to do next

Please look at the Evolution Options page to give you a comparison break down of what is available, we have also included a 'Buy Outright' option but this will not include any support on the software we provide.

Please contact us to receive this document with a full price breakdown, or wish to discuss the options further please contact Stuart directly on 01458 898284.

Evolution Options

Your Existing Hosting Plan	New Subscription Plans			Buy Outright
	Bronze	Silver	Gold	

Hosting

Website Hosting	✓	✓	✓	✓	✓
Domain management	✓	✓	✓	✓	✓
Email accounts (optional)*	5	20	30	50	5
Website Backup	✓	✓	✓	✓	✓
Database Backup	✓	✓	✓	✓	✓
Basic Website Stats	✓	✓	✓	✓	✓
Google Analytics Advanced Stats*		✓	✓	✓	
Website Health Check		six months	quarterly	monthly	

Support

Support per month (hours)*		1.5	2.5	4	N/A
Evolution CMS Admin Updates*		✓	✓	✓	N/A
New Product releases*		✓	✓	✓	N/A

Software

Mind Template Interface Designs*		✓	✓	✓	✓
Minimum W3C Level A accessibility		✓	✓	✓	✓
Content Management System		✓	✓	✓	✓
Unlimited Page Creation		✓	✓	✓	✓
Online Document Library		✓	✓	✓	✓
News System		✓	✓	✓	✓
Events Calendar		✓	✓	✓	plus £POA
Photo Gallery		✓	✓	✓	plus £POA
Intranet Staff Area with doc library		✓	✓	✓	plus £POA

Optional Extras

Additional 5 email accounts	£POA/year	POA/month	POA/month	POA/month	£POA/year
Custom Design (one off payment)		from £POA	from £POA	from £POA	from £POA
Language Pack*		£POA/month	£POA/month	£POA/month	plus £POA

Coming Soon

Free Text Search		Free	Free	Free	£POA
Social Networking Integration*		Free	Free	Free	£POA
Breadcrumb Navigation		Free	Free	Free	£POA
Blog System - setup cost £95 plus		£POA/month	£POA/month	£POA/month	£POA

Price

One off setup cost for existing clients*		£POA	£POA	£POA	£POA
Price per month from go live date	£POA	£POA	£POA	£POA	£POA

* Email Accounts

Email accounts are optional and are generally used by the smaller LMA who doesn't have an IT supplier, larger LMA's will use their IT supplier for email. We have to include email with any website package to enable us to use forms to collect information from the user and sent via email.

* Google Analytics Advanced Stats

Google Analytics gives you a rich insight into your website traffic. Powerful, flexible and easy-to-use features allow you to see and analyse your traffic data in a user friendly way.

* Support per month (hours)

Your chosen support option comes with an allocated amount of hours, we will do anything within the scope of your website within this time on a monthly basis and if the amount of work falls outside this time you will be notified and given two options:

1. Use the time from the following month.
2. Pay for the extra time required, rates are £45 per hour and £25 per half hour.

If the time is not used within a month it cannot be carried over to the next month. All editing will be logged and will monitor the amount of time being used, if it is being exceeded on a regular basis then it will be beneficial to upgrade to the next plan.

* Evolution CMS Admin Updates

Evolution is our Content Management System which since its conception in 2006 has been continually developed and improved. By having a support contract with CMS admin updates you will always have the latest version of our Evolution product using the latest technologies.

We are currently in development for version 2 of Evolution which promises to make your website more versatile in the way you can display your content and with new features to make for a rich user interaction experience.

* New Product Releases

We are constantly looking for new ideas for products that can be integrated into your website; a lot of these ideas come from our clients, others come from the natural progression of the internet. We have a standard set of products that come with the Evolution Support option, these include:

- News system and archive
- Document Library
- Events Calendar
- Photo Gallery
- Intranet - Restricted Online Staff Area

Planned new add-ons include:

- Free Text Search
- Language Packs – enables you to have your site in different languages
- Blog System
- Social Networking add on
- Breadcrumb Navigation
- Email Campaign Manager

Some add-ons will be inclusive of the monthly cost and added to the Evolution product, others will have an extra fee added to your monthly cost should you wish to use them and if you have an idea for a new add-on or new piece of functionality let us know and we'll do our best to include it into our development program.

* Mind Templates Interface Designs

All our Mind templates conform to Mind branding guidelines and are continually being added to, so rather than a complete rebuild of your website in two years' time just choose a new template and give your website a fresh new look.

To view our current Mind templates please click the following link:
www.c27media.co.uk/lma_templates.asp

* Language Pack

The language pack will enable you to add a professionally translated version of your website; this is essentially a copy of your existing website in a new language. The benefits to this in comparison to the off the fly methods that are free to use are:

- Accuracy in the translation of your content.
- Translated versions of your website available to search engines.
- Greater accessibility to ethnic groups.

* Social Networking Integration

Social Networking tools like Twitter and Facebook are not to be overlooked by any organisation; these tools can transform your campaign or fundraising event into something you wouldn't think possible. With one clever tweet you can create a snowball effect that will reach thousands of people and with our web know-how and your knowledge between us we will do what we can to make that happen.

* One off setup cost for existing clients

This price includes taking your existing website as is and populating into the new template system, including news articles and events.