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idmedia **id**social **id**store **id**stats **id**jobs

id digital media

identerprise**4**

ID's flagship online publishing product is a custom built, fully flexible suite of mediaware called IDenterprise.

IDenterprise is a white label social networking platform designed to generate revenue. It allows you to build online communities using self generated content and user generated content. IDenterprise will always keep your website at the cutting edge. Rather than working on individual sites, ID's entire development team works to continually improve the core IDenterprise product, rolling out new features as they are built.

As a complete online publishing platform, IDenterprise is split into five simple modules, with a sixth module comprising of third party solutions that we add to sites that wish to run advertising and generate online revenue.

idmedia

Add, manage, categorise and edit your content (text, images, video, audio, office documents, PDFs etc.) on your website from multiple sources. It is a full content management system designed to run large content websites.

idsocial

Manage and grow your community of users with user generated content from videos to personal blogs. All facets of user interaction is covered in IDsocial including forum style discussions, polls, user comments, competitions, content rating, private messaging, personal profiles and e-mail newsletters. Allows stakeholders to engage in permission marketing with community members through the Fanbase loyalty programme.

idstore

Sell your services and products directly to users by adding e-commerce to your website. Not just limited to physical merchandising and products, IDstore can process print subscriptions and sell digital media such as high quality images or audio downloads. Integrate other stores into your website using Product Feed.

idstats

Keep an eye on your website's performance using trends and statistics. Compare your visitor numbers to your competitor's with easy-to-read graphs and charts. Integrate third party data into a dashboard that allows you to track vital information about your visitors. Integrates with adserving platforms.

idjobs

Create a full job site within your media site. Allows for integration into existing websites. A fully functional job website that allows job hunters and employers to transact either through self referral or mediation.

adcast

Adcast is how your site makes money and how you check how well it is doing. It is the final piece of the puzzle for any publisher looking to take the web seriously.

For more information, visit our website **www.identerprise.co.nz**

About ID Digital Media

ID Digital Media has brought together a team of developers, designers and strategists with decades of experience with online communities, publishing, development, design and marketing to build a flexible, scalable software platform that allows you to co-ordinate, control and manage online publication in a way that works for your business.

We have a number of experts who can help you with every aspect of online publishing, from creating online content to managing user communities to search engine strategy and monetizing your site through online advertising. When working with ID our entire team is available for consultation to make the most of their broad skill set.

Unlike the "build and forget" model, IDenterprise is sold as on a licensing basis. Rather than receiving a static website platform that will become outdated over time license holders are eligible to all upgrades, features and improvements of IDenterpise made during the license period.

The team at ID are constantly looking at ways of improving and expanding IDenterprise to make the most of the ever changing online world. By purchasing an IDenterprise license you will keep your online presence at the cutting edge as new features are regularly rolled out to all license holders. Our team constantly identifies emerging online trends and develops relevant tools that will give your company the ability to keep ahead in the exciting sphere of digital media.

ID also manages the hosting platform and traffic bandwidth provision giving you a few less things to worry about. The design and navigation of your site can be fully customized by our graphical design team and your site will be designed to reflect your own brand identity.

Partner Sites

Contact Information

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identerprise**4**

technicalplatform

technicalplatform	Version 4.3*
Code platform: Microsoft .NET Framework 2.0	✓
Operating system: Microsoft Windows Server 2003 with Microsoft Internet Information Services 6.0	✓
Database platform: Microsoft SQL Server 2005	✓
Server platform as per client's requirements	✓
Network (ID Hosting): Direct fibre optic links with ISP redundancy as per client's requirements	✓
Support SQL Server co-location via replication for scalability - Optional	✓
SMS alerts for server performance - Optional	✓
Daily backups and weekly offsite backups	✓

Notes: * Feature set as at 01 November 2009.

idmedia

idmedia	Version 4.3*
Web interface for site management	✓
Tag content to create popular cloud tags	✓
WYSIWYG rich text editor - Mac & Windows compliant	✓
Publisher created/edited content	✓
Publisher categorized/managed content	✓
Multi channel categorisation	✓
Uploaded images embedded in content	✓
External videos embedded in content	✓
Upload support files as attached content	✓
Automatic archiving of content by month or year	✓
Content date of publishing either automatic or manual	✓
Previewing of home page or custom pages prior to publishing	✓
Blogging tools	✓
Automatic Social bookmarking	✓
Event calendar	✓
Automated Image/slideshow gallery	✓
Multiple Directory types	✓
Basic microsites for Directory	✓
Home Page auto loading of content	✓
Timed content published by start and end date	✓
Advanced microsites with user controlled content	✓
Mobile phone accessible content	✓
Audio download able files	✓
Competitions with auto selection of winners	✓
Secure content by user group defined by Admin	✓
Polls	✓
XML import tool	✓
Subsites customised to client's requirements	✓
Video & audio uploaded as support files	✓
Daily/weekly top content by viewer usage	✓
Group Blogging	✓

Notes: * Feature set as at 01 November 2009.

identerprise**4**

idsocial

idsocial	Version 4.3*
Web interface for site management	✓
Profile user Comments on articles	✓
Front End and Back End In page comment moderation	✓
Report inappropriate comment button	✓
Manage Comments for moderators	✓
Create user groups by Admin	✓
Set up RSS feeds out and in	✓
Ezine creation and sending tools	✓
Competitions for registered users	✓
Form Builder with customisable forms, capture data, export as excel files	✓
User registration page/process	✓
User plain text editor for user created content	✓
User image upload	✓
Customisable user profiles	✓
User reviews with rating systems	✓
User quoting in comments	✓
User Private Messages	✓
User friend list	✓
Fans for directory listings	✓
Upgrade for members to become fans	✓
Fans can manage fanbase Add and delete directory items	✓
CSV export of fans for physical loyalty card dispatch	✓
Fans added as an email group in IDsocial for communication	✓
Directory listings running fanbase as a separate email group in IDsocial	✓
Directory users can send via an online form prepared offers or create new one	✓
Upgrade path for free listing to fanbase directory user status	✓
Offer displayed on directory timed for duration of offer	✓
Payment page for upgrade path for directory listing	✓
Offer dispatched to fans in template design	✓
Offer has voting plus unsubscribe to directory listing	✓
Directory listing can see fan numbers & votes for offers	✓

Notes: * Feature set as at 01 November 2009.

idsocial

idsocial	Version 4.3*
Users View Forums, threads and Posts	✓
Users Add Threads	✓
Users Add and Edit posts	✓
Formatted text (smilies, links, images etc.)	✓
Search posts by sesarch index	✓
User created avatars and signatures	✓
Forum members added to email group in Idsocial	✓
Create forums by Admin	✓
Create Private Forum for members only	✓
Offers kept historically	✓
Social Media Site Integration with Facebook and Twitter	✓

Notes: * Feature set as at 01 November 2009.

identerprise**4**

idstore

idstore	Version 4.3*
Interface for ecommerce management	✓
Image Store for purchase of images	✓
Shopping cart for purchase of products	✓
Secure credit card payment facility	✓
Auto timed delete function	✓

IDenterprise integrates with Nop Ecommerce to deliver all the features of an Ecommerce site. Highlights include:

Supports categories and manufacturers	✓
Products can appear in multiple categories	✓
Support for multiple languages and currencies	✓
List product attributes or specifications with support for variants	✓
Show multiple images for product with auto image resizing	✓
Support for featured products, sale products, new products	✓
Multiple discount and shipping options	✓
Variable shipping pricing by weight or order total	✓
Support for multiple payment options including major credit cards and PayPal	✓

Notes: * Feature set as at 01 November 2009.

idstats

idstats	Version 4.3*
Website statistics by basic metrics	✓
Competitor comparative graphs by basic metrics	✓
Advertising effectiveness metrics	✓
Ezine tracking	✓
Number of ezine subscribers	✓
Number of users/members	✓
Automated catch for bounced email	✓

Notes: * Feature set as at 01 November 2009.

identerprise**4**

idjobs

idjobs	Version 4.3*
Front page automation of new jobs in real time	✓
Easy filter system to automatically catch "bad words"	✓
Multiple roles for user accounts	✓
Registered users individually tailored personal job profile area	✓
Powerful reporting and functionality for admin and SuperAdmin roles	✓
Additional SuperAdmin-only reporting for executive and market intelligence	✓
View reports directly online or download in to Microsoft Excel	✓
Supports multiple vacancies per job	✓
Supports referrals and placements	✓
Automatically tells Google about new listings	✓
Supports interrupted registrations, even from different computers	✓
Break down reports/job searches by region and city	✓
Use either a self-referral system or a admin screened/selection system	✓
Admin activity auditing for action accountability	✓
Part time and full time jobs	✓
Assign case managers to employers	✓
Lock jobs to prevent multiple admin conflicts	✓
Handle admin comments on jobs, employers, applicants	✓
Supports timed job reminders to prompt admin	✓
Personalised email alerts	✓
CV creation for users	✓
Supports uploading of multiple versions of CV	✓
Supports optional online cover letters	✓
Automated notification based on keywords/skills/region	✓

Notes: * Feature set as at 01 November 2009.

adcast

adcast	Version 4.3*
Media One	✓
AC Neilsen's Net Ratings	✓
Performance network	✓
Adserving Platform	✓
Media Representation	✓
Google Adwords Campaign	✓
Third party advertising network	✓

Notes: * Feature set as at 01 November 2009.

Case Study

In late 2007 Queenstown's most popular newspaper "Mountain Scene" approached ID Digital Media about redeveloping and monetizing their website Scene. They were also looking at branching out into Dunedin with a brand new sister publication to Mountain Scene. ID designed, developed and built a brand new Scene website using a single instance of IDenterprise to manage the online publishing for both publications.

The new look Scene was launched at the beginning of April 2008 with paid banner advertising from day one. In its first month the site generated 50,722 page impressions** putting it instantly into the top 25 Newspaper and Magazine websites in New Zealand*.

IDenterprise has given Mountain Scene a robust online publishing platform. Features like the direct importing of print content from Adobe® InDesign® give their staff time to focus on generating quality content rather than tedious "cut and pasting". The scalability of IDenterprise means that as the new Dunedin publication comes online staff will be able to manage both publications from any web browser using one standard interface.

*Nielsen//Netratings – Market Intelligence. ** Nielsen//Netratings – Site Census