

**SERVICES LETTER**

Interdixit

**Communication situation diagnosis services**

- Adaptation of the message to the target and/or objective.
- Technological functionality (connectivity, servers, web applications).
- Functionality of the essential services associated with the on line product (ERP/CRM, intranets, extranets, e-commerce, e-learning evaluations, mail servers, LDAP servers, list servers and forums, on line messaging, SMS, security FTP, etc).
- Functionality of the external services associated with the on line product (credit card processing, currency converters, on line meteorological information, news tickers, financial tickers, etc.).
- Usability of the public/private interface.
- Efficiency of DL use files for the final users (Word documents, PDF documents, SWF games, screensavers, etc).
- Efficiency of the security services implemented.
- Efficiency in the integration of products with different access (micro-sites, mini-sites, websites, CD-ROM, DVD-ROM).
- Historical analysis of visitors' CTR routes.
- Analysis of the efficiency of on line marketing campaigns.

**Design of strategies for project optimisation**

- Creation or modification of the public/private interface.
- Drafting or re-elaboration of the message.
- Re-orientation of the target and/or objective.
- Re-orientation of the URL exterior visibility strategy.
- Re-orientation of the Marketing on line promotional actions.

**Image generation**

- Creative development
- Adaptation of creative layouts corresponding to:
- Marketing and Publicity campaigns
- Catalogues
- Customer vision
- Treatment of multimedia files (video and sound)
- Drafting and translation of literary content
- Drafting and translation of double byte texts (Korean, Japanese, Chinese...).

**Merchandising and graphic material**

- CD-Cards
- DVD

- CD-ROM
- Catalogues and fees printed in multiple formats
- Brochures printed in multiple formats (trptychs, leaflets, etc).
- Sleeves for CD-Audio, CD-ROM, DVD, etc.

#### **Graphic-Conceptual Branding**

- Generation of layouts and logos
- Implementation in company stationary
- Creation of use regulation

#### **Project implementation**

- Installation.
- Verification and correction.
- Training of users in update processes.

#### **Assessment and financial procedures**

- Assessment and processing of grants for web development provided by the Autonomous Communities.
- Assessment on grants for web development provided by the Ministry of Industry, Commerce and Tourism.
- Assessment for the accounts optimisation of the investment in web technology (tax relief and conversion of the expenses in investment).

#### **Development and programming**

- Databases: SQL structure (besides MS Access, MySQL, PostgreSQL) and FM Pro.
- Databases in XML format and Unicode variables.
- XHTML, JavaScript, Ajax, ActionScript, PHP, ASP, JSP, ColdFusion, dHTML, WML programming.
- Implementation of author Content Manager System (Stellent, Vignette, Documentum, FatWire, Tridion, etc.) and OpenSource (Drupal, Joomla, Moodle, Nuke, Wiki, etc).
- PDF programming: implementation of JavaScript in PDF files and extraction-implementation of XML tags.
- Programming of CD-ROM and DVD-ROM: Director and self-executable FlashPlayer.
- DVD programming.
- Microapplications: Screensavers, Flash and SWF games, Ringtones.

#### **Follow up and updates**

- Monthly report of visits and access to the web project, with proposals for the modification

or promotion of web elements.

- Monthly report of access to security directories and to those of the errors produced, with proposals for modification or improvement in the security levels.
- Update of dynamic, semi-dynamic and static web sites: inclusion or modification of literary, graphic or multimedia elements and verification of the optimum operation.
- Periodical back-up copies of the website and database backups.

#### **Management of quality certificates**

- Auditing, correction and processing of on line quality and ethic certificates of business.
- Auditing, correction and processing of website access certificates.

#### **Legalisation of websites**

- Assessment for the compliance with the LSSI (Act on the Information Society Services).
- Assessment of the Protection of Personal Data.

#### **Adaptation to new devices**

- Adaptation of the website elements for mobile devices (iPhone and iPod Touch...).

#### **Promotion of websites and products**

- SEO (Search Engine Optimization).
- SEM (Search Engine Marketing).
- META codification of the websites.
- Registration in search engines and directories.
- Optimisation for crawlers (Google, Yahoo-Overture, MSN-Live).
- Email-marketing (IntPromo).
- Bulk SMS (SMS Masivo).
- Public opinion studies (Gota Malaya).
- On line brand protection: location of infractions in the use of brands and layouts, detection of conflictive domains, detection of on line product sale prices.
- On line advertising investment.