

# Alchester Business Systems

## Web Page Design / Deployment / Maintenance

### Issues to consider

- Access to the Internet for design and maintenance
- Storage of web pages on the Internet
- Design tools used for Web Page development
- Short term promotion and access to product information on the Internet
- The case for Interactive Web pages
- The case for automated money handling
- Promoting awareness of your Web site's existence
- Constant maintenance of Web site information and pricing
- Secure Server and Commercial Server facilities for Electronic Funds Transfer / Secure Information
- Specialist Programming / Commercial and Technical support

### Minimum Requirement - Corporate Page

### “Who are we / What do we do ?”

At the very least, a corporate page outlining product / service and contact point information should be established on the Web in the form of a HOME PAGE. Depending on the style of approach taken, this could take the form of a corporate summary with HOTSPOT pointers to specific products and services OR vice versa. The latter approach is taken by users who have a singular or very well defined product range, and emphasis is aimed at attracting an audience to that product IMMEDIATELY. In such a situation, the HOME (or first) page, in turn, points to related information, such as the corporate information about your firm.

### Product / Service Pages.

### “Show me your products”

Where there are a variety of services or product offerings, each such item could be setup on its own specific Web Page. This allows prospective viewers to refer specifically to their topic of interest. Where possible, such pages should be setup as printable as well as viewable, in a form that could be referred to later, offline. The use of impartial software “viewers” that don't require the reader to have special or proprietary programs like word processors or graphics programs, permits a wider audience of users to enjoy your Web Site.

### Interactive Pages.

### “Learn more about what your customers want”

Where variable information is sought (eg: customer details) or where there is a case for tailoring a product offering interactively, then extending the technology of the Web to allow for automated delivery or transacting of business over the Web, becomes a consideration. Going to this step though, requires additional security steps to be put into place, as the authoring of programs that permit interaction across the Web can also mean execution of undesirable code - an area of major concern to Information Service Providers. It is for this reason, that I.S.P.'s rarely permit users to develop their own interactive CGI code. This is where our skills can be used to prepare the business material prior to CGI code being added by the I.S.P.

### Secure Business Transactions

### “Do business directly over the Web”

The ultimate extent of Web usage, is to allow products to be tailored for purchase, and paid for over the Web. This requires even greater effort and cost to establish. It requires steps to be taken to ensure that both party's data is held secure (unreadable) and that adherence to regulations of relevant authorities (eg: Credit Card) be undertaken. Full protection involves data encryption of transactions as they are transferred to a secure server, plus access to a commercial server for storage and processing to third parties like banks.

### Advertising your Web facilities

### “How can customers find you on the Web”

To be successfully established on the Web, the main issue is pointing customers to your Web page. Before embarking on Web page development, it is imperative to ascertain whether your intended audience has Web access, and secondly, whether the product or service is one which would be searched for on the Internet. Where the product offered is not readily known or indexed on the Web, special effort must be made to advertise via traditional means in a cut down form, INCLUDING major reference to your Home Page address. Lots of smaller, more regular advertisements highlighting Web page information, and attention to corporate stationery, flyers, logos, even business cards; is what it takes to get the message out there, that your products can now be viewed and considered by your target audience. For products that are brand name known, or have a generic type, then there are many worthwhile indexes that should be subscribed to.

# Tools of the Trade - Basic Web Page Authoring

## Hardware and Software Tools

- Windows'95 or NT Workstation for local design / storage and testing of Web Pages
- Web Server for storing online Web Pages and interactive database information (usually at an I.S.P. site)
- Communications link to Internet Service Provider (I.S.P) eg: modem link
- Upload software to load / maintain web pages from your development workstation onto the Web Server
- Email links for relevant disciplines. Eg: info, sales, webmaster, tech, enrol, eft (mailboxes)
- Scanner for loading logos, documentation, graphics and product details from written / graphical form.
- Graphic Editors for acquiring images, tailoring presentations and loading product / corporate images.
- Web design tools for developing the Web site and related pages
- Web language tools for developing code for interactive pages
- Converters for preparing finished art work/material in a form that is readable by independent browsers
- Relational Database tools should a fully interactive online transaction based setup be desired.

## Indicative costs of equipment/software if you setup yourself - Basic Web Design only

Pentium based Windows' system with basic (15Gb) disk storage, CD, 15" monitor	\$3000.00
1200dpi color scanner, Image capture software and conversion tools for JPEG and GIF.	\$1000.00
Web Page authoring software with editor, web server and http link verification tools	\$500.00
Animated GIF, Sound mixer, Graphic artist tools for enriching web page presentation.	\$2000.00

## Recurrent Costs

Like any Internet user, there is a need to establish an I.S.P. connection to allow access to the Internet. This cost usually incurs a one time setup cost for establishing an email account and providing the necessary tools to permit you to access the Web for browsing. Licenses for Web Browsers and Email tools such as Netscape or Microsoft's Internet Explorer are a further one-time cost for your workstation. Once established, the ongoing costs are based on the HOURS you are actually on the internet using the service. When performing uploads of new or changed Web pages, or testing new web pages online, then your hourly usage is increasing - hence the cost. It is usual to have a set of tools that allow for testing of Web pages to be performed OFFLINE (locally on your own machine) to reduce time, and the hours used online to the I.S.P.

Establishing an initial web site can be as simple as developing a series of pages that are linked to an established Web Page owner. eg: [www.alchester.com.au/~yourcompany/index.html](http://www.alchester.com.au/~yourcompany/index.html). Extending this to your own site name, involves additional annual registration fees for the right to use a DOMAIN NAME, plus the setting up of a secure access area on the Web Server under your personal control. Eg: [www.yourcompany.com.au/index.html](http://www.yourcompany.com.au/index.html). Initial setup of a multi-page site can take in the order of 30-60 hours, including images. Allow approximately \$2500 consulting for initial page setup. (non-interactive/non-secure)

Storage costs vary, based on the degree of page storage used. Where your products may involve large amounts of documentation or graphic illustration (disk space) then these pages have a cost - they need to reside on the I.S.P.'s Web Server's disk drive perpetually. A typical web page, with modest graphics, is about 35K. ie: 30 such pages to the 1Mb. Downloadable files (.doc .txt .gif .jpg files) are their actual size. It is important that these sizes are kept modest, not so much for cost, but for speed of access by users.

Access costs, other than the usual cost of dialling up your I.S.P. for browsing and mail, may be incurred when you additionally have your own Web site. This is because there is a cost associated with processing requests from your potential customers who are accessing your web pages on the I.S.P's Web Server. Such costs are measured in terms of the number of Gigabytes of data that is transferred from the Web Server.

Internet Access setup (single workstation)	\$150.00
Hourly access cost (pre-paid 90 / 180 / 365 hrs) <b>\$1.00/hr</b> to 1.50 / hr (\$2.00 - \$2.88/hr over excess)	
Domain Name registration (Payable TWO yearly in advance) Must be a registered trading name	\$150 pa
Web Server fee (http: //)	\$ 350 pa
Secure Server fee (https://)	\$ 500 pa
Site Certificates for secure transaction processing (1024 bit SSL)	approx \$ 275 pa
Commercial Server (for private offline data processing)	Price On Application
Secure data transfer encryption	Price On Application
Page / Database storage fee (first 5Mb free)	\$1 / Mb / pa
Bandwidth fee (Download)	\$450/Gbyte down to \$80 / Gbyte
Web Page general consulting - design and maintenance	\$75 / hr.(offsite) to \$100 / hr (onsite)
CGI / Java advanced programming requirements	\$90 to 120 / hr

**\*\*All prices EXCLUDE GST. Allow extra 10%**

## Full-Interactive Web Pages

Development of CGI code or JAVA code to permit interaction with clients is a more complex task, and if intended to be performed on an I.S.P. site, incurs senior programming costs in the order of \$90/hr or more. A simple example would be the collection of name / address / email details and automatically posting such details via email, together with details of the products of interest by the customer, to a specific email address for your handling - be it sales or follow-up. Here, there is no need for a database, nor for financial information to be stored / retrieved. Many sites implement an automated email reply with additional information for users showing interest in particular pages of your Web site.

A more complex setup is one, which requires data to be stored in a database for regular followup, or simply for retention of sales leads for later research. The issue here is the requirement for a database to be established, maintained and licensing of such to be paid for.

To go to the full extent of interactive pages involving database lookup, customer details collection and financial transaction handling, requires considerably more design work and setup expense. It is usual that sites involving these requirements are setup with their OWN COMMERCIAL SERVER, with direct control and ownership over the tools and proprietary data associated with the management of the site. Capture and storage of data FROM THE CUSTOMER, particularly where financial information is concerned, requires:

- Commercial Server with Database Engine (Programs and data controlling who is buying what)
- Encryption of data (Coding and decoding of transaction to obviate theft and fraud)
- Authorized access to Merchant Facilities for handling financial transactions
- Communication links between the private Commercial Server and Internet Hub (connecting to the 'WEB')
- Secure connection to Merchant Facilities. (Using a private / leased or direct communications link)
- Database license and tools for formatting and storage of collected data.

Costs for Web Sites of this type, would require a detailed analysis of your actual requirements. Regardless, it is recommended that in the initial stages of development, a non-interactive site be established in order to define the actual steps to be automated, and review the level of interest in specific Web page content.

## Why use Alchester Business Systems?

With a technical and commercial background in computers for since 1974, Alchester staff have both the knowledge and the contacts in the computing and banking industry to assist clients to take full advantage of what the Internet can offer them. Alchester takes on the full task of designing, implementing and supporting clients in the usage of the Internet for their business needs. Independent yet direct access into all the relevant areas required to implement a fully hosted Web Service, compliments the marketing and administrative tasks that lay ahead for business today.

For more information about internet services, refer to site:  
<http://www.alchester.com.au/absinter.htm>



### **Alchester Business Systems**

PO Box 124 The Basin VIC 3154  
Ph:+ 61 3 9762 6293

Web Site: <http://www.alchester.com.au>



### **Gary A. Pope**

B.Bus (Acc) F.C.P.A. M.A.C.S.

Mobile: 0408 994799  
[gaz@alchester.com.au](mailto:gaz@alchester.com.au)