

W3C Website redesign

Dec 2019 | Confidential



Introduction to ToucanTech

ToucanTech is a specialist provider of flexible, customisable and bespoke cloud-based membership websites using our proprietary, cutting-edge software platform.

The ToucanTech software encompasses a functionality-rich CMS, built-in CRM, communication tools and a customisable website builder.

- **Highly functional and intuitive** – ToucanTech are experts in building phenomenal function combined with an intuitive UX.
- **Beautiful, bespoke design** – As part of a consultative process, we will create a bespoke design focusing on WC3's key objectives to provide structure to your content, a consistent, cohesive brand and give you a website that inspires confidence.
- **A team who will go above and beyond** – We pride ourselves in providing expert hands-on training and support on areas like content, data, security and engagement.
- **Relevant experience** – We have delivered fully accessible community and fundraising websites for organizations such as New College Worcester, a specialist college for blind & partially-sited students, and for the International Organisation of Standardisation (ISO)



The ToucanTech team

The ToucanTech has a wide breadth of skills and experience in building software and successful community websites. Delivering above expectations is a cornerstone of the company ethos and is the reason that 100% of customers have renewed their website services with ToucanTech every year for the last 5 years. The 35-strong team, based between offices in London, Lisbon, Sydney and Washington DC, includes:



Kate Jillings

Co-founder of ToucanTech, Kate has worked with Sian and Dave for 10+ years.

Together they built community content site BusinessBecause, which they sold to US education no-profit, GMAC. Kate was previously a marketing director at GlaxoSmithKline and BNP Paribas and board director of FinTech company TruRating



Sian Morley-Smith

Co-founder of ToucanTech, Sian has spent the majority of her career in the design and development of web-based software including roles in IT systems functionality, architecture and testing at Accenture for Financial Services clients and designing the BusinessBecause website product



David Ames

Dave, Lead developer at ToucanTech has 25+ years of experience as a web developer, particularly in PHP. Dave created a pre-Facebook website called 'Facepic' which he sold as the social media sector was on the rise. Dave has also worked for a web accessibility charity before joining BusinessBecause and then ToucanTech



Sophie Jillings

Sophie is the Product Director at ToucanTech and has a strong global background in digital marketing, software design and project management (senior roles at Astra Zeneca, Nectar & ICLP) and brings a commercial mindset and process driven organisation to the development team



Mehdi Jawad

Mehdi joined ToucanTech in 2017, known as 'The Guru' but more formally as Product Manager.

Mehdi has a BEng in Mechanical Engineering and MSc in Pipeline Engineering and supports new ToucanTech customers to technically scope out their bespoke product requirements

Technical details of the ToucanTech software

ToucanTech uses a proprietary cutting-edge software, built in-house in PHP using Bootstrap, a popular open source framework along with other open source components like jQuery & Quill editor. The database underlying the software is MySQL.

The website is fully mobile responsive, using HTML5, designed and user tested across device.

All elements of the software is built with careful consideration to standards and best practice, especially in-regard to data management (EU's GDPR, the UK's DPA and PECR legislation, the APPs as noted in the Australian Privacy Act), security ISO/ IEC 27000) and accessibility (WCAG). We undergo regular third-party reviews and testing to maintain high standards. As part of this process ToucanTech commits to building your website to the highest standards as expected by W3C (and any of your visitors or membership).

Our websites all have the ability to run MFA for administrators and/ or users as well as options for SSO via social media or other platforms using SAML or OpenID.

ToucanTech hosts all of our websites as part of the managed service on our cloud-based Amazon Web Servers (AWS). It is essential that hosting is run by ToucanTech to enable on-going regular software updates, security patches and global performance.



How we work

Open discourse and regular consultation is the fundamental basis of how ToucanTech like to work with our current customers. As the fundamental modules of the software platform are largely already built, we can very quickly get a draft prototype up in time for our first consultation with your team. Our approach is to give you full access to the draft website and testing environment, giving you continual visibility of progress (unlike traditional development agencies). While flexible to fit in with your schedules and working style our preferred approach is to break the project down into sections and speak 'little and often', with multiple deadlines and releases giving you the flexibility to launch when you feel you're ready, rather than when the final deadline is reached.



Case study – ISO Research & Innovation Network

The International Standards Organization is in the process of launching its community network for research and innovation professionals with ToucanTech.

ISO was keen to create an easy-to-use research community for individuals suggesting new international standards and chose ToucanTech via a competitive pitch process, following extensive due-diligence of competitive softwares and a rigorous security review.

The key features for ISO are ToucanTech's comprehensive resource storage and download capability and our groups discussion forum feature.

[Click](#) to see an example...



The screenshot shows the website interface for the ISO Research & Innovation Network. At the top, there is a navigation bar with the 'ISO RESEARCH & INNOVATION' logo and a 'Login' link. Below the navigation bar, there are three main content areas, each with a 'Join now' button:

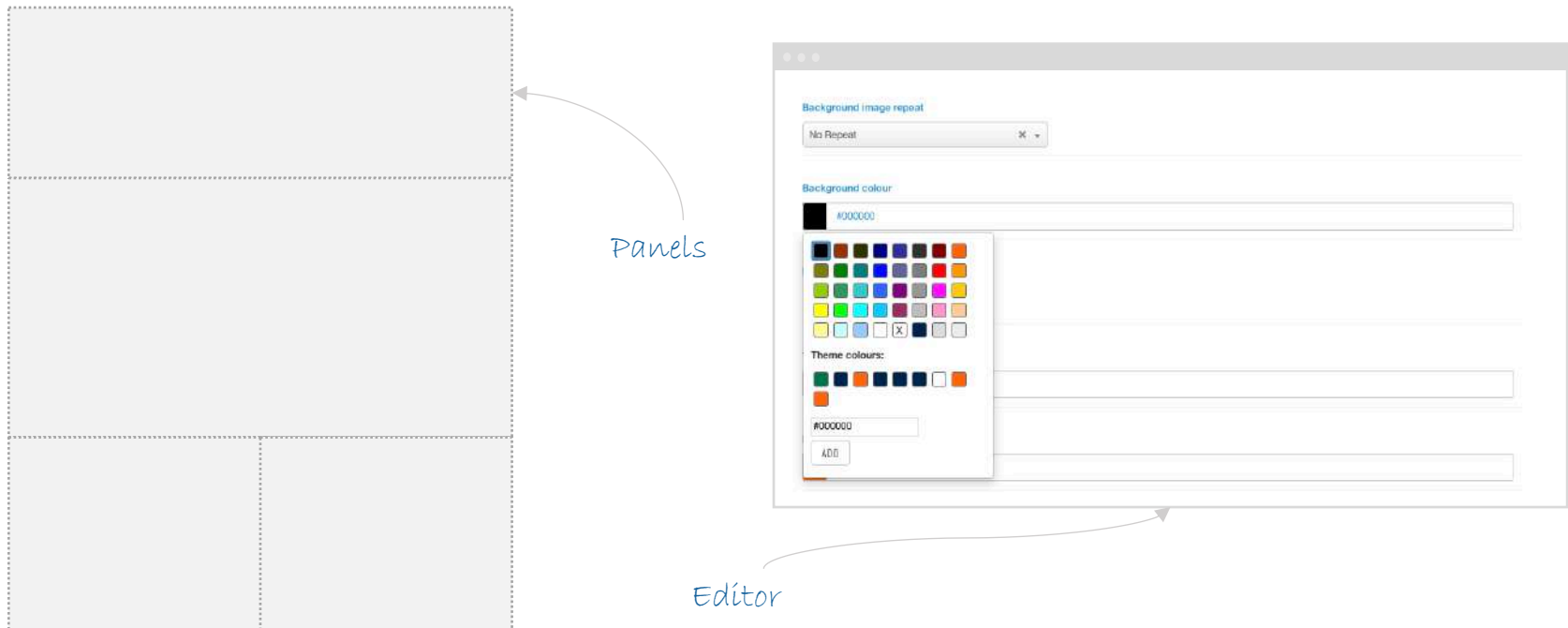
- CLIMATE CHANGE**: A landscape image with a 'Join now' button.
- ISO COUNCIL MEMBERS**: An image of colorful chess pieces on a board with a 'Join now' button.
- DRAFTING STANDARDS**: An image of the Tower Bridge in London at night with a 'Join now' button.

Below these sections is a **SEARCH DIRECTORY** section, which displays '1 total records | 7 with emails | 6 with online profiles'. At the bottom of the page, there are 'Login' and 'Join' buttons.



Solidify brand authority, consistent design, uniform appearance

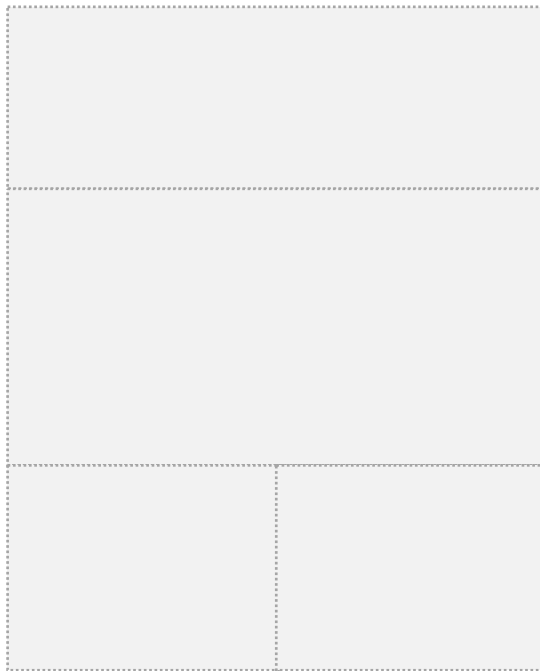
The underlying website builder built by ToucanTech offers limitless flexibility paired with easy theme settings for consistency. Each page is constructed by a series of blocks or panels which can be re-arranged, edited and customised. Although ToucanTech do offer a managed design service, all customers also have the ability to make quick tweaks and edits themselves if they wish.



Solidify brand authority, consistent design, uniform appearance

Although there is a wide variety of options available in the default web builder, ToucanTech offers a bespoke design service to build bespoke pages and elements that can be edited via the Design Hub. The ToucanTech design, due to its modular nature is easy to replicate in a granular or wholesale way. The underlying design concepts will be carefully considered with future phases in mind, to ensure the system is built for growth.

The system will be built for people of all technical levels to edit and maintain. From uploading content, to making an edit, to adding a new section to a web page or renaming an item on the navigation bar, ToucanTech is proud of its strong reputation for building software that 'anyone' can use...



Bespoke consultative design service to build new, editable, flexible elements



Create an engaging and easy to navigate experience

ToucanTech is mostly commonly used to build membership websites, so creating an engaging, easy to navigate experience is built into the core of all of our websites. With hundreds of thousands of people logging into ToucanTech built sites from around the world every year, the software is heavily user and UX tested every day! Some popular engagement modules detailed in the following slides (other than the typical areas like profiles, private messaging and networking) include:

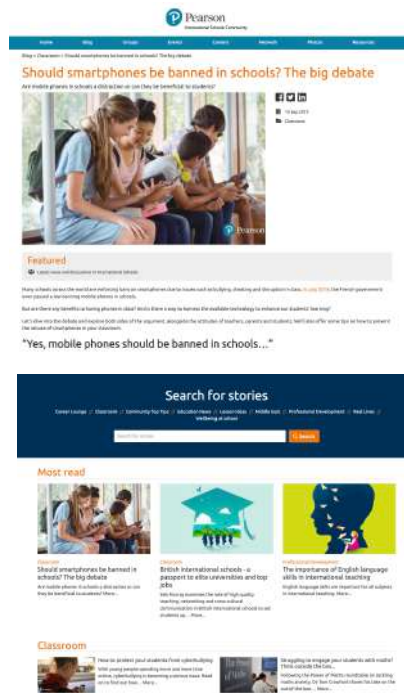
- News and resources
- Events
- Groups
- Discussion forum
- Careers & mentoring



News & resources

One of the most prolific and well categorised content types on your website will be your content and resources. ToucanTech offers a highly searchable, optimised platform for publishing and sharing news. All news content pages can have interactive features such as commenting, social share, author/ date published details & links to 'featured' relevant profiles tagged into the story. Once published your news story can quickly and easily be included in an email to be sent to your membership or shared on social via a quick share option on publishing. With the app you can also send a push notification direct to the phones of your members

Click to see an example...



With over a decade of experience in running community content websites, your content architecture, layout and design is in expert hands. The content will always be structured to be appealing to the eye while maintaining the fundamental requirement of being easy to browse and search. All aspects of our content is platform is designed with SEO principles (and controls) in the forefront.



News & resources: W3C Blog

The ToucanTech Founders, Kate Jillings and Sian Morley-Smith have built up significant experience in running community content platforms online, such as news websites and blogs. In 2009 the pair founded the company BusinessBecause (behind the news website www.businessbecause.com) which they sold in 2018 to the global association of leading business schools, GMAC. Started from scratch the niche community news platform gained significant traction and continues to go from strength to strength as a leading destination for information, thought leadership and grass roots stories about life at Business School. The principles of building a successful content-based website alongside nurturing a flourishing community is what has driven the popularity of their latest business, ToucanTech.

SEO & Search - ToucanTech has worked with several excellent third-party SEO experts and agencies to help develop an effective content across our sites that achieves consistently high-ranking results. As well as building up strong in-house knowledge on the subject, ToucanTech is keen (and knows it is necessary) to continually test and refine our approach as SEO evolves, so part of the licence fee will be for ongoing SEO reviews, maintenance and advice to build a strong strategy now and in the future.



Full change histories

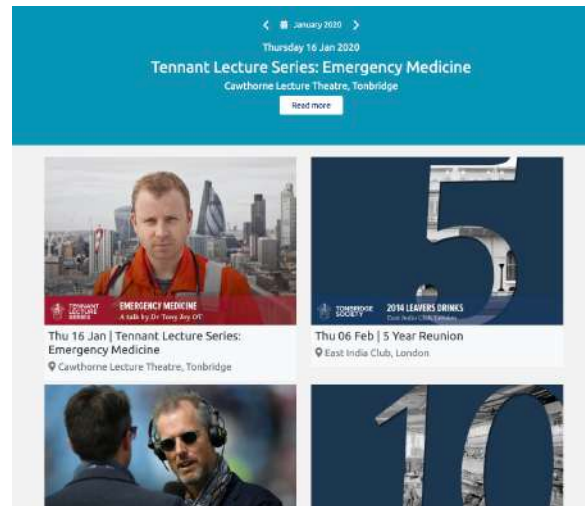
An important part of the content on the W3C website is the ability to stamp the changes made to content with date, time and who made the change. The underlying software used by ToucanTech already has this granular tracking available but we would look to work closely with you to further develop this for your website to facilitate a clear history and potentially version control. Developing interactive editing capability (wiki style) is also a future possibility we're happy to explore.



Events

With a comprehensive, built-in event management system your website can easily promote and manage events online in a beautiful and consistent format. Sell tickets, run waiting lists, enable guest tickets and group bookings, or event host events with seat bookings via your website without sending your viewers to an external booking system. Events can be promoted across several pages of the site using the calendar panel (or similar) and categorised to show certain events on certain pages e.g. your vertical industry landing pages.

Click to
see an
example...



Groups

ToucanTech have developed a sophisticated groups module to facilitate a sub-set of your membership (and or viewers depending on whether you want the group to be private or public) to find each other, interact, discuss topics, share news, links, resources, images and events. The group page and membership management can also be delegated to non-system administrators via a front-end administration panel for running the group (separate to the main CMS/ website editor).

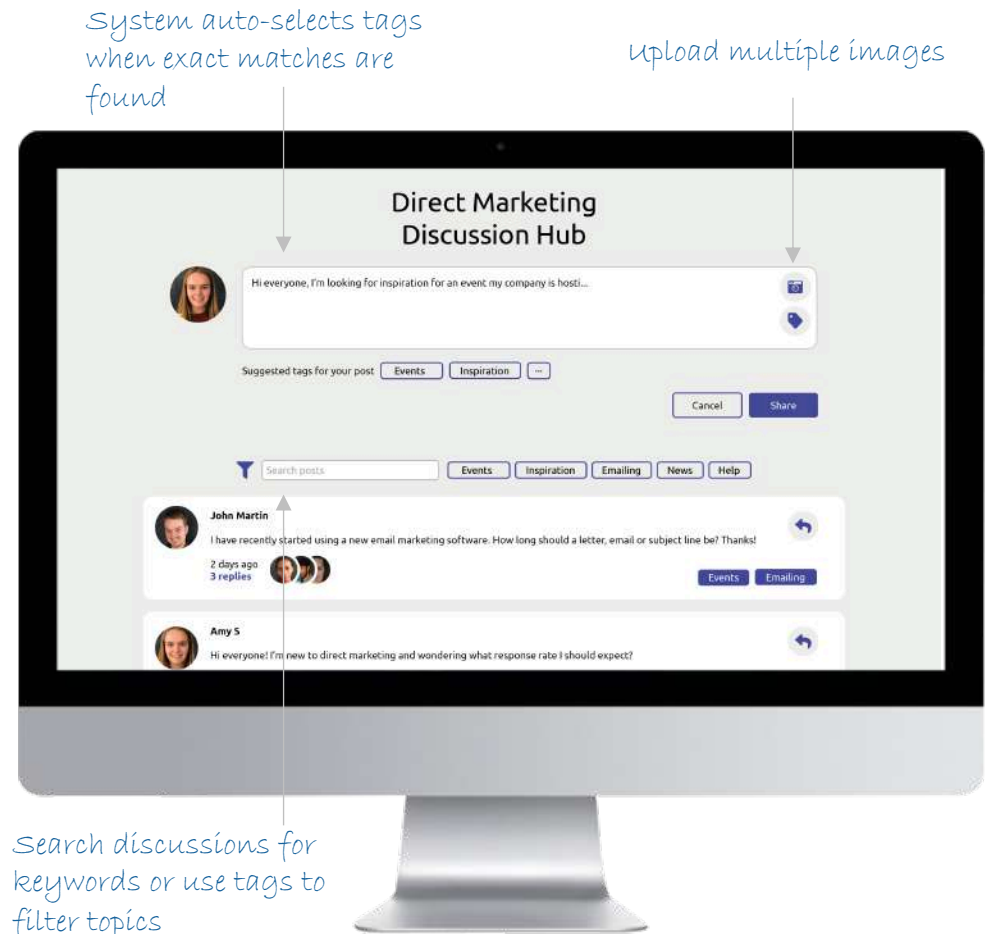
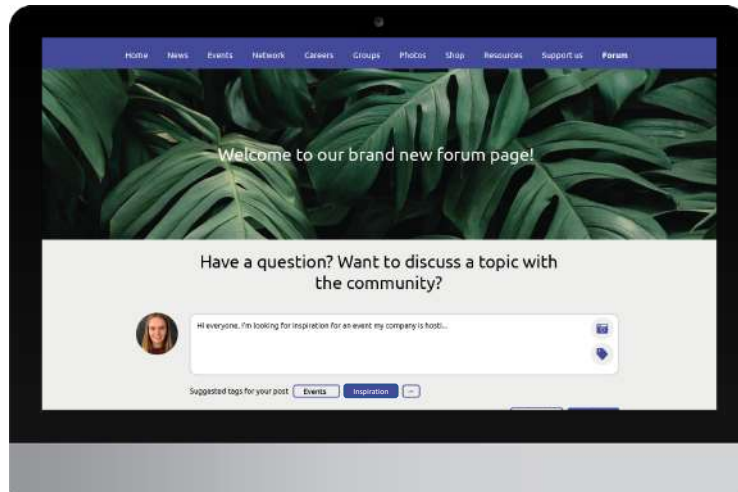
[Click](#) to see an example...

HELIOS HR[™]
COMMUNITY



Discussion forum

Encourage engagement, debate and discussion using the Forum module, which can be within clubs pages or can be run as a separate forum page (or both!)



Administrators will define the tags available for posts in the forum and can also approve suggestions from members.



Increase funding (crowdsourcing/ Donate buttons)

ToucanTech customers have logged a total of over US \$260 million donations in the ToucanTech system over the last few years. Built on top of a comprehensive fundraising CRM the tried and tested fundraising tools are reliably successful.

Click to
see an
example...



Support MADaboutART

'Bright futures' - monthly gifts that change lives with art, education and HOPE

Each month you'll receive a surprise gift for children in need. Your regular gift will help them continue to learn and grow.

[Go back](#)

One-off gift to feed hungry mouths at MAD

Your donation is a valuable resource that feeds people and souls as well as bodies. With your help, we can help feed the hungry and provide them with the education and hope they need. Your gift will make a difference to hundreds of people and help change the lives of children in need.

[Go back](#)



Donate to support Beaty

'Bright futures' - monthly gifts that change lives with art, education and HOPE
Each month you'll receive a surprise gift for children in need. Your regular gift will help them continue to learn and grow.

Make a Payment - Enter Your Details

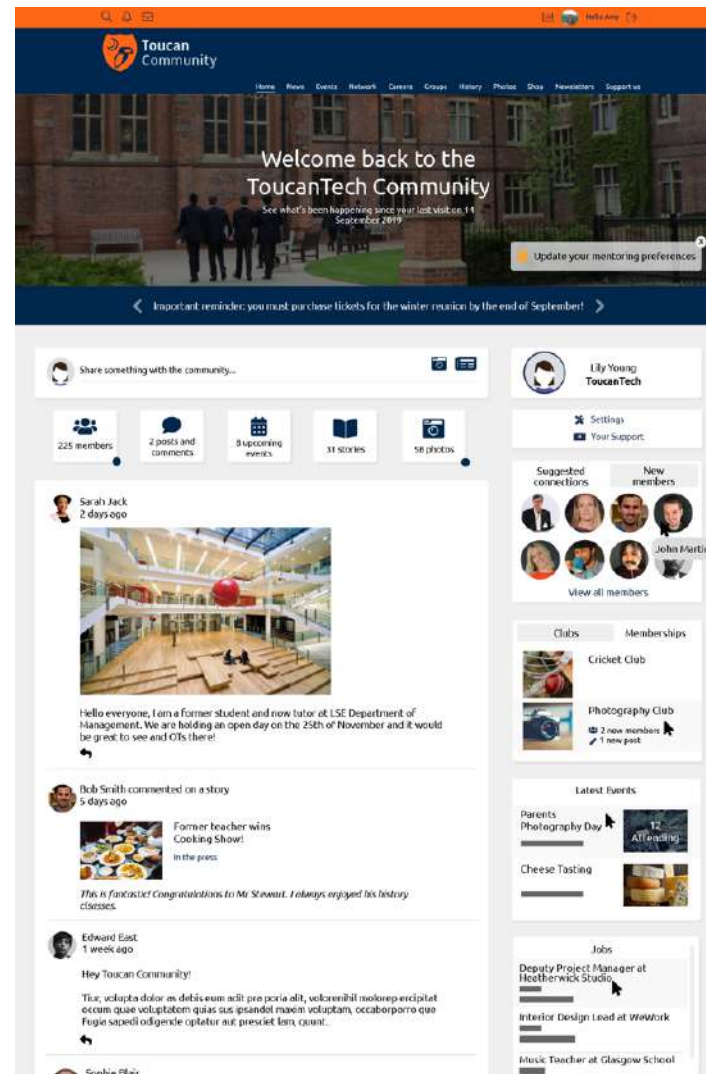
<input type="radio"/> \$10.00 Monthly	<input type="radio"/> \$20.00 Monthly	<input type="radio"/> \$30.00 Monthly	<input type="radio"/> Other amount
Email <input type="text"/>			
First Name <input type="text"/>			
Last Name <input type="text"/>			
Address Line 1 <input type="text"/>			
Address Line 2 <input type="text"/>			
Address Line 3 <input type="text"/>			
City <input type="text"/>			
Country/State <input type="text"/>			
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Increase engagement

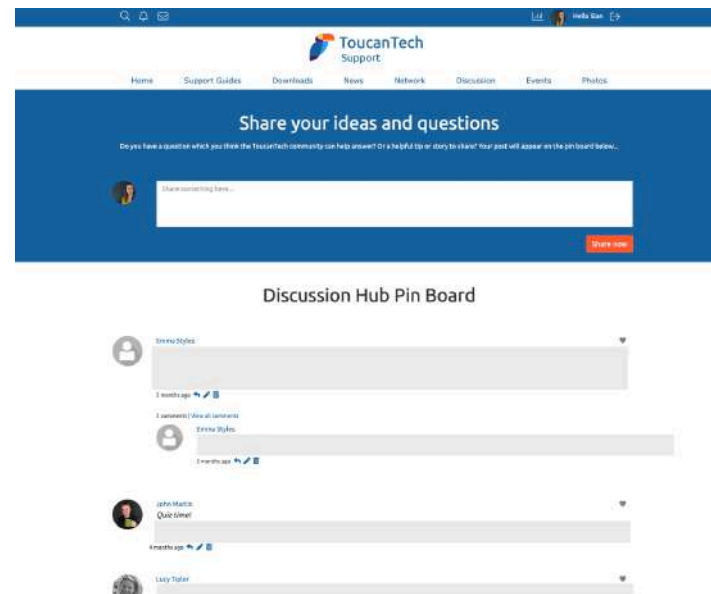
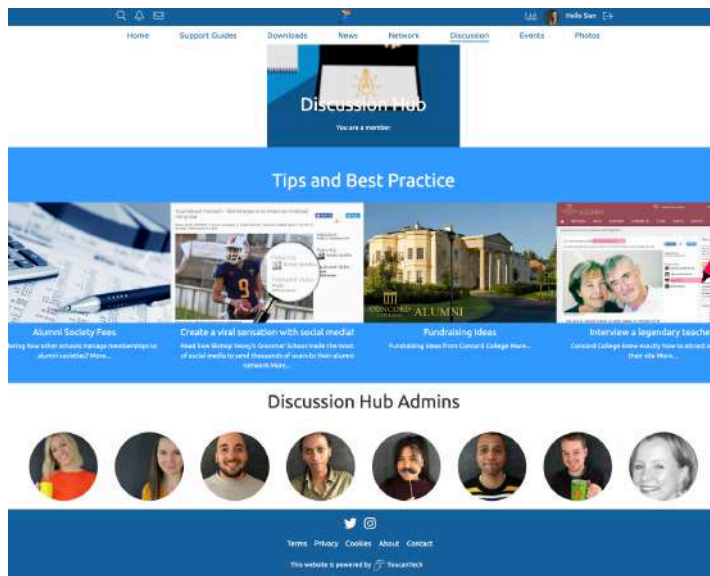
With hundreds of customers using ToucanTech to build their private networks the company has developed incredible technology with built-in features (as well as experience in strategic 'offline' methods) to encourage and increase engagement from your community, both from first log-in to regular engagement. Some examples include:

- Social login (SSO) & bespoke SSO e.g. ISO
- Social share buttons on key content (events, news, resources)
- A personalised logged-in homepage and newsfeed
- Relevant, automated system notifications to pull users back
- Groups and forums for subject specific (relevant) engagement
- Time-specific modules such as events
- The ability to 'lock down' content on a granular level (decided by the admin) to logged in members only (e.g. news, events, photos, groups, resources...where the viewer is encouraged to login to access the content).



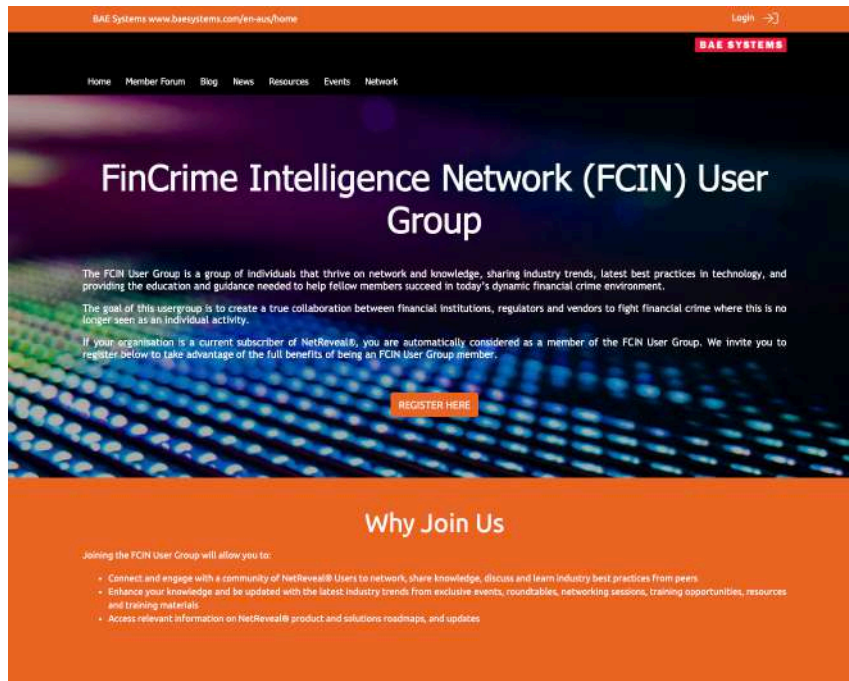
Vertical industries landing pages

A clear way to help the viewers and members browse the relevant content on the new W3C website, the vertical industry landing pages will amalgamate content from across the rest of the site, from news, downloads, links, resources, events, clubs, jobs and more. These pages can be used as destinations for targeted marketing campaigns and entry portals into the rest of the website with a different view for logged-in and logged-out members, with the latter enticing further engagement!



Create a long-lasting partnership

With 99% of customers renewing the ToucanTech annual licence fee over the last 5 years our ability to evolve and develop alongside our customers clearly speaks for itself. From a school for the blind/ partially sighted based in England to a website for BAE Systems Applied Intelligence - FinCrime Network run from Australia we offer a flexible, secure and WCAG compliant solution for running a membership network alongside an interactive content platform.



The screenshot shows the homepage of the BAE Systems FinCrime Intelligence Network (FCIN) User Group. The page features a dark blue header with the BAE Systems logo and navigation links. The main content area is titled "FinCrime Intelligence Network (FCIN) User Group" and includes a description of the group's purpose, a goal statement, and a "REGISTER HERE" button. Below this, there is a section titled "Why Join Us" with a list of benefits.

BAE Systems www.baesystems.com/en-us/home Login →

Home Member Forum Blog News Resources Events Network

FinCrime Intelligence Network (FCIN) User Group

The FCIN User Group is a group of individuals that thrive on network and knowledge, sharing industry trends, latest best practices in technology, and providing the education and guidance needed to help fellow members succeed in today's dynamic financial crime environment.

The goal of this user group is to create a true collaboration between financial institutions, regulators and vendors to fight financial crime where this is no longer seen as an individual activity.

If your organisation is a current subscriber of NetReveal®, you are automatically considered as a member of the FCIN User Group. We invite you to register below to take advantage of the full benefits of being an FCIN User Group member.

[REGISTER HERE](#)

Why Join Us

Joining the FCIN User Group will allow you to:

- Connect and engage with a community of NetReveal® Users to network, share knowledge, discuss and learn industry best practices from peers
- Enhance your knowledge and be updated with the latest industry trends from exclusive events, roundtables, networking sessions, training opportunities, resources and training materials
- Access relevant information on NetReveal® product and solutions roadmaps, and updates



Future phases:

Committed to helping develop and future-proof the website solution we're pleased to say that the list below is already available as existing system modules which can be customised and calibrated to facilitate your future list with ease:

- ✓ Member and team spaces
- ✓ Internal (non-restricted) Work Groups homepages
- ✓ Specifications template
- ✓ Mailing lists archives
- ✓ W3C Community Groups and Business Groups
- ✓ Wikis
- ✓ Blogs

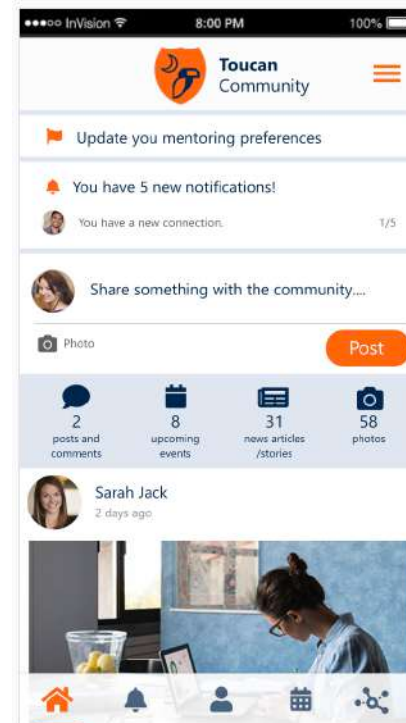


Other features you might consider: Your platform on an App

Available as part of the ToucanTech software you can launch your own branded App to be downloaded by your readers and members giving them instant notifications when you share new content, events or replies to discussions they're involved with are posted.

The app, available for Android and iPhone users also allows users to easily update their profile, sign up for and 'check in' to events and manage the notifications they wish to receive.

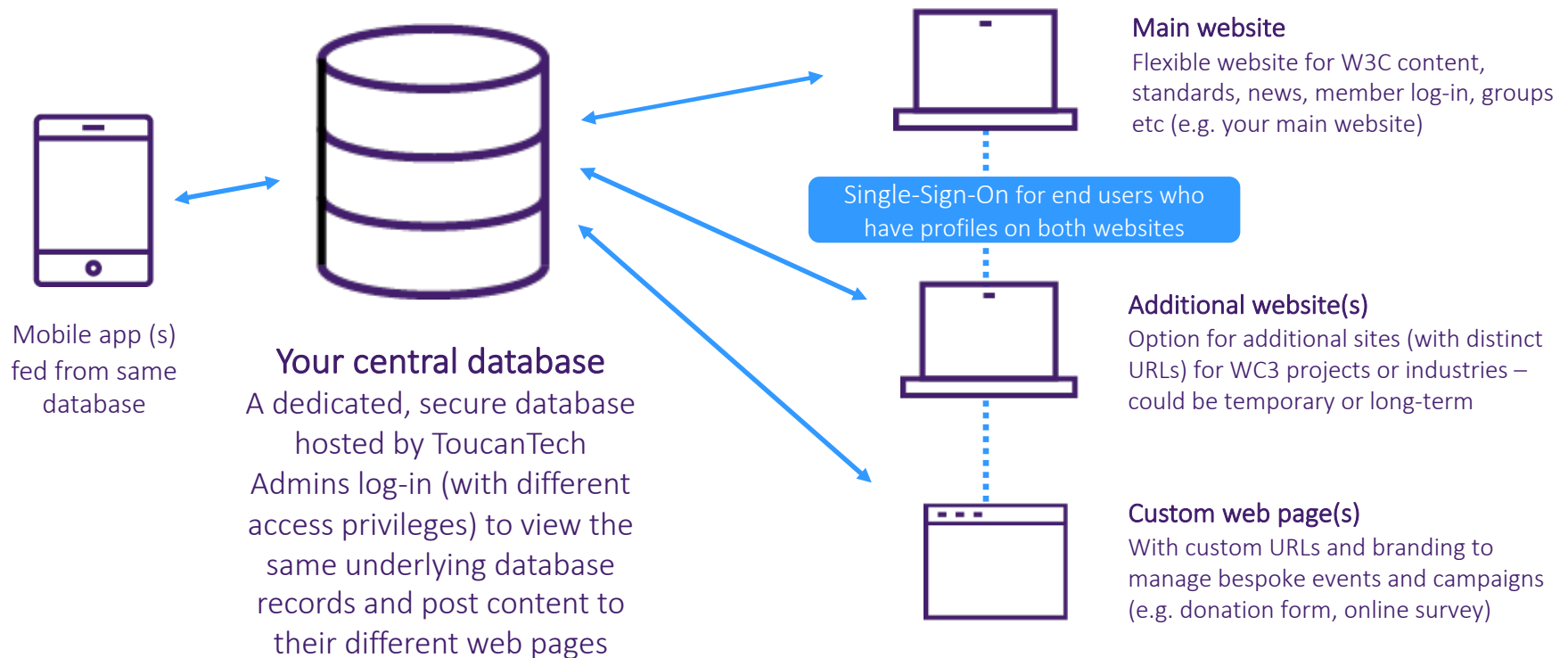
The app is available at an extra cost, not listed in the fees as part of this bid.



Other features W3C might consider:

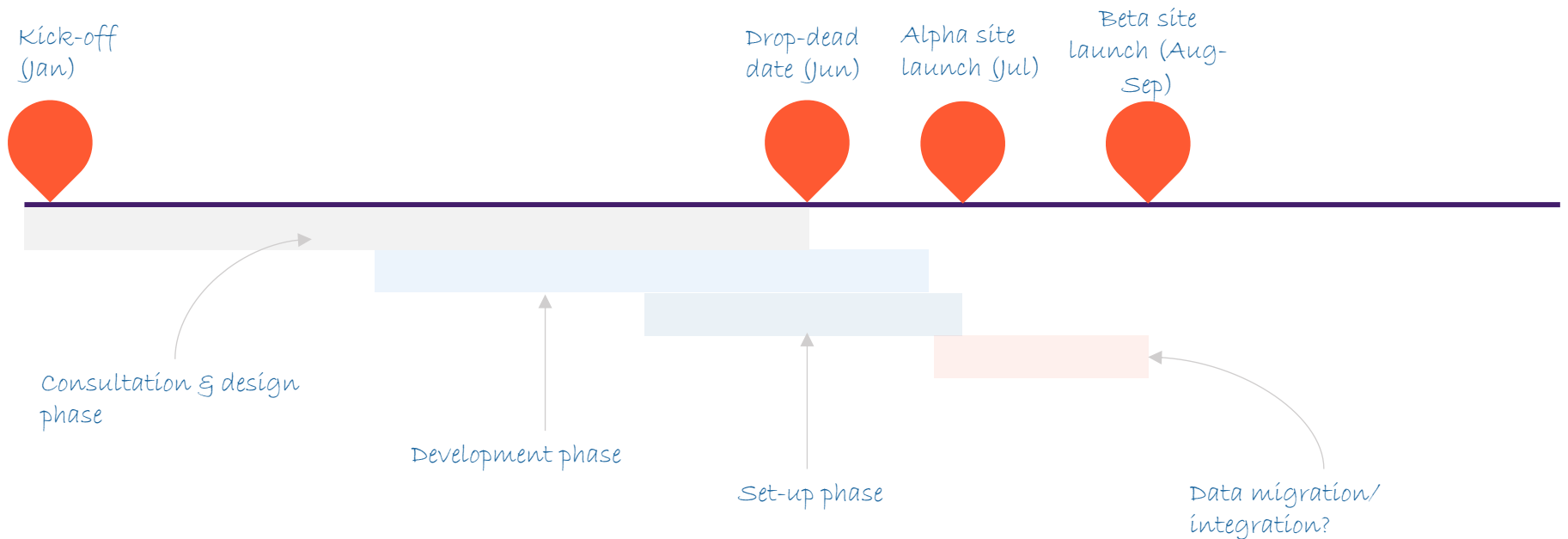
Multi-website capability

- Create visually distinct, separate websites/ communities for your different groups of users
- Data from each website feeds one central database, with restricted access levels for admins
- Single Sign On allows users to navigate from one website to another, if required



Timeline

ToucanTech is comfortable that we can deliver a new website for WC3 within the timeline proposed on the basis that the majority of the features and functions required by WC3 as mentioned in the RFP including but not limited to (flexible design, structured content pages, events, groups, support/ donation pages) already existing within the ToucanTech software. The timeline will be put under pressure if additional functionality/ pages or features, not clearly defined or mentioned within the RFP, are added.



IMAGINE YOUR LOGO HERE

HOME NEWS CAREERS CLUBS EVENTS GALLERIES

WELCOME TO YOUR ALUMNI COMMUNITY

Create a profile...

First Name

Surname Last Name

Email

Join the community today by free and... with friends and colleagues and get the most out of it.

Join

Latest News

Events

Newest Members

