# Interactive Partners

Optimise Your Business
with Sustainable Software Solutions
and Processes

DIGITAL MARKETING

CLOUD HOSTING

SEO

SECURE PORTAL
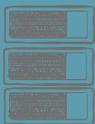
24/7 SUPPORT

OUTSOURCED DEVELOPMENT

DATABASE

CUSTOM BUSINESS
SOFTWARE DEVELOPMENT

**Interactive Partners**

Today's business tactics have evolved into a game of digital strategy where the first to captivate the market, harness new opportunities and accelerate growth in the most cost-efficient way possible succeeds. While technological innovation advances, keeping up with its astounding demand and speed is critical to your business' landscape. Interactive Partners is a Sydney-based technical company that understands every layer of custom solutions. We offer comprehensive web-based services focused on two critical functions:

- Creative Development to support optimised branding and sustainable sales and marketing functions

- Web Technology such as custom web app development, websites, client portals, domain management and DNS Servers, Content Management Solutions, and Cloud Web Hosting to support your web application processes

**Interactive** Partners

# OUR CAPABILITIES

## WEB AND SOFTWARE

### DESIGN

Interactive Partners is where great ideas come to life. Our experienced staffs turn their passion into a creation. They go beyond the aesthetics of designs to make sure the finished-product reflects your overall business branding and strategy. As far as website designs are concerned, we only think of the customer's experiences on usability, easy navigation and user-interface (UX).

### CUSTOM DEVELOPMENT

Reality bites, the facets of website development are complex to decipher for someone who does not speak the language of coding and programming. So if you are faced with a situation where there is a need to launch or redevelop your website into a hybrid platform, you can count on us. We have developers who master all phases of Microsoft Technologies.

We provide array of expertise from scalable to complex development projects utilizing different platforms from HTML and CSS to web services, SQL database, web applications and a whole range of other bits and pieces.

When you the expert handle the functions you cannot deliver by yourself, there would be an increase in productivity and less manual steps requiring human intervention.

### CUSTOM DEVELOPMENT

Having a website is one angle and maintaining it is another. How easy and user-friendly your content management system is, define the success of your organization's ability to manage your web platforms. At Interactive Partners, we provide an enterprise grade scalable CMS with 36 modules, perfect for managing an advanced range of web solutions from creating product catalogues to securing client portals.

### OUTSOURCED DEVELOPMENT

Looking for development staff to complement your team? Outsourcing makes it possible for every business to focus on their core competcies or add more staff to increase project velocity. Running your own developing team is tedious as it requires effort, time and money. If time and resources are the main roadblocks why you can't develop your business further, outsourcing is the answer. By doing it, you can benefit from the following advantages:

- Gain access to our highly-skilled website developers and designers

- Cut back on overhead costs of hiring & recruiting an internal team

- Assured yourself of well-structured and fully functional support team such as a project manager or an office admin

**Interactive Partners**

# CLOUD AND PLATFORM MANAGEMENT

## WEB SERVER PROTECT

We value the investment you put into your website designing and developing strategy. Thus when a pitfall like security breaches and hackings occur, we act upon it immediately to make sure peace of mind is within your hands. Through our Web Server Protect, no amount of data breaches is enough to deface what you have built in.

Web Server Protect is a cloud based service which filters traffic to your website. Unique site visitors get content loaded faster via the service content delivery network while hackers, bots and spammers are blocked. The service is using a state of the art technology tracing every piece of traffic of your site to ensure complete peace of mind.

For more information see our website -
http://WebServerProtect.com

## MONITORING AND RESPONSE

Domain name is your brand's home in World Wide Web. Understanding how it works would impact your online strategy. Streamline your domain management by leveraging our services. We will handle the back end work to ensure you with an uninterrupted business operation. We will let you focus on improving your core functions while we work on your domain registrations and renewals, recoveries when lost and managing names under your ownership.

## DNS SERVICES

Armed with global network of DNS Servers, you are ensured of a smooth flowing visitors' traffic. A well-managed DNS server eliminates possible business' downtime. We pride ourselves web and application uptime. Do what you do best and let us do the rest.

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## HOSTING

Having web spaces do not translate to a successful online visibility – TRUST and RELIABILITY do. We provide worry-free and seamless hosting services with full management and 24/7 monitoring and maintenance on five (5) continents. We align your web hosting with your traffic needs. The stakes are high when you can easily move and access your web applications. Just pick a plan and we will work it out.

# SOFTWARE STUFF

## CUSTOM BUSINESS SOFTWARE DEVELOPMENT

Gone are the days when Excel and Bundy Clock rule your office's system. Technological advancement makes it imperative for entrepreneurs to constantly upgrade their solutions to address their ever-growing business needs. We provide suite of business solutions to companies who are in need of custom software development to effectively handle massive amounts of data, processes, procedures and tasks management. When automation dictates the flow of your organization's success – Interactive Partners will take you where you need to be at. Our recent projects include oil blending database for an Oil company that also populated to a secure client portal for customer access.

A syndicated content module for an automotive company that allows one push publishing to over 20 different dealer websites to allow for easy content maintenance. A cloud based car wash management system connecting to wash, vacuum and payment services to replace an antiquated existing system.

## USER EXPERIENCE CONSULTING

As the popular Steve Jobs said, "You have to start with the customer experience and work backwards to the technology, not the other way around." Applying the same principle, we provide UX Consulting service that focuses on simplifying complex schematics into easily understood guidelines.

A systematically structured software or solution leads to the desired result for the business in a non-threatening manner. We also offer user feedback testing via a/b split tests and heat mapping or recording.

**Interactive**Partners

# MARKETING SERVICES

## SEARCH ENGINE OPTIMIZATION

While SEO requires technical knowledge, it also involves marketing know-how. Mastering SEO is time consuming to be even considered as a core function. Interactive Partners can take care all of that for you! We will assign a SEO specialist to knit the grit about your business, your site's current situation, and your competitors and use all that information to propel your website up the search engine listings.

Our Self Service SEO is a complete turn-key solution developed over the last 10 years. Our web development business was built on proven SEO results for our clients. The automated tools we use are world class but up until recently were only available for use by our consultants.
We now offer the complete toolkit, checklists and how-to guides for use by anyone. The opening up of our technology means you can run a complete agency level SEO program yourself as a self-service solution.

Read more at http://SelfServiceSeo.com.au

## MARKETING DATABASES

Your marketing productivity depletes when you have to manually organize your lead lists and databases. Start automating your leads' segregation and segmentation tasks. By using our Customer Community Marketing Database (MyCommunity) , you can capture all leads from web forms, outlook and marketing activities into one seamless list of contacts.

Contacts can be segmented, filtered and targeted by using common and simply tags. Having a system in place that allows you to sort your contacts accordingly enhances your ability to automate your marketing strategies; thus optimized results are attained.

## CONTENT MARKETING

Data from Content Marketing Institute revealed that 60% of people are inspired to seek out a product after reading about it. We capitalize on that figure. Through our content marketing expertise, we develop engaging content that will tickle your customers' curiosity and entice them to learn more about you and what you can do for them. Our team of marketers and copywriters are expert in curating results-driven content, publishing and deploying them in the right contexts.

## MEDIA LIBRARIES

Synch your media tools such as Photoshop files, logos, videos, print adverts, email marketing templates and make them accessible anytime, anywhere. Do not let misplaced tools hamper the productivity of your office staffs. Keep materials up-to-date and share.

Our centralized media library allows you to easily manage all your media assets into one easy to search database. You can set multiple users for level of access, easily share with internal and external stakeholders and run unlimited versions of any media.

# Interactive Partners

## CONTACT INFORMATION

Location: Sydney Australia
Phone: +61 2 9411 3111

## EMAIL

info@InteractivePartners.com.au

## SUPPORT

support@InteractivePartners.com.au

## ACCOUNTS

accounts@InteractivePartners.com.au

Like us on Facebook/IntPartDevelopers

Follow us on Twitter/IPWebDevelopers

Full Service Company for all aspects of your web based applications and websites. We cover all technical services for anything web related.

## CLOUD HOSTING AND APPLICATION SUPPORT

- Domain Management And Registration
- Site And Application Monitoring
- 24x7 Emergency Support
- Break Down Response
- DNS Services And Management

## WEB APPLICATIONS AND CUSTOM DEVELOPMENT

- Websites
- Custom Web Development
- Secure Portals
- Databases
- Integrations

## OUTSOURCED DEVELOPMENT

- Fully managed development team
- Partially managed team
- You managed the team
- Junior Developers
- Senior Developers
- Application Architects
- Project Managers
- Agile Management and Scrum Masters

## WEB SERVER PROTECT

## SELF SERVICE SEO