



Case Study

Sky Technologies
WebCommunity

Sky Technologies specialises in Enterprise Mobility, Point of Sale and Integration for SAP.

With a strong focus on innovation, Sky has developed an SAP certified technology platform to deliver middleware free mobility (SkyMobile), low cost integration (SkyConnect) and fully functional point of sale (SkyPOS) solutions that are embedded within SAP.

Sky Technologies have a comprehensive network of partners across the globe who are experts in implementing and supporting Sky Technologies' software.

Project Challenge

Sky Technologies needed an online environment to promote their brand and the brand of key partners on a global scale. In addition the environment needed to assist in increasing the awareness and interest in SAP mobility solutions through delivering high value content, networking capabilities, and user interactivity.

The solution also needed to deliver additional value to key Sky Technologies partners by providing tools to improve partner collaboration, knowledge sharing and lead generation. Sky Technologies chose WebAlive's WebCommunity platform developed in response to the business need for a more secure and customised social networking solution.

Solution

Using a consultative approach WebAlive and Sky Technologies created MySkyTechnologies.com, an interactive WebCommunity to promote SAP Mobility. Incorporating the needs of all participants the MySkyTechnologies.com will facilitate collaboration between key partners and present high value content by:

- ▶ Enabling collaboration and promotion of partners via a WebImprint – a 5 page micro website with interactive components such as blogging and Video media
- ▶ Delivering featured articles, case studies and white papers
- ▶ RSS Feeds

Benefits

- ▶ A way to position Sky Technologies and its partner eco-system as leading providers of SAP Mobility solutions
- ▶ A mechanism to provide qualified lead generation
- ▶ A central point for partners to publish customer case studies and whitepapers
- ▶ Increase brand awareness for Sky Technologies within the SAP community
- ▶ Ability to deliver search engine ranking benefits

For more information on WebCommunity and other WebAlive solutions, please email: info@webalive.com.au or visit our website:

About WebAlive's WebCommunity

There are two ways to look at social networking - Ignore it and block access to such sites from your employees or embrace it and create your own network. By using WebCommunity you are well placed to easily engage your key stakeholders, build your company's reputation and grow your market.

WebAlive is successfully assisting large corporate clients to implement social networking into their business. There are many different applications where WebCommunity can add value, whether it is connecting staff, clients, potential clients and/or partners.

WebCommunity is **online success made simple**.

WebAlive's WebCommunity solution is made up of the following optional components:

1. WebCommunity Home Page: A community home page which is administrated by the host of the WebCommunity (Sky Technologies).
2. WebImprints: Each WebCommunity member is provided with their own WebImprint (a micro website) which they can self administer.
3. WebDirectory: Ability to search and browse for WebImprints
4. Widgets: WebAlive can custom build Widgets (software application) to meet the needs of your WebCommunity. WebAlive has an existing library of pre-built Widgets. Our Widgets include:
 - ▶ *Add a friend*
 - ▶ *WebTV (video)*
 - ▶ *Document upload*
 - ▶ *Blogs / Forum & Chat*
 - ▶ *SMS mobile communication*
5. Sponsorship & Advertising: WebAlive can work with you to identify sponsorship and advertising opportunities relevant and acceptable for your WebCommunity

About WebAlive

WebAlive Pty Ltd is a privately held company whose business is the development and distribution of website and business social networking software technology and online services.

WebAlive are head quartered in Melbourne Australia, with subsidiaries in London United Kingdom, Shanghai China, and Kuala Lumpur Malaysia. WebAlive currently distributes its software via a direct and indirect model in Australia, Canada, Middle East, China and the United Kingdom.

WebAlive's business includes the development of proprietary software in two core product streams;

- ▶ **WebConsole** - a DIY or full service web and design services for small to medium business
- ▶ **WebCommunity** - a customized social networking online community solution for enterprises, WebAlive's WebCommunity platform and associated WebImprints (member profile websites) and the WebCommunity Widget Library provide flexible solutions for HR, user groups and customer loyalty programs. All Webcommunities have the option of activating direct advertising inventory.

Clients of WebAlive include QANTAS Ltd (ASX:QAN), RP Data Ltd (ASX:RPX) and KPMG Australia. WebAlive's pipeline include membership organizations, franchise networks, banks, financial services, charities, political parties, media, retailers and trade unions.