

Pepperio

Pepperio is a complete solution for setting up and running your website.

It's a full service concept, delivering all the things you want:

- **A custom-designed, well structured, professional website;**
- **The most user friendly tool available to let you manage and change your website yourself;**
- **All the services and expertise you need to help you set up a website that will genuinely enhance your business.**



Pepperio comes to you from the same company that built Morello, the tool used by some of the world's largest organizations to manage their websites. Pepperio offers corporate quality to smaller businesses at an a value for money, predictable monthly fee.

Have you got a challenge?

You need a better company website. Not just because you don't want to be absent from the web, but because you've learned that it really can make a difference to your business. You cannot afford to do a half-hearted job anymore – you need a consistent, professional website that people can find and that fully engages them when they find it.

You want to be on the web in order to drive your business forward, so you need a solution that enables you to be found by the major search engines. And when somebody visits your site, you want them to be able to find what they want easily and to be impressed by your professionalism. You may want to integrate your website with your back office – now or in the future – so you need a smart content management solution that is ready to integrate with other business tools.

What options do you have?

- You require quality and reliability, so forget about the techie student around the corner building and hosting it for you;
- You want to be able to manage your website yourself. You're happy to work with a web agency to create the design for your site and help you set it up, but you want to be able to change the structure, navigation and contents of your site yourself because you know that things change quickly and it is vital that you can keep up;
- You don't want to get involved in complicated, risky and lengthy projects, with lots of expensive consultancy, so forget about the big vendors;
- Lastly you don't want to deal with technical stuff like HTML or keeping hardware and software up and running. So doing the whole thing yourself is not an option.

You just want to run a successful website, with minimal effort and no risk. So what option have you got left?

Well, we have good news for you – it's called **Pepperio**.

Pepperio is built by the same company that supplies some of the world's largest organizations with enterprise solutions to manage their websites. Now you can get that corporate quality



So what is Pepperio?

packaged in a low cost, easy to use solution for small to medium sized businesses. And the only investment from your side is a simple monthly fee. Nobody else does it this way.

Pepperio is a one-stop-shop solution for setting up and running your website. It's a full service concept, delivering everything you need. Pepperio comprises:

- The Pepperio application – easily manage your entire site via a web browser without any technical knowledge;
- A hosted environment – you don't have to worry about maintaining hardware, connectivity costs or backups – it is all done for you;
- All the necessary activities to set up your site – design, branding, structure, possible integration with your back office and much more;
- Support and advice to help you get the most out of your website;
- Free updates to newer versions of Pepperio – you'll always enjoy the latest new features;
- The option to upscale your solution at any point – flexibility is key;
- A monthly rental fee for the whole package - predictable, safe and easy.

Sounds easy? That's because it is easy!



Figure 1: The Pepperio application - easily manage your entire site via a web browser without any technical knowledge

Why is it so different from other solutions?

Pepperio is truly different.

Firstly because it is a true Web Content Management (WCM) system from the same company that provides some of the world's largest organizations with their WCM systems. A good WCM is a prerequisite for running a successful site. With anything other than a WCM – at best your site will start consistently and gradually decline, at worst it won't even start consistently. +

What are the benefits?

How can you manage your site?

Secondly, it is different because it's offered to you as a full service concept, taking all the risk and effort away from you. So that you can focus on doing what you are good at - running your business.

Pepperio is truly unique because it is a fully specified WCM including capabilities to integrate with other systems, and be extended with future optional packages that can really enable your website to add value to your business! Imagine if someone could actually see if something is still in stock. Or whether their order has been received and processed... Other typical rental web content management solutions will not allow you to do this. That is what makes the difference.

Go Pepperio

Because Pepperio is a true WCM, you get:

- More up to date and relevant information on your site, because you can easily update it yourself;
- A more consistent look and feel, as the system will automatically apply relevant and consistent branding on all your web pages;
- Complete site integrity as all the links in your site are managed by the system. This results in a higher quality site;
- More flexibility, because you can restructure your entire site yourself, rearranging navigation, products, entire sections and so on;
- More visitors to your site because Pepperio lets you create a search-engine friendly website;
- A framework for future extensions: if you want to add more functionality later, we can easily "plug" that in. That will help you to keep your web presence in line with a growing business.

And because Pepperio is offered as a low risk rental solution, it is usually within the budget of marketing managers without having to go through complex decision making processes for authorization. That saves valuable time and a lot of effort.

But in the end it's all about your customers, who never again need to encounter inconsistent web pages, out of date content or links that don't work. They just see a well-run, professional organization that they will enjoy interacting and dealing with.

Managing your site is so easy that anyone can do it! After the initial setup period, you can directly start populating your site. The only thing you need is a web browser. Once you log on to Pepperio, you can choose what you want to do. You can:

1. Create as many pages, sections and subsections as you wish, and call them what you want. This will automatically generate the navigation on your site;
2. Select different styles for different pages, if you want to;
3. Add new content (articles, pictures etc.) in a very user friendly way, by simply supplying the relevant information;
4. Add downloadable files such as Word or PDF documents, photos, flash movies and more;
5. Add forms for people to interact with you.

We couldn't have made it any easier than this. And at any time, you can change your site with the same ease of use so that it stays up to date, always addressing the needs of your site visitors.



What other features does the product have?

There is so much you can do with Pepperio. If it's not listed below, let us know!

- If you want to add pages, just pick a template and start entering content. The templates even provide instructions on how to use them;
- Restructure your site at any time by simply moving pages around;
- Publish information instantly, or set publication and expiration dates on articles, pages or even entire sections;
- Do bulk uploads of entire directories from your local hard disk, e.g. containing product information;
- Edit pages in a WYSIWYG (What-You-See-Is-What-You-Get) manner, so that you can immediately see what your web page will look like;
- Insert and manage both internal and external links through our smart point-and-click editors;
- Automatically generate lists with summaries and thumbnails;
- Manage and reuse existing content;
- Add forms using our forms management feature;
- Scale and crop your images when needed;
- Take advantage of the built-in search engine;
- Benefit from “friendly URLs” that can be understood by users and search engines;
- Know that the system generates “metatags” automatically, so that search engines will find you more easily;
- Display content from other sources within your web site, by integrating with your existing systems;
- Manage multilingual content, even if it's a different alphabet system, like Chinese or Russian

As you can see, Pepperio is not just “another easy website packages” you can find elsewhere on the web. It's a serious, professional, and yet affordable solution for companies that realize that this really is what they need in order to run their website.

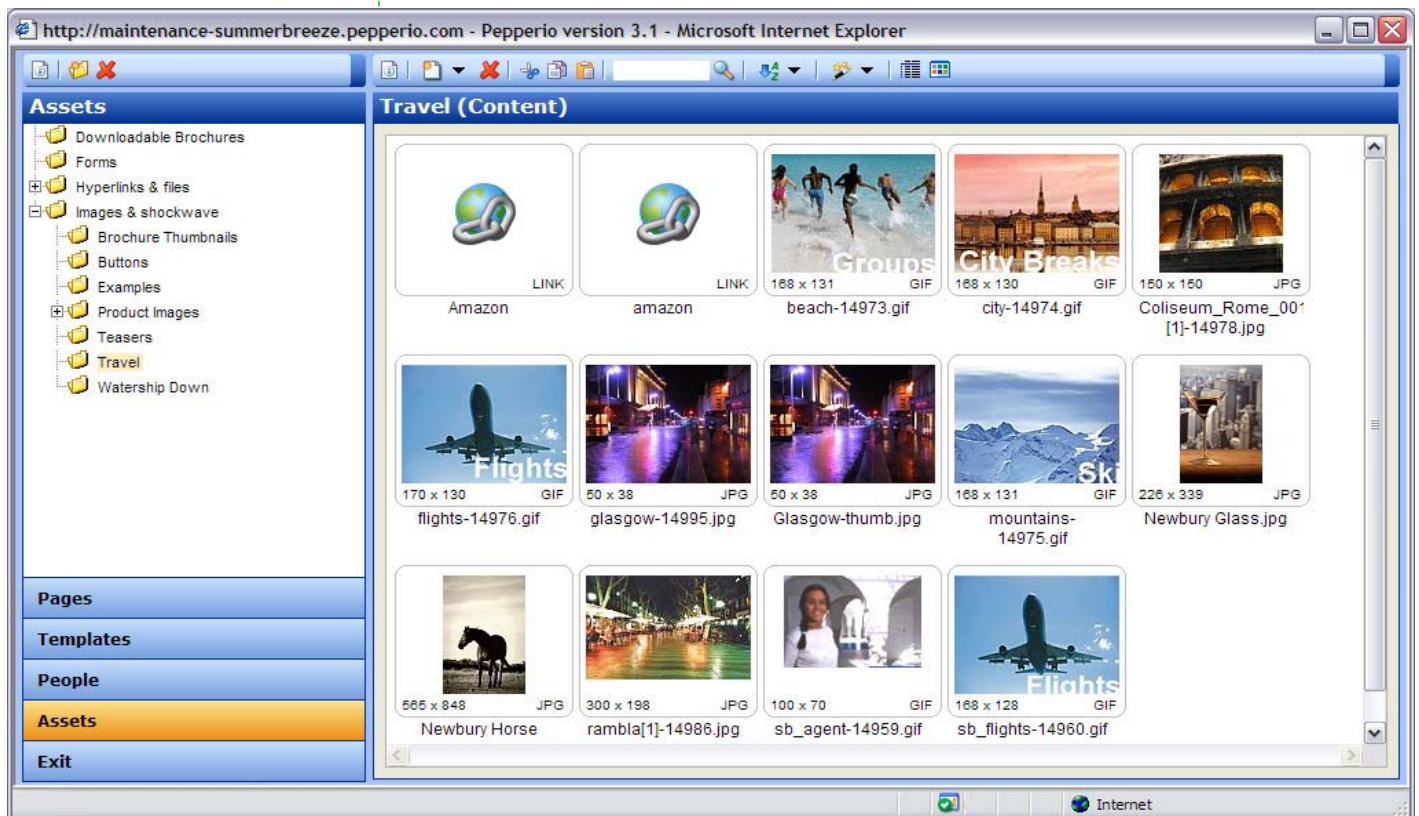


Figure 2: Manage your images yourself using Pepperio's Asset Management

What do you do, what do we do?

Generally speaking, there will be only three things you'll need to do:

1. If you have specific branding elements (artwork) that needs to be incorporated in your site, you will need to supply that to us;
2. You have to plan the content that you would like to have on your site;
3. You'll need to attend a brief training session, just to make sure you understand everything.

We will:

1. Register your domain name and create email addresses (optional);
2. Supply your site with a standard design, or a custom one in close consultation with you;
3. Create a Pepperio account for you;
4. Deliver the necessary training to you;
5. Carry out a DNS switch, which will make your site available via its domain name;
6. Encourage visitors to your site by submitting it to search engines.

If necessary, this split of responsibilities can be adapted to suit your needs and resources. Just ask!

On top of the standard activities that we carry out, we can also:

1. Optimize your site by using statistics;
2. Write (initial) copy for you;
3. Enable your site to display information from your other systems;
4. And much more...

It's up to you.

Pepperio is a Mediasurface software product. Mediasurface builds the software, and regularly delivers new versions of it. Mediasurface is also responsible for hosting the software at a secure data centre, and upgrading the hosted software to newer versions as they become available.

The implementation of your site on the Pepperio platform is typically taken care of by carefully selected partners. They will be your point of contact for all sales and support activities. When you sign up, your partner will contact Mediasurface, in order to make sure a dedicated Pepperio environment is set up for you. Please refer to our website for a list of selected partners.

From experience we estimate that an average site goes live in 1 to 3 weeks. A very small bit of that time is used to finalize the design of the site and get it up and running. You will then spend the rest of the time learning about your new site and adding your content to it.

By now there shouldn't be any doubt left about the benefits Pepperio can bring to your organization. The next step is easy: just select one of our partner from our website, and they'll guide you through the process. It's a simple process that helps you realize a professional web presence in no-time. One that you will be able to manage and maintain yourself, reducing cost of ownership and allowing you to react instantly if your business requires you to do so.

Internet: www.pepperio.com

Email: info@pepperio.com

Who's actually doing the work?

How long does it take?

How you engage with us

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