Building A Corporate Site Using Drupal

Presentation By :

Mr. Roshan Shah(Founder, CEO-Gloscon Solutions Inc.)

Mr. Rakshit Maniar (Technical Leader, Openkick Technologies)

Agenda

- **Types of corporate houses.**
- **Need of a corporate website.**
- **Features of corporate website.**
- **Why drupal?**
- **Questions & Feedback**

Types of Corporate Houses

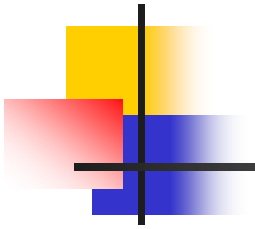
- **Three types**
  - Service based
  - Product based
  - Service/Product based

Need of a Corporate Website

- **Would you consider NOT listing your business in the yellow pages?**
  - No. Then you may also need a website to maintain corporate presence & stay yourself accessible to your clients 24/7.
- **Would you rely on a single brochure to drive all of your sales?**
  - No. Can be used in conjunction with a great sales team.
  - A useful tool for integrated marketing campaigns.
- **To inform customers/clients/end-users about latest products/services**
- **Client can look for you and contact you.**

Features of a Corporate Website

- **Homepage**
- **About Us**
  - About company(History, Operations)
  - Portfolio/Product (with images, testimonials, case studies etc…)
- **News section Job Section**
- **Blog (CEO's blog/Employee's blog/Corporate blog)**
- **Specific pages for Investors(e.g. annual reports, business plan, stock price, etc.)**
- **Information of management team (Board and Key Executives)**
- **Static Pages**
- **Search**
- **SEO**

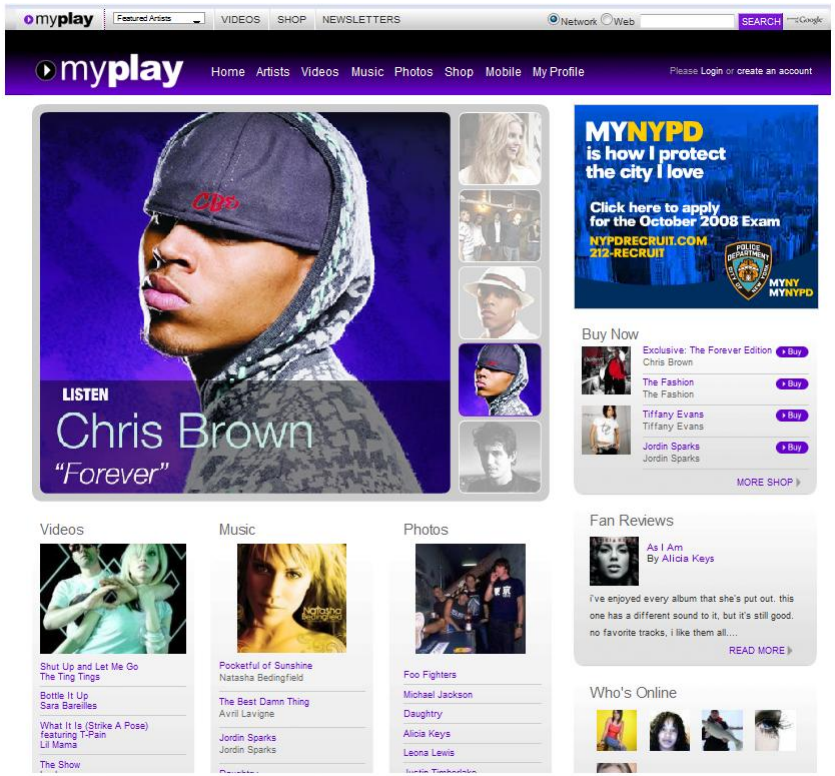


Why Drupal?

- **Content Management System**
- **Excellent Community Support (Included over 340000 users)**
  - Support forum on drupal.org
  - IRC channel of drupal.org
- **Good and secure API**
  - Ease of customization
- **Better user management**
- **More features**
- **SEO Friendly**

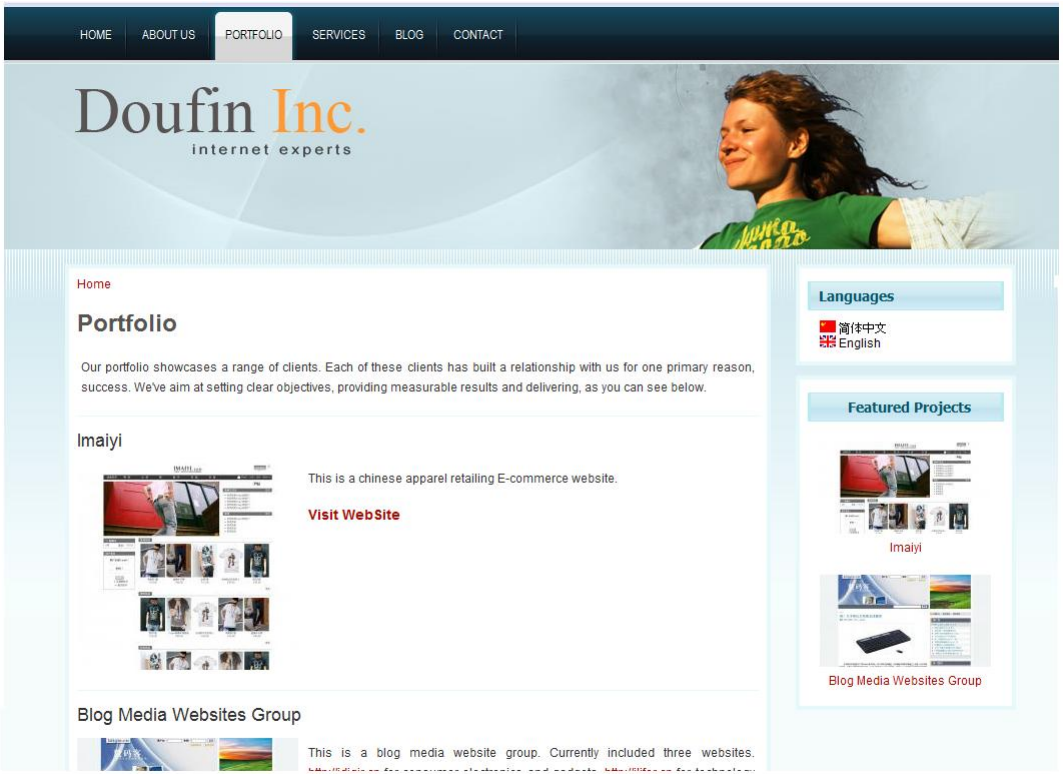
Demo & Examples

http://myplay.com - A site by Sony BMG Music



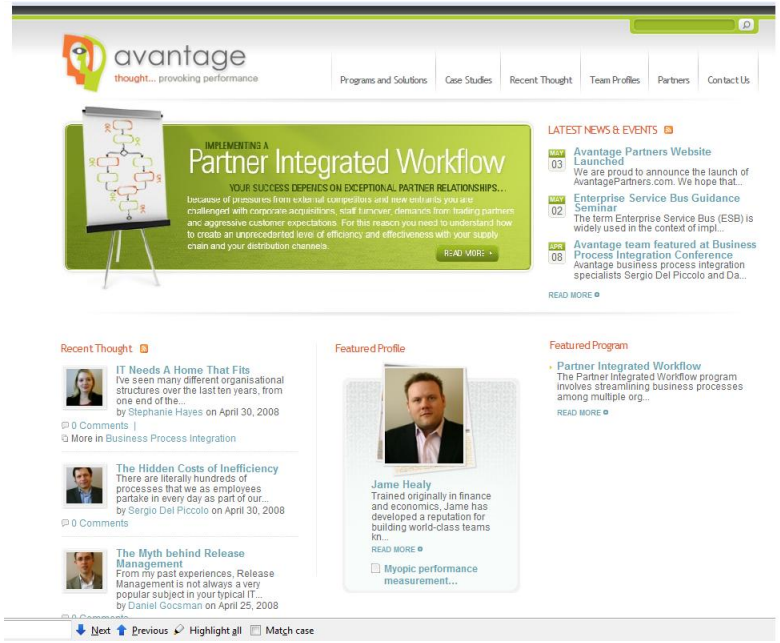
Demo & Examples (Cont..)

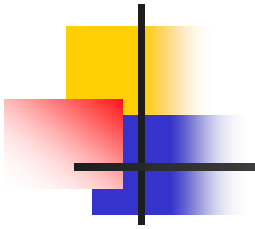
http://www.doufin.com - A website design company



Demo & Examples (Cont..)

http://www.avantagepartners.com - Website for collaboration of consultants providing solutions for business process integration





Questions & Feedback

THANK YOU

Contact: rrmaniar28@gmail.com