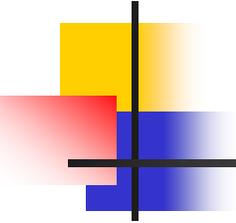


Building A Corporate Site Using Drupal

Presentation By :

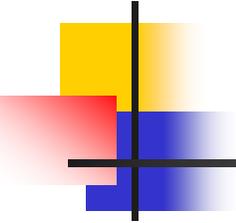
Mr. Roshan Shah(Founder, CEO-Gloscon Solutions Inc.)

Mr. Rakshit Maniar (Technical Leader, Openkick Technologies)



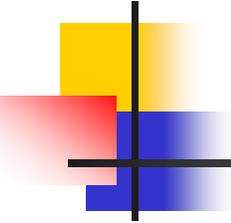
Agenda

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



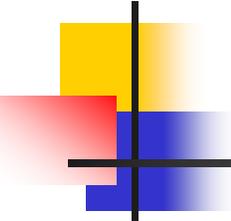
Types of Corporate Houses

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



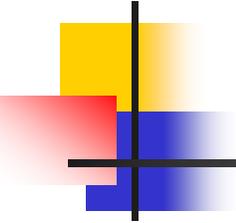
Need of a Corporate Website

- **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.**



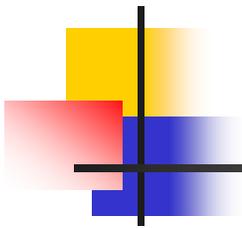
Features of a Corporate Website

- **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?

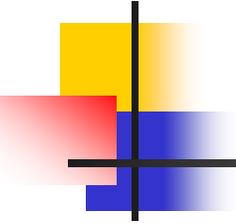
- **Content Management System**
- **Excellent Community Support (Included over 340000 users)**
 - Support forum on drupal.org
 - IRC channel of drupal.org
- **Good and secure API**
 - Ease of customization
- **Better user management**
- **More features**
- **SEO Friendly**



Demo & Examples

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

The screenshot shows the myplay.com website interface. At the top, there is a navigation bar with the myplay logo, a search bar, and links for Home, Artists, Videos, Music, Photos, Shop, Mobile, and My Profile. Below the navigation bar, the main content area features a large featured artist section for Chris Brown's "Forever" album, with a "LISTEN" button. To the right of this section is a promotional banner for MYNYPD (New York City Police Department) recruitment, with a "Click here to apply" link. Below the featured artist section, there are several smaller sections: "Videos" with a list of videos including "Shut Up and Let Me Go" by The Ting Tings, "Bottle It Up" by Sara Bareilles, and "What It Is (Strike A Pose)" featuring T-Pain and Lil Mama; "Music" with a list of music releases including "Pocketful of Sunshine" by Natasha Bedingfield, "The Best Damn Thing" by Avril Lavigne, and "Jordin Sparks" by Jordin Sparks; "Photos" with a list of photos including "Foo Fighters", "Michael Jackson", "Daughtry", "Alicia Keys", and "Leona Lewis"; "Fan Reviews" with a review for Alicia Keys' album "As I Am"; and "Who's Online" with a list of online users including "Lil Mama" and "Leona Lewis".



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

The screenshot shows the Avantage Partners website homepage. The header features the Avantage logo with the tagline "thought... provoking performance" and a navigation menu with links for "Programs and Solutions", "Case Studies", "Recent Thought", "Team Profiles", "Partners", and "Contact Us".

The main content area is dominated by a large green banner titled "IMPLEMENTING A Partner Integrated Workflow". Below the title, it states "YOUR SUCCESS DEPENDS ON EXCEPTIONAL PARTNER RELATIONSHIPS..." and provides a brief overview of the challenges and solutions. A "READ MORE" button is visible at the bottom right of the banner.

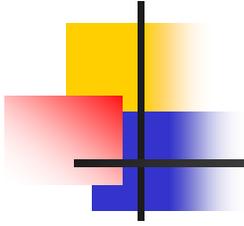
To the right of the banner is a "LATEST NEWS & EVENTS" section with three entries:

- 03 Avantage Partners Website Launched: We are proud to announce the launch of AvantagePartners.com. We hope that...
- 02 Enterprise Service Bus Guidance Seminar: The term Enterprise Service Bus (ESB) is widely used in the context of impl...
- 08 Avantage team featured at Business Process Integration Conference: Avantage business process integration specialists Sergio Del Piccolo and Da...

Below the news section are three columns of content:

- Recent Thought:** Three articles with author photos and titles: "IT Needs A Home That Fits", "The Hidden Costs of Inefficiency", and "The Myth behind Release Management".
- Featured Profile:** A profile for James Healy, a man in a suit, with a bio and a "Myopic performance measurement..." link.
- Featured Program:** A section for the "Partner Integrated Workflow" program, describing it as a streamlining business processes among multiple org...

At the bottom of the page, there is a footer with navigation links: "Next", "Previous", "Highlight all", and "Match case".



Questions & Feedback

THANK YOU

Contact: rrmaniar28@gmail.com