



Open Source CMS Delivers Value

Benefits of the Joomla! Content Management System
Rich Features and Extended Capabilities



www.cnpintegrations.com

www.joomladesignservices.com

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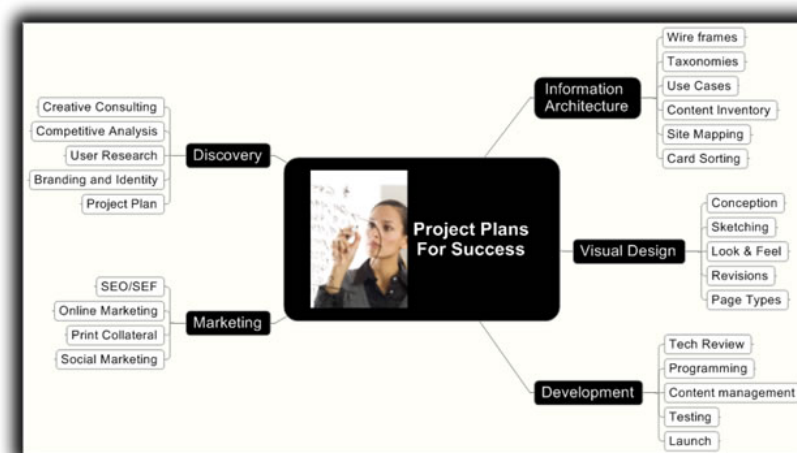
CNP Integrations is a full service web technology consulting and solutions provider. We help our customer's bridge the common challenges with project execution and empower them to leverage greater value out of their technologies.

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It is all about you!

Most people do not care what we do but rather what we can do for them so our methodology is quite simple: We are here to help you get the best value out of your technology investment and the services provided through our talent and resource network. We work in partnership with you and your teams to build enthusiasm and inspire creativity. We set a clear development strategy and path for the best possible results. We always keep your clients, users and customer in mind while implementing these powerful new tools for growing your business or sustaining your organization.



Our promise to you:

1. **Your expectations will be met and surpassed**
2. **Your team will be able to manage and control the technology**
3. **Your web portal will be remarkable and engage your community**

Observations and considerations:

It is clear that you want to develop a strategy that will make you stand out in your community. Utilizing the latest web 2.0 and beyond technologies that we offer is a logical way to accomplish this yet it will take more than tools and technology to reach your desired level of success.

Our first priority in our consulting process will be to identify the “Magic Bullets” that will connect your people with the processes that work and then with the technology that drives it and in a way that communicates a compelling and engaging conversation with your community. It is a bit of a mouthful but important order to consider.



Your new portal system will not be something you can just build and expect your constituents to engage in unless you engage in it as well. The first questions we ask are: Is your team ready to get excited and involved in building this online community? Is your entire organization onboard to contribute to the success of this initiative? If yes, then we are ready to help you on this journey of learning and interacting with your community in innovative ways that will captivate and retain your audience. Yes, it is an audience and yes, it is much like being in the entertainment or broadcasting or publishing business. You now must develop your followers as well as listen and respond to your community if you want them to

listen to you. It is much like being on stage. The days of pushing out one way marketing messages are over. You need to have a conversation with your community and you need to remain personal. People do not want to connect with technology portals or programs; they want to connect with people. Thus you need to develop an online personality that reflects your organization and offer the same friendship you expect in return.

Web users are not interested in the marketing messages you send out, they want you to talk to them on a personal level and listen when they are talking back. In general the web consumer is

ultimately in control of the relationship yet you have to be the one directing the topics and providing the right information that will sooth their pain or thirst for knowledge.

The project you have outlined is in keeping with the many projects we have successfully built from scratch or supported in our general practice. The features, functionality, goals and expectations are congruent with many other successful customer engagements. We can offer this experience and expertise to improve the potential of your web project. We can effectively guide your team on ways to reduce costs and have more impact with your available resources.

Having worked with many non-profit organizations and commercial enterprises alike, our priority goals are always to help you drive the best value out of your technology investment, while leveraging our services in ways that will empower your team's success and add synergy to your initiatives.

“We are passionate about our technology solutions but believe technology by itself is flat and meaningless without the life and excitement of a collaboration team driving its success! We will help you bring your technology to life in a way that builds synergy and enthusiasm across your workforce and throughout your community.”

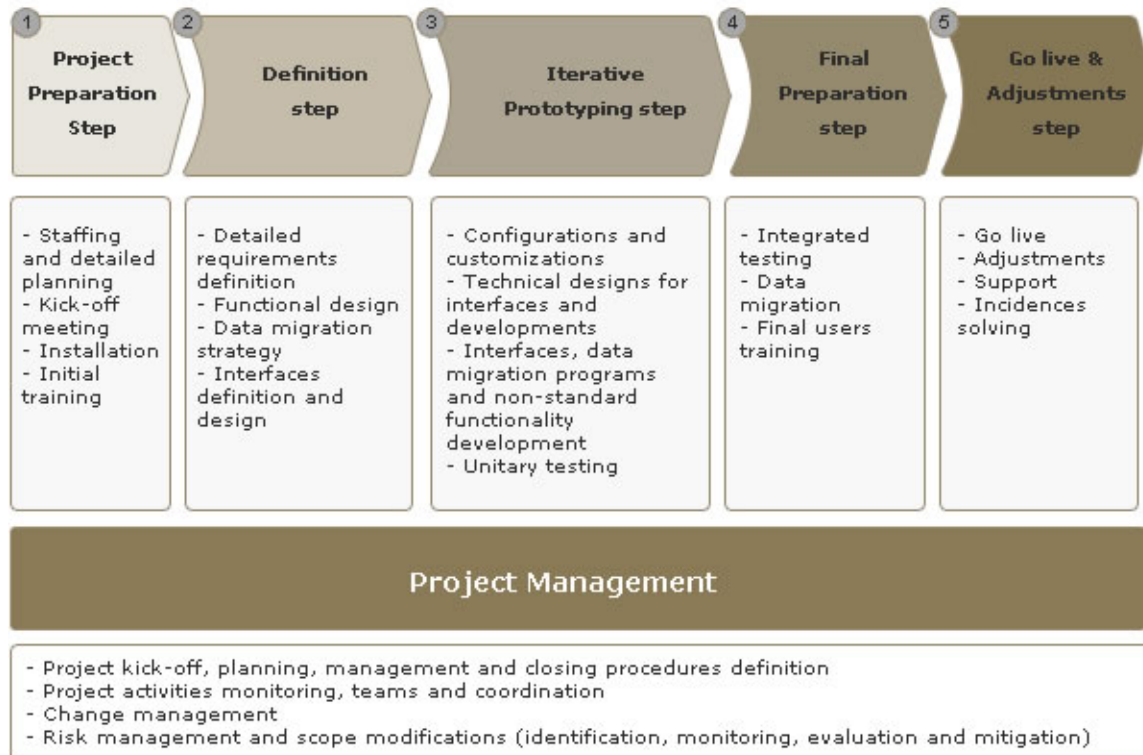


Image defines a typical project consulting process

We have whole heartedly concluded that our service and support resources will provide you superior solutions when compared to our competitors and that our development team can and will exceed your expectations by delivering a remarkable web portal.

CNP Integrations Offers Confidence and Security



Value Driven Approach:

Our consulting approach and proven success processes are designed to get you the best value, both short term and long term, for your technology investment. This means we review optional approaches to problem solving and map it with the strategic priorities for your project. When faced with a business problem to solve there are four high level options for achieving results. Each of these requires careful consideration as you work through the lifecycle of your project:

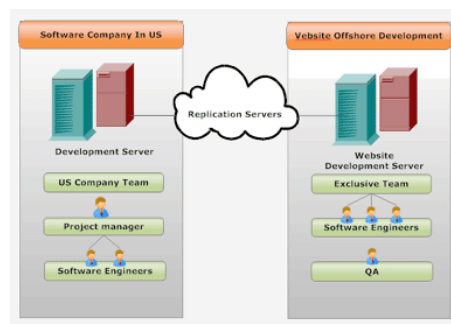
- **System Configuration**
 - Working within the functionality of the designated system
- **Custom Programming**
 - Customizing code for enhancing features
- **Business Process**
 - Changing steps required to ease and simplify
- **Training**
 - Improving understanding to ease and simplify

Resource Teams:

CNP Integrations' experienced leadership team will work with your decision makers to assess and define key project priorities and clearly map out strategic goals within your financial means and realistic expectations.

CNP Integrations' hands-on project manager's review project priorities and the dynamics of your organization to best assess the best options to recommend. We work with your team to make sure our teams respond to the priority needs of your organization and project specifications. Once the challenges are clearly understood we help you implement the best options for long term and short term results.

CNP Integrations' scalable technical and creative consulting teams respond quickly to your development priorities and technical requests within an efficient and comfortable process. With our value driven methodology, proven processes and unique ability to map vision and creativity with practical implementation strategies, you can count on a stable platform for interacting and communicating with your constituents.



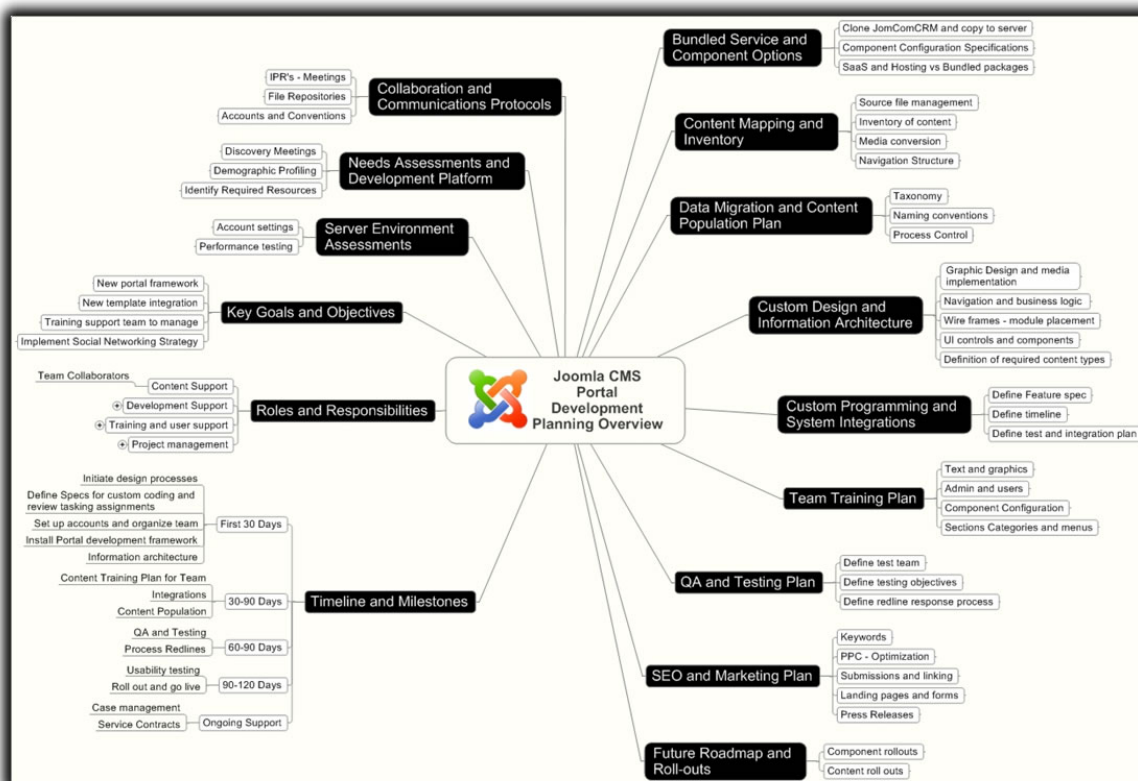
CNP Integrations' award winning training specialists design and target key learning objectives and align them with any branding or usability objectives to make sure your users and content contributors have clear paths for success.

Project Planning & Clear Roadmap

CNP Integrations has developed a unique and proven process for success. Many are tailored specific to delivering a Joomla CMS with the most cost effective and value driven methodology.

We employ cutting edge mapping tools, spread sheets and a robust project management system to communicate and track every aspect of your project. Our unique system offers us complete accountability and web based case management to allow you to submit and monitor the progress of projects and case tasking. With every project we have a focused collaborative approach to defining a clear project plan. Frequently we will collaborate in real time with your team to review and update project plans to keep the project on target and within budget.

This is a sample mind map that we would build as part of the strategic planning and execution process for your web project:



Timelines and process of Execution:

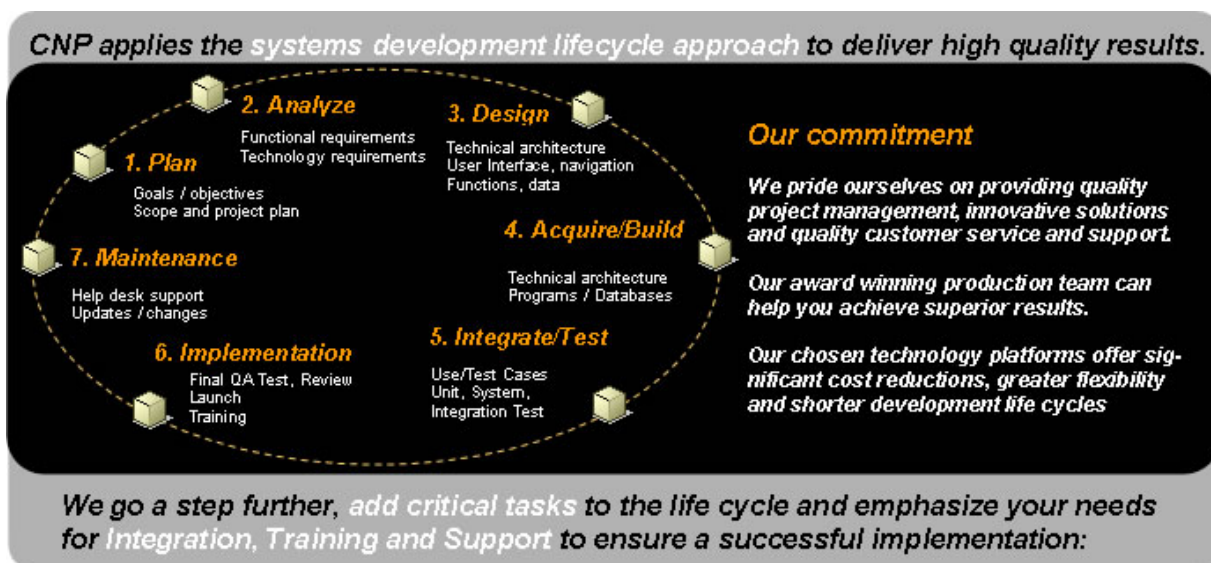
While most redesign and development projects, after project planning and content definitions, have an initial peak development phase that lasts around 60-120 days, a dynamic portal's development life cycle actually never really ends. These types of portal systems typically will require ongoing maintenance, content creation, security updates and other "tender loving care" to build and maintain continued user engagement.

CNP Provides phased development approach with full life cycle technical and training support combined with strategic consulting support. Our goal is to help empower your internal team to take on the majority of the content management and site administration after the initial development phase but provide you with professional support and training over time to guarantee your success. There are also SEO or Marketing programs that require monthly attention if you choose to participate. We will map out a sustainable support program based on your needs and

requirements that best suit your organization. Since our production teams can be scaled up or down depending on your needs and expectations we can accommodate a production pace that aligns with other organizational milestones or events.

Rapid Deployment and flexibility drives success of increased value

There is often a difference between traditional development practices and the rapid deployment processes available when using a Joomla or other open source CMS platforms. Traditional methodology acts as a checklist and helps you avoid pitfalls in your development lifecycle. However, quite often in a rapid development cycle you are able to gain incredible efficiencies working in real time. This means you are altering a process to accommodate shortened life cycles and real time testing and evaluations vs the methodical approach which in many cases adds layers of overhead not required for every project.



Real time collaboration and a rapid deployment process combined with the interaction, often with a variety of 3rd party developers, requires an “Adapt and improvise” approach if you want to leverage the best value from your systems. CNP Integrations often collaborates and communicates with the Joomla development community to help you leverage their combined business intelligence and sync with the life cycle of code projects and thus considerably reducing maintenance costs when implementing features or troubleshooting code conflicts.

Our goal is to help deliver a practical and cost effective process that is tailored to the scale and complexity of your project. This way we can maximize the deliveries and minimize ongoing maintenance costs over time.

On-going Professional Support

CNP Integrations’ business model allows us to work in tandem with your organization to extend your capabilities and responsiveness to your clients and portal users over time. Our on-going support options keeps the full resource of our technical and training teams available to help bridge the gaps of employee turnover and offers you scalable resources as needed. We want to make sure you have every opportunity to succeed.



Technical and Functionality Specifications

Platform Review - Content Management Systems:



CNP Integrations has built a core competency and significant expertise in scalable **Open Source Technologies**. We have found that the platforms we have chosen to support offer the best options for delivering cost effective and feature rich technology solutions. The maturity of open source platforms and the vibrant global communities that support this make it a compelling choice when compared with the cost and complexity of implementing alternative technologies.

We currently support the three top contenders in open source content management systems; Joomla, Drupal and Wordpress. Each environment has unique properties that should be considered and matched to your project and organizational priorities.



Joomla!

Joomla! CMS has been chosen by CNP Integrations as preferred development platform because it has by far the largest repository of support resources and global popularity.

- Offers the largest collection of 3rd party extensions (well over 5000) and templates
- Offers the largest global development community to draw from for support and scalability
- Offers easiest administrator and content management solutions for non technical users
- Offers largest repositories of training and educational resources
- Offers responsive solutions for maintaining security and preventing vulnerabilities
- Offers rich features for developing robust social networks and ecommerce solutions
- Offers extensibility with Learning Management & Customer Relationship Management

CNP Integrations' strong focus on Joomla allows us to streamline our development, support and training processes to deliver greater efficiency and rapid response with the highest level of expertise.

Joomla CMS as a Platform is a choice you can make with Confidence

Since the Joomla! CMS platform is supported by a Global community and flexible for scalability and rapid deployment there is significant confidence in the marketplace by organizations large and small. Here are just a few larger organizations that currently use the Joomla CMS platform.



Templates are the foundation for getting started and moving quickly

Design is the logical starting point of any web portal project. Having a solid foundation and flexible design framework that can be adapted to the needs of changing content is a key point of entry for any successful implementation. There are endless collections of compelling designs, to choose from, that will inspire and set you in motion for the right choices regarding an effective design strategy.



The three key aspects of a Joomla template that need to be considered in the review process:

1. **The Graphics – Colors – General Theme and Typography**
2. **The layout –wireframes – module positions**
3. **The features and functionality – menu features like AJAX, unique modules, compliance testing and formatting etc.**

One of the great problems that has been solved with the open source CMS solutions is the way they have separated the design elements from the technical elements in the frameworks. What this means is that it can save you a considerable investment of time and treasure trying to navigate the many subjective opinions and guess work with template design and development.

The consistent frameworks have allowed numerous vendors that specialize in world class designs, CSS and wc3 or XHTML compliance to build beautiful libraries of high impact templates that can be configured easily to reflect your brand.

CNP Integrations has expertise in developing and working with design partners to achieve stunning and creative template implementations. When working with our clients, the most efficient process for time and value is to review the design catalogs by our template design partners. We carefully consider the design and content layout priorities and work with you to implement branded configurations. The Joomla template framework is designed for rapid deployment of graphical and layout redesign. Installation of new templates and repositioning of modules can be done in a fraction of time and expense compared to traditional web design.

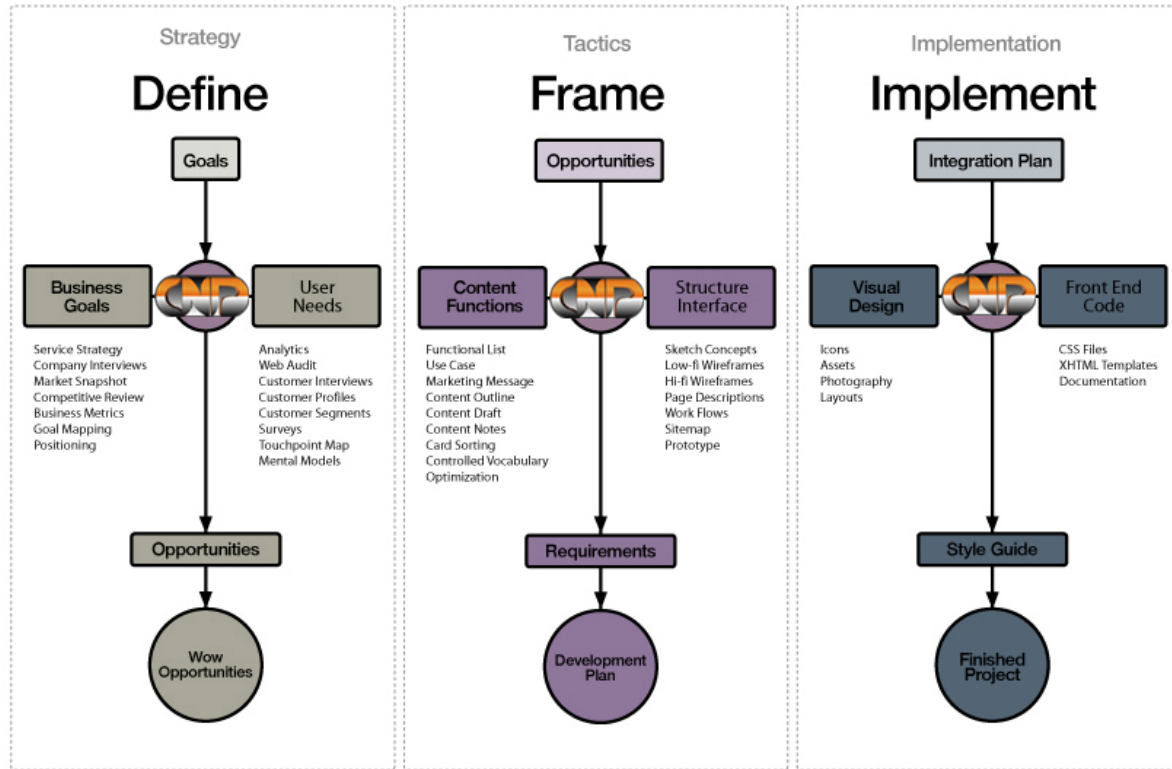


One of our preferred template vendors can be seen here: www.rockettheme.com or <http://demo.rockettheme.com> This vendor does a great job of defining the template capabilities and features.

Custom Design is all about Tactics

The Design Process Methodology illustration defines a more traditional design process. There are often advantages with building custom designs vs a branded template approach but the process takes more time to implement and is considerably more expensive.

CNP Integrations consultants explore this approach if your project requires custom design and there is sufficient budget to accommodate this as a priority. However, a majority of our clients prefer the Joomla branded template approach.



- The sweet spot of interaction design is in the Frame phase.
- Interaction Design is about understanding tactics.
- A project or engagement can start at any phase.
- It's an iterative approach.
- Time is independent.
- Key areas are highlighted and tasks can be expanded based on the scope of a project.

Configuration flexibility and Content Management:

Experience freedom and security of expandability with a growing collection of Extensions, Modules, Plug-ins and Templates for Joomla! CMS. This framework offers a sound foundation for building communities and growing businesses in just about any industry or scale. The feature rich open source platform can help future proof your business because it allows you the freedom to develop and customize the code in any way to match and adapt to your needs over time.

Joomla CMS Framework Key Features Overview:

Below are many of the common features requested by folks implementing CMS systems. All of the common features listed below are either built into the core of Joomla or there are extensions to enable this functionality. Any features not listed here can either be added from the library of over 5000+ extensions or custom built by our team.



CNP Integrations is known for our ability to integrate legacy systems and implement extended features through effective custom coding practices and depth of expertise.

- User interface
 - Joomla offers a very flexible menu configuration capability
 - The template system in Joomla allows for compelling designed and flexible layout options
 - There is both a public frontend and administration UI for Joomla
- Scalability
 - Joomla is one of the most popular CMS system in the marketplace
 - It has the world's largest open source development community
 - Currently there are several thousand extensions and add-ons available for Joomla <http://extensions.joomla.org/>
- Mobility, Accessibility and a Web browser standards
 - Our design process assures for usability and cross browser testing
 - Templates are built or chosen for XHTML and WC3 compliance
 - Templates are available that support mobile devices
 - Options to support ADA and 508 accessibility compliance
- Personalization/membership
 - Community building components allow users to manage and personalize their profiles
 - There are extensions available to manage subscriptions and memberships
 - Some templates have advanced variations that can be unique for each user
- E-commerce capability
 - The Virtuemart Shopping cart system for Joomla offers robust ecommerce capabilities.
 - CNP's CRBM Platform integrates with Joomla for CRM integrations and synchronization with QuickBooks <http://www.learningcrm.com/info-at-hand/customer-relationship-business-and-management.html> for extended functionality.
- Security
 - CNP has robust and thorough security practices and comprehensive site and system backup recovery plan

- CNP's team has a background in supporting DoD development with Secret Level Security Clearance so we follow strict protocols
 - The Joomla Community is aggressive at monitoring potential vulnerabilities and providing up to date security patches for the platform
- Training
 - CNP has a background in training systems support and several service options for comprehensive training tailored to your specific needs.
- Search engine capability
 - The CNP Integrations team can help you with ongoing and comprehensive PPC campaign management and Search Engine Optimization programs
- Document archive/retrieval
 - There are several options for document management in Joomla or external low cost open source solutions like <http://www.knowledgetree.com/>
 - We also offer a solution with our CRBM Platform using info@hand <http://www.learningcrm.com/info-at-hand/customer-relationship-business-and-management.html>
- Photo, Audio and Multimedia Libraries
 - Joomla offers several rich features library management tools
 - Audio and video can be embedded on any content page as desired
 - CNP has an extensive catalog of custom players which can be built and deployed
 - **Seyret Video:** This is a fantastic and fully featured video cataloging system much like having your very own YouTube integrated into your community. <http://www.joomlaholic.com/> or http://wiki.joomlaholic.com/index.php/Main_Page
- Business Directories
 - There are several powerful extensions available with a wide range of features. We can help you choose the best options for consideration
- Forum Discussion Boards
 - We recommend the Fireboard forum extension <http://www.bestofjoomla.com/content/blogsection/3/9/> or the newest project Kenena <http://www.kunena.com/> built from Fireboard
- News and RSS Feed
 - Joomla has RSS feeds built into its core and there are also extensions available for expanding this capability as required.
- Custom Components and Integrations
 - CNP Engineers have extensive experience developing and implementing custom components, plug-ins and extensions to offer unique functionality or integrate with legacy systems
- Social Technologies
 - **JomSocial, MyBlog and JomComment:** This extension suite offers a community building capability and an API for many other application integrations and component extensions. For more information visit: <http://www.azrul.com/> to review pricing and features.

Note: There are often many extensions that we will review with you in our discovery phase of the project.

Cost to Execute

Quotes for projects would be calculated from our published rates. Below are approximate hourly rates. Some discounts are given to small businesses and non-profit organizations based on volume:

- Project Management and general consulting rate = **\$95 per hr**
- Configuration, programming and graphics/content processing rate = **\$68 per hr**
- Training hourly rate = **\$126 per hr** (Note: Some discounts are given to qualifying small businesses or Non-Profits)
- Server Administration Rates = **\$126 per hr**

Note: Our published prices with hourly rates and general terms of service can be found at www.cnpsupport.com.

Philosophy for Increased Value

Preparing a cost proposal for dynamic portal projects can be one of the most challenging aspects of any RFP response. Since we are a team of creative and technical geeks, building powerful compelling web tools for us is limited only by the budgets we work under and the team of collaborators we support.



Often installing and building the actual frameworks with the open source and feature rich extensions takes much less than the strategic development and content management or training aspects of the project. Since we are consultants that build strategies based on unique business problems we can easily work backwards from a targeted goal and develop success strategies for achieving them within your financial means. Since there are so many variables with these types of systems and options for consideration having a clear number and working backwards helps determine the appropriate business decisions required to achieve the greatest possible success within your means.

With that said we can estimate required time and resources required for specific or unique functionality. This usually happens in the initial consulting sessions for your project.

Most often priorities are determined by financial limitations vs. creative limitations so we suggest an approach that can offer the greatest value and lowest risk of failure.

Defining your budget

Once a budget threshold is determined up front we work systematically through our development and strategic check lists to generate a realistic and sensible strategic plan. This will make it easier to manage scope and expectations as we progress on the project. It is important for everyone to understand the focused priorities and limitations as they relate to money, time and talent. When all of the financial, creative and development goals are clearly aligned it reduces the risk factors for all parties and builds greater collaborative synergy.

Our process would begin with establishing the high priority goals and define the best ways of meeting them first. Depending on how involved your staff is in the process, the skill levels of the



assigned team and how efficient we can progress and collaborate between our organizations will determine how much we can deliver above and beyond priority expectations.

Our rates are based on hourly support and range depending on the type of service. The more internal initiative that is present the greater the value we can offer over time. In our project plan and weekly production meetings we will budget appropriate resources to the highest priorities. We will carefully invest and allocate in areas of the portal system that will yield the best value to your constituents and adjust training support for your staff to engage them most effectively.

Concluding comments

CNP Integrations offers a team of highly skilled professionals with targeted expertise to help you aim high and get the best possible results. Once we begin our dialog, you will find that we have many creative ideas and innovative solutions that we bring to the table.

The overall success of achieving your strategic goals could be limited by the available resources that you and your team or volunteers invest beyond the money in your budget. The synergy that this initiative can generate over time within your community and your staff will have a dramatic impact on the actual outcome. We are here to be a partner that inspires, empowers, aligns and enhances your staff's capabilities to reach out to your community and create this enthusiasm.



The CNP Integrations team is “fired up” about your project and we sincerely appreciate the opportunity to help you build a remarkable portal that inspires your community and increases interaction. Your new portal tools built by CNP will stimulate efficiency, bolster appeal and significantly impact your outreach capacity.

We will add the “WOW! Factor” to your project.

Thank you for your time and consideration. CN