

 **convoy**
web business platform

 **roadhouse**technologies

9/663 Victoria Street

Abbotsford 3067

Victoria Australia

Telephone +61 3 9427 7522

Facsimile +61 3 9427 7533

www.roadhouse.com.au

User: [Test User](#) | [Log Out](#)
Site:

Home

- Manage Content
- Pages
 - Asset Library
 - Images
 - Files
 - Approvals
- Form Builder
- CMS Administration
- Member Administration
- Bulk Emailer
- Forum Administration

Page Manager

"My Website" page hierarchy [» Add New Page](#)

Pages	Last edit:	Actions
<input checked="" type="checkbox"/> Home	1 Mar 2007 3:22 PM	[Icons]
<input type="checkbox"/> About Us	1 Mar 2007 3:22 PM	[Icons]
<input type="checkbox"/> Company History	1 Mar 2007 10:17 AM	[Icons]
<input type="checkbox"/> Competitive Advantage	1 Mar 2007 10:17 AM	[Icons]
<input type="checkbox"/> Career Opportunities	1 Mar 2007 10:18 AM	[Icons]
<input type="checkbox"/> Products	1 Mar 2007 3:22 PM	[Icons]
<input type="checkbox"/> Services	1 Mar 2007 3:23 PM	[Icons]
<input type="checkbox"/> Clients	1 Mar 2007 3:22 PM	[Icons]
<input type="checkbox"/> Case Studies	1 Mar 2007 3:22 PM	[Icons]
<input type="checkbox"/> Contact	1 Mar 2007 3:22 PM	[Icons]

[» Add New Page](#)

let your business
get more out of
the internet

The internet offers modern businesses in every sector tremendous opportunities; in getting information out to customers, allowing your customers to easily interact with your business and in improving internal business processes.

The Convoy Web Business Platform opens up those opportunities to you and your customers. With Convoy, managing your website content, generating email campaigns, creating forms for your customers or sales staff or tracking workflows through your organisation becomes centralised into a secure, intuitive interface. Convoy has also been integrated with a variety of CRM and ERP systems, meaning your website can mature from being a glorified brochure to become a truly effective business tool.

Some of Australia's most prominent businesses, organisations and government bodies have been benefiting from Convoy for some years, including Crown Casino, Foster's Group, World Vision, the Department of Human Services and many others.

convoy consists
of a number of
integrated
applications for
meeting your online
business needs

Convoy Content Management System (CMS) is a powerful, comprehensive tool for managing the content across your intranet, extranet and websites. The Convoy CMS compares with leading web content management systems from around the world.

Notable features include:

- Manage all sites through the one interface.
- Flexible, straightforward page templates, designed to your requirements.
- Centralised asset management, including meta-data and automatic thumbnails.
- Assets can be flagged as global to all sites or site-specific.
- Complete history of all edits to every page since its creation.
- Parallel or serial approval process.
- Content shadowing, e.g. have one "Company Philosophy" for multiple sites.
- Selective search indexing, choose what content you want to be searchable.
- Simple role based security for users and content permissions.
- Create groups for users and flag specific pages as "Member Only".
- In-built comprehensive site statistics.



FormBuilder is the only online tool available with a rich, graphical interface for designing and publishing forms directly onto your own website. FormBuilder integrates with the Convoy CMS to allow you to publish your forms on any page throughout your website or intranet.



WorkQueue provides a centralised portal for creating, managing and tracking work processes through your organisation. WorkQueue can be integrated with FormBuilder, with online forms feeding data into defined workflows, meaning greater transparency and efficiency in your business.



BulkEmailer allows you to easily create, send and track mass email campaigns. BulkEmailer integrates seamlessly with the Convoy CMS, meaning your customers can manage their subscriptions directly through your website. BulkEmailer supports multiple lists and templates, scheduled mailouts and intelligent bounce handling.



WebMerchant is a modular, eCommerce framework that can be rapidly adapted to your eCommerce needs; whether you're selling products, accepting donations or collecting membership fees.



Custom Developments. All these applications are built on the Convoy Web Business Platform, a common application framework providing security and usability features and a library of programmable objects. This framework has been designed to be highly extensible, which means Roadhouse Technologies can rapidly develop any custom developments you may require.

quick case studies

The Australian Psychological Society

(APS) is the peak body for psychologists in Australia and represents more than 15,000 members. APS use Convoy to manage seven distinct websites and more than 50 mini-sites managed by members. Roadhouse Technologies has also integrated with APS' Pivotal CRM package and have provided custom job board, events scheduling and testing and training applications.

Crown Casino is one of Melbourne's premier entertainment and leisure venues. A long-time partner with Roadhouse Technologies, Crown Casino's Convoy implementation has been in place for nearly 8 years and currently manages 13 separate major Crown websites. Many of the key features of the Convoy CMS have been developed in response to the needs of major, public-facing corporations such as Crown.

advantages

- Manage content across your intranet, extranet and all your websites through one secure, intuitive interface.
- Give control over your website content back to the business experts, instead of relying on IT staff.
- Enhance your website with a host of ready-made widgets, such as Polls, Forums, Site Search, Sitemaps and Member-Only Areas
- The Convoy user model supports groups and users and allows page-by-page control over access and edit rights.
- Generate, publish and manage your own online forms with FormBuilder and have submitted data emailed directly to your staff.
- The Convoy Web Business Platform is designed for extensibility and scalability, meaning we can rapidly develop and integrate your custom applications.

technical information

The Convoy Web Business Platform is built using .NET 2.0 and Microsoft SQL 2000 and Microsoft SQL 2005. Hosting can be provided by Roadhouse Technologies or with a hosting provider of your choice. Server requirements are MS Windows 2000 Server or MS Windows 2003 Server running Microsoft Internet Information Server (IIS).

The Convoy Web Business Platform administration interface is delivered over the web and is compatible with all modern browsers, including IE6, IE7, Firefox 1.5, Firefox 2.0 and Safari.

Website accessibility is variable depending on requirements, but can be made to meet AA-level accessibility (according to the W3C Web Accessibility Initiative, www.w3.org/WAI)



Roadhouse Technologies is committed to building practical, reliable and scalable tools for businesses wanting to better harness the power of the internet. With a proven track record with some of the biggest names in Australian business, Roadhouse Technologies' stable of products now covers website and intranet creation and content management, workflow software, eCommerce solutions and web interface integration with legacy systems.

Roadhouse Technologies are based in Melbourne, Australia.
For more information, please visit www.roadhouse.com.au or call +61 3 9427 7522.