

# Flexible & Modern Software

Core Features, Modules & 3<sup>rd</sup> Party Integrations

## Included | features & modules of the NextGEN platform

By default, the CMS is configured for efficiency in terms of code generation and aggregation, content creation and display. So long as the images are uploaded into the CMS using our current host, page load times should clock at 4-6 seconds for normal use on the average connection speed. All features and modules listed here come standard.

- **Account creation** (user access controls) – municipal staff AND citizen log-ins (with personalized dashboard) to track subscriptions, purchases (via our e-commerce module) and registrations!
- **Alert Bar, subscriptions & notifications** (auto-email) – alert bar/banner that can also be subscribed to for automatic notification when updated (no lists to import/paste and no manual emails to send) and notifications that are posted to the website and/or social media channels (3<sup>rd</sup> party sign-up for social media notifications) in relevant areas where the public can subscribe to them for automatic email notifications. Users can subscribe to any area of the website for updates to documents or events.
- **Agenda & Minutes management** – upload, create and manage agendas and minutes
- **Analytics** – website statistics generated by Google Analytics is added and used to see visitation trends and other useful data for marketing and improvement of how the website is organized
- **Archive, history & versioning** (automated) – stores agendas, minutes, newsletters, images documents and other key content types while tracking revisions/versioning and drafts of key site content to archive or revert
- **Authenticated sign-on** – cloud-based/web-based remote access to manage all users and page permissions allowing for both public and private (intranet; staff only) pages and resident sign-on for specific access to a single page, view-only or other relevant access
- **Auto-Crop images** – on upload, the image is auto-cropped/sized to fit the desired space by the system unless the file size is too large to ensure fast load times for viewers
- **Automatic post & expire** (scheduled publishing) – create the page ahead of time and set it to automatically post and expire on any future date you specify; great for time-sensitive content like news, announcements and bids
- **Bid/Solicitation posting and management** – searchable and subscribers are automatically notified when a bid is posted or updated (no lists to import/paste and no manual emails to send)
- **Blog posts** (basic) – all comments are moderated (needs approval) prior to posting live
- **Breadcrumb navigation** (auto update) – as the user clicks through the website, a link-bar “trail” is generated for easy navigation to any page in the history “trail”
- **Broken link repair** (automatic) – the system writes new versions of the location/URL automatically!
- **Calendars & Events** – update/publish/sort/search calendars and events by department or across the entire municipality with features like “add to my personal calendar” and “subscribe”
- **Citizen Requests/Reporting** (interactive) – mobile via the website, all requests are sent to the appropriate personnel or department with automatic notifications of receipt to the citizen via email
- **Compatible with all current browsers** – it’s recommended that the browser be the most current version (up to date)
- **CMS "look & feel"** – flexible for future module additions and streamlined with categories and check boxes to update content functionality outside of the WYSIWYG editor

- **Commenting** (user access controls) – all public page comments require approval prior to posting live
- **Content creation** – mass select or singularly update, publish or un-publish pages
- **Department home/landing pages** – each department has its own image banner, news feed, events and sub-navigation that differentiates it, while maintaining the base structure of the main website
- **Directories, listing of staff and businesses** – easy to update/manage and searchable
- **Document center** – search, upload, download and subscribe
- **Employment opportunities** (basic use) – post searchable content that's simple to manage
- **E-Notifications & subscriptions** (automated) – automatic notification is sent when updated content is marked for notification (check box) to all who subscribed (no lists to import/paste and no manual emails to send). Users can subscribe to any content for updates to documents, events, etc.
- **FAQs Accordion & Sort** – no code is touched; simply type in the correct fields to create and the front-end user can sort by department or use keywords and click to expand each answer
- **Facility & Park listing** (basic use) – display and add content for parks, gazebos and more
- **Friendly URLs** (auto-generate) – the title of each page defaults as the friendly URL (not manual) with the option to manually override it in edit mode (“URL path settings”) of the page itself
- **Highlight personnel** – simple to add/update staff, council & stakeholder profiles and bio pages
- **Images & photo center** – optimized for faster load times for unlimited thumbnails, photo galleries, slideshows and rotating banners with one-click photo enlarger without leaving the page
- **Mapping (custom) with or without GIS, crime stats, etc.** – create custom points of interest or use existing data that we can embed into our mapping module
- **Meets W3C & ADA requirements** – graphic elements are kept to a minimum (use of alt tags, description & keywords are recommended) and CSS coded content styles (typography) and colors text “families” (font color and/or color blocking for buttons) so it is aesthetically pleasing while still being compatible with any screen reading software for the visually impaired. This feature also favors search engines looking to “read” your pages for the most relevant content.
- **Megamenu navigation** – view all main and sub-categories without clicking or leaving the page
- **Mobile/Responsive design** (no redundancy) – auto conforms/configures content to fit the user's device/screen and resolution without requiring a separate app or separate mobile website
- **News articles** – image thumbnail with a briefing and an auto-link (not manual) to “read more” page
- **News feed** (supports images) – a modern look that entices the user to read more
- **Newsletters/Listserv** (integration) – up to 2,000 subscribers, 12,000 emails per month included
- **Online payments** – link or iframe/embed any payment processor of your choosing
- **Page & department creation** (unlimited) – unlimited and pre-formatted for ease of use
- **Property listing** (basic use) – display and add content for commercial or residential property
- **Print friendly** – unnecessary graphics and background images will be hidden for printing
- **Quick links** (dynamic) – special attention is given to a select few links by popularity of use
- **RSS feeds** (integrated) – simple feeds used by many phone apps and other web content
- **Search bar** (advanced) – far more accurate than its predecessor, the new search bar allows for all content to pull (ex: calendar events, documents, etc.) and not just the pages the content was found on. This feature is also a “search-as-you-type” tool that helps the user fine-tune what they are searching or quickly get what they need without having to type in the entire word, title, phrase or description
- **Self-help “How Do I”** – customized navigation or feed item for specific users, like visitors, residents, students and more.
- **Site map** (auto update) – used by search engines and users alike, site map generation is not manual, but created by the CMS to visually display how the website is organized
- **Share content button** – forward, with a comment, to any social medial platform the user prefers

- **Smart Forms** (dynamic; drag-and-drop) – simple to track, save and finish later (for authenticated users), create and supported by “if; then” statements that allow “hidden content” to appear based on the user’s answer(s); supports anonymous submissions for law enforcement (IP address not recorded) with downloadable results or view results in the form’s dashboard (back-end form tab)
- **Social media feeds** – auto-updates from any social media platform allow any website user to view without becoming a member or signing up with each platform
- **Surveys & polling** – easy to create, save and finish later (for authenticated users), view the entry analysis breakdown, export the results data, limit the total number of allowed submissions and/or limit submissions per user (IP address)
- **Theme editing** – can be changed to an alternate wireframe (design/styling is always custom)  
*\*available for an additional fee (see pricing/fees section)*
- **Video streaming, feed & hosting** – Vimeo basic, live feed on YouTube & channel playlist with built-in security features (no comments allowed or only when approved), video editor and subtitles option
- **Visitor profile** (user access controls) – user can track subscriptions, event registrations\*, payments\* and other content
- **WYSIWYG editor** (multi-level) – clean, modern style back-end for word processing and page styling
- **Workflow management** (user access controls) – content publishing roles with built-in notifications for pending content for approval as well as a personal dashboard of your activity logs

## Additional | optional features & modules

Modules that also require the partnership of a 3<sup>rd</sup> party are marked with an asterisk (\*). As a part of this build, each additional feature chosen further customizes the nature of the website and how it performs. You are not limited to what you see listed below:

- **Alert Bar SMS notifications\*** – text-to-speech “voice messaging” and local SMS outbound messages are \$0.005 per message/recipient (less than 160 characters) using a local number and free for inbound SMS replies to that local number.
- **Blog posts** (advanced) – all comments are moderated (needs approval) prior to publishing
- **Citizen resource center** – backed by QAlert and provides a centralized area for resident information/knowledgebase, 311 submissions and other request information
- **Custom workflow** (user access controls) – specify how you would like documents, images or pages published with built-in notifications for pending content for approval (consultation required)
- **Employment portal** (advanced use) – users can subscribe and create an online profile
- **E-permitting** – permit and/or license centers require integration with a database of existing content
- **Event/Facility booking/registration\*** – allow for purchases and reservations
- **Intranet/Staff portal** (not public) – complete with a self-aggregating home page for a non-public document center, forms, articles with unlimited page creation
- **Language translator\*** – Google translate into over 50 languages with display customization
- **Live Online Chat\*** (chat box) – an option for those looking to offer live, online assistance
- **Mobile App** (custom) – a companion to the Citizen Request Management (CRM) request tracking tool with automatic SMS updates and escalations; QAlert
- **Shopping Cart/Online store** (built-in) – expandable for shippables, licenses and services (copies, etc.) without leaving the website
- **Parks & recreation management** – events “shopping cart” for Summer camp and more

- **Property manager** (realtor log-in) – display and add content for commercial or residential property with draft creation of specific content/page (ex: property owners and realtors can create a listing/page for approval by municipal staff)
- **QAlert backed FAQ** – displayed as an accordion feature that expands where clicked to read more, this tool can be integrated with our Citizen Request Management system for a call center environment or simply to track requests with automation internally
- **Request tracking** – backed by QAlert, this management system tracks all requests, automatically routes to the appropriate staff personnel or department with escalations built-in and automatic notifications of receipt and completion to the citizen via phone call, text and/or email
- **SMS notifications\*** (built-in) – in conjunction with the creation of content in the software module, this functionality requires users to supply/authorize text messages
- **E-commerce** (shopping cart/payment portal) – accept ACH, credit & debit cards for one-time or recurring payments *\*ask us for more information*
- **Surveys & Polls** (extra features) – unlimited use, quizzes and more