



SERVACO WEB DEVELOPMENT

Servaco is a Belfast-based professional web design, internet marketing and application development company that specialises in the creation of innovative, contemporary and high impact web solutions. Our client portfolio covers a diverse range of sectors throughout Ireland covering large scale organisations like the Northern Ireland Housing Executive and the GAA, through to small scale start-up companies.

Our experienced team has extensive expertise in successfully delivering strategic development, information management, ICT marketing, communication strategies, software development and change management solutions. With over 7 years experience in providing internet based systems in the UK and Irish markets, Servaco has earned a reputation for creativity, innovation and excellence, helping companies to improve efficiency, effectiveness and further develop the image of their company.



SERVACO APPROACH

Servaco understands the fast moving, dynamic and competitive climate that organisations are faced with in everyday life. That's why Servaco focuses on examining and prioritising the unique needs, wants and aspirations of each new client. We explore the culture of the organisation, its structure, and its internal and external relationships and

its existing methodologies. Our integrated team of web consultants, creative designers, programmers and marketing professionals then work alongside them to develop and deliver a tailored solution that provides first class results for each unique organisation.

SERVACO SERVICES

Servaco's service portfolio offers a complete range of web design and development services from simple HTML, to flash animated and e-commerce driven websites, allowing us to provide a tailored web solution that works for each client's individual needs.

SERVACO WEB DESIGN AND DEVELOPMENT

Servaco has extensive experience in designing and developing comprehensive web-based systems such as database driven websites, intranet, extranets, in addition to e-commerce and event management solutions for a number of organisations. We are well renowned for our striking and effective web design that is influenced by the latest graphical styles. Whether you want to develop your sales, get closer to your customers, reduce administration or streamline internal communications, our highly skilled designers and programmers will deliver fast, stylish and clever sites blended together to ensure you meet your strategic online objectives, while communicating your message. Our specialist design and development team have the skills and expertise within the following fields.

Website navigation - maximises potential audiences, ensuring all users can easily navigate through and quickly find the information they require from your website.

Website design accessibility - ensuring all websites are made accessible for all users, regardless of the user agent software. Through the use of techniques introduced by the World Wide Web Consortium (W3C), Servaco adheres to PAS 78 guidelines published by the Disability Rights Commission (DRC) in collaboration with British Standards Institution (BSI), ensuring good practice in commissioning accessible websites.

SERVACO CONTENT MANAGEMENT

The Servaco content management software is designed to meet the needs of all our clients, putting them in control of the content of their own websites. It enables organisations

to confidentially manage and efficiently update their dynamic website regardless of technical expertise. Our simple to use software is designed on the idea that content is a company's most valuable online asset, delivering competitive advantages to businesses with increased interaction between customers and themselves. The Servaco content management system is

User friendly and easy to use - The easy to use system is designed with inbuilt editing, enabling designated staff to rapidly create and update website content on the website, regardless of technical web design, HTML or FTP knowledge, whilst maintaining quality and consistent standards of presentation.

Instantaneous - Once input and previewed by authorised staff, content is immediately visible, enabling anyone, anytime, anywhere to access and be kept up-to-date with the latest news and information.

Customised - Specific content sections such as events, news and resource downloads can be customised to meet your specific requirements.

Protected - Our secure web server hosting and maintenance protects the security and integrity of the system, while access to the private management administration site is restricted to authorised staff through user access and permission rights.

Comprehensive - Key information on the website is automatically archived, creating a comprehensive history of news, articles, etc.



Controllable - The web content management system provides the user with additional functionality and control over how text/images appear on the website. In just a few clicks users are able to edit, add and delete content, tables, graphics, downloadable documents, stand alone pages, while at the same time viewing previous versions.

SERVACO INFRASTRUCTURE

At Servaco we have removed the stress and hassle of web development, through the introduction of support services for our design and development work. Servaco can provide all the technical support required. Servaco's experience in designing and developing intranets and extranets has transformed the running of organisations, improving communication, staff retention and customer relations, in addition to streamlining administration and providing faster access to information. Our flexible and cost-effective hosting solutions have been specifically designed with the needs of local business in mind, providing 99.9% network uptime and 1 hour hardware replacement. With Servaco you can benefit from POPmail, letting you send and receive email quickly, securely and cost effectively, in addition to dedicated email servers, anti-virus and anti-spam software.

SERVACO INTEGRATION AND DATA MIGRATION

Servaco can help you speed up communications, save administration time and develop closer relations by securely linking your current internal systems and those of your customer to the web. Our systems are Java based and provide a number of data migration interfaces. They are developed to be able to interface with third party systems with an available Application Programming interface (API), while web services can also be exposed for various areas of the system. Whether you want to let your customers have easier access to their information, or simply want a fully integrated system, Servaco can provide a solution to suit your needs.

Servaco Animation

Servaco's work with many clients from the music, leisure and hospitality sectors has enabled us to develop our skills and expertise in creating flash animation, ensuring our client sites achieve their strategic objectives, while remaining dynamic and visually attractive.



SERVACO SECURITY

With an ever growing reliance on the internet, email and associated technologies, today's companies both big and small are faced with the challenging issue of internet security. Servaco can provide a number of solutions to help protect your business from malicious hacking and computer viruses. Hardware firewalls, anti-virus and anti-spam email services and security certificates can all be implemented to protect your business from the unthinkable. Servaco is here to help with our password protected logins, privilege settings, password prompting system, in addition to our lock out and session timeout facility, guaranteeing that confidential data will be kept safe and secure. With Servaco you can benefit from peace of mind that your data is 100% secure and protected.

Servaco Reports

As part of the Servaco service, we can provide web reports detailing statistical web information and analysis such as usage levels, which can be used to explore how we can further optimise and develop your website to suit your needs.

SERVACO E-COMMERCE

At Servaco we offer a number of e-commerce solutions to suit all our client's needs, ensuring online strategies fit in line with organisational resources and objectives. Our e-commerce solutions can help you to improve your online sales and profit margins by simplifying the purchasing process, product promotion, improving repeat business and streamlining internal processes.

SERVACO MESSAGING

With mobile messaging a part of our everyday working lives, Servaco has developed a number of mobile interface and applications to quickly send and receive SMS and MMS messages in-house or externally to customers. Our specially developed services have been designed with all our customers needs in mind, providing 100% satisfaction through our guaranteed time based delivery service.



SERVACO MARKETING

In addition to web design, Servaco can assist with the online marketing of your website. Servaco views marketing as a key area of our business, providing not only a great website for our clients, but also targeted traffic and visitors to their websites. By measuring marketing performance we can be sure your business receives the best value for your online marketing spend. Consequently over the past 7 years we have developed our marketing consultancy service offering to include **Search Engine Optimisation** - by identifying relevant keywords, we increase the visibility of your website on web directories and search engines such as Google and Yahoo.

Online advertising – To create brand awareness, drive visitors and sales through the use of banner advertising placed in the correct locations.

Email and SMS marketing - we can deliver permission-based marketing campaigns through the use of via email, SMS and MMS.

Web design, development and usability - we ensure your site is designed in such a way that it is optimised for search engine performance and converts the greatest number of sales or online enquiries possible.

SERVACO RICH MEDIA APPLICATIONS

Servaco has experience in successfully developing and implementing rich media applications to help organisations communicate their messages more clearly. Our wallpapers, screensavers, multimedia and PowerPoint presentations offer higher levels of engagement and interaction with customers, staff and suppliers, providing maximum impact on the audience and helping you achieve your organisational and strategic goals.

SERVACO CONSULTANCY

Over the years, Servaco have built up a wealth of invaluable experience across the web industry. Our technical specialists are able to provide companies with accurate and valuable information on how to best achieve their strategic objectives may it be web design, marketing, communication, ICT security or e-commerce. We can cater for all your web requirements offering a comprehensive range of consultancy services to ensure that your sites work effectively for you at all times. We are willing to advise you from initial set up through to providing recommendations and advice in response to your changing priorities and requirements. We can help you to efficiently and discreetly resolve any issues that you are unable to address - whether it's because you don't have the specific skills in-house or because you simply don't have the time available.

SERVACO SUPPORT

Servaco can provide a range of training and support package to suit your own individual requirement. As standard, Servaco provides training workshops for users on each application, while additional training can be provided on request.

In addition a user manual is provided for each hierarchical user on all systems, alongside a range of frequently asked questions and answers based on our experience in providing ICT solutions to a wide variety of organisations.



CUSTOMISATION AND CONFIGURATION

Servaco understand that every organisation is unique and diverse in many ways. Consequently all our web designs and systems can be configured for your requirements.

Using Servaco's years of experience and expertise in designing and building easy to use web designs and software solutions we can build a completely bespoke solution to your exact requirements, either using our system as the core or completely from scratch.

SERVACO CLIENTS

Since our establishment in 1999, we have developed our knowledge, expertise and an extensive range of services which are used by clients from a diverse sector base. Our clients range from large scale organisations to small independent companies within the business, sport, leisure and hospitality sectors.

CONTACT US

To learn more about the benefits that Servaco can bring to your organisation or to receive a free consultation, please do not hesitate to contact us

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Management
and
Construction



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