

“Quick and easy creation and continuous updates of multilingual and dynamic company web content on the internet”

Water & Air Ltd., Hellas, EU.

Problem description

The difficulty of immediate and simple management of the digital web content (images, texts, sounds, video, FLASH animation, etc) of Water & Air Limited created the following problems for the company:

- Heavy dependence on external contractors for creating and maintaining the company website structure and content assets (audio/video, images, texts, etc.)
 - Continuous increase in costs (time & money)
- Difficulty in communicating with the company clients with regards to health issues relevant to usage of the water and air electronic cleaning products that the company represents in Greece.
- Difficulty in the instant communication between the clients and the company, for any issue that is of interest to the clients, such as warranties, FAQs, equipment maintenance contracts, etc.
- Difficulty in the continuous enrichment and evolution of the company website with new multilingual and dynamic content (products, services, new pages, data forms, etc).
- Difficulty in navigating the website in multiple languages, mainly because of the static nature of the content structure used.
- Difficulty in making new ad-hoc connections between pages, quickly and easily, according to the particular needs of the company with regards to the promotion of company products and services.

▣ Synopsis

Water & Air Limited supplies the Greek market with electronic products for the effective cleaning of water and air.

Water & Air chose to create and maintain its business presence on the web, using **NetHabilis® InfoHabilis™** WCMS (Web Content Management System).

NetHabilis® InfoHabilis™ is a multilingual and dynamic web content management system for small-and-medium enterprises.

NetHabilis® InfoHabilis™ allows Water & Air employees to update the content of the company web site, quickly and easily, anytime, *in any language desired*, without the help of technical personnel, such as web designers, web developers, etc.

Solution benefits

NetHabilis was commissioned to provide a new visual, as well as functional business web presence for Water & Air (<http://www.water-air.gr/>). NetHabilis installed and configured **NetHabilis® InfoHabilis™** for use by the employees of Water & Air. **NetHabilis® InfoHabilis™** is a multilingual and dynamic web content management system that facilitates the immediate creation and update of company digital web content (texts, images, sounds, video, etc), *by non-technical personnel*.

The use of **NetHabilis® InfoHabilis™** has presented Water & Air with the following benefits:

- Ability for any company employee to provide content in any language desired, without the slightest manual change to the website structure, as well as, without any restriction whatsoever to the type, format, or quantity of digital web content used. Web content includes company announcements, products, services, FAQs, data forms, new pages, in any format, such as text, images, audio/video, etc.
- Exceptional ease in the multilingual navigation of the company website, due to the inherent multilingualism features of the **NetHabilis® InfoHabilis™** system. The system allows web visitors to switch to any available language version of a web page, without the need for visiting the home page of the website to select a language, so as to navigate to the required language version of the currently visited page.
- Quick and easy creation of new dynamic content (i.e. web pages), in any language required, by company employees, without the help of technical personnel, such as web developers/designers, etc.
- Quick and easy ad-hoc interconnection of the web pages of the company website, irrespective of page level and/or page language version.
- Ability to mass communicate with all registered web visitors and/or company clients, through the easy creation and dispatch of electronic company newsletters, by the employees at the Marketing department of Water & Air Ltd.
- Ability to host and manage multiple FAQ (Frequently Asked Question) sections, for the use of the company clients. Such a FAQ facility relieves the company call-center from the mundane and unproductive task of providing answers to common client questions, over and over again. The communication costs of the company got lower with the operation of the FAQ sub-system over the web.

About NetHabilis

NetHabilis has extensive know-how in the design and development of advanced web (intranet/extranet/internet) and mobile/wireless information systems, for access by **any network device** (Desktop PC, Laptop, Tablet PC, Pocket PC, Mobile Phones/SmartPhone, etc), **anytime, anywhere.**

NetHabilis consultants are readily available to discuss the needs of **your** next IT project.

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