E-Mail Broadcast System (EBS)

Service Definition

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Contents

1   Introduction

For an updated Service Definition and to download case studies - www.free-rein.net/g-cloud

1.1   Document Control

Title	Free Rein – E-Mail Broadcast System (EBS)
Supplier Code	EBS001
Description	Service Definition - Service ID: 3.G3.230.006
Date	18/09/2013 - Final
Issue	2.0

1.2   Short Description

The Free Rein E-Mail Broadcast Systems (EBS) are based on the tried and tested elements from the Free Rein Content Management System (CMS). We have prepared this information to reflect two guises of the solution – the first simply an email (and optionally SMS) broadcast system, the second a full featured communications platform that is based around newsletters, website content system and opportunities to highly target, profile and personalise the content to the audience.

The system is completely configurable to meet the client needs in any guise between these two and, using other CMS features, quite a bit more including event and campaign management, ecommerce and much more (including Appraisal systems).

The Free Rein E-Mail Broadcast System (EBS) is a fully featured, browser based e-mail broadcast management system built using a LAMP open standards platform.

Optionally the E-Mail Broadcast System offers support for Personalisation of the information received, Micro website landing pages, Feedback forms and poll, and Social Media Integration.

It is used by dozens of public sector, commercial and not-for-profit organisations across the UK and Overseas.

The experience Free Rein has gained in delivering an IL2 compliant application and hosting environment for the Royal Bank of Scotland has been rolled back into our core EBS service. The Free Rein E-Mail Broadcast System (EBS) service can be deployed to comply with IL0,1 & 2 standards.

1.3   Key Features

Basic email broadcast - Key features include:

Creating Campaign Templates

- Full Branding Control
- Email Templates – HTML/Text options
- Full WYSIWYG Editor
- E-Mail & Internet/E-Mail Only – Template option
- Blackberry Friendly – Template option
- Image, Video, Multimedia and File Hosting

Sending Your Campaign

- CSV target lists
- Optional persistent mailing lists
- Auto unsubscribe

- List Segmentation
- Campaign Authorisation and Sign-off Process
- E-mail, RSS and SMS Delivery
- Social Media Sharing
- Time and Data Scheduling
- A/B List Delivery
- Mail Merge Data Tags
- Real Time Progress Tracking

Tracking Your Results

- Subscriber Analysis
- Campaign Analysis
- Email Statistics
    - Number emails sent
    - Number emails failed
    - Number opened
    - Number clicked (available by user and by link)
    - Number printed
    - Number forwarded
    - Number bounce-backs (broken down)
        - Hard bounce (invalid address)
        - Out of office
        - Notification (delayed delivery)
        - Unknown (where server response does not used standard terminology)

User Administration and Security

- Flexible Administrator Roles and Workflows
- User accounts
    - Legal and Editorial Users
    - System Adminsitrator
- 2 or 3 stage authentication on login
- Media Library Management – Images, Files, Video and Audio
- Auto Responders Management
- Optional static mailing lists
- Optional Data Security and Privacy Management
- Email Delivery Management
- Built on open LAMP platform
- Multilingual Capability

Campaign Micro Websites (Optional)

- Micro Websites Content
    - Folders
    - Articles
    - Forms
    - Polls, Surveys
    - Competition
    - Comments
    - Images, Files, Video and Audio
- Homepage Controls and Toolbars
- Article archive
- Previous editions
- Social Media Share
- Friendly URLs and Custom Short URLs

Full newsletter broadcast and supporting site - Key features include:

Building Campaign Lists

- Custom Registration Forms
- Distribution List Upload
- CRM Database Integration
- Data Queries
- Facebook Tabs – Competition Pages

Personalisation

- Registration and User Profile Page
- Typically Contains - First Name, Surname, Email Address, Mobile Phone, Business Unit, Region /Location/Community, Sector/Industry and Personal Preferences
- Initial Upload
  - First name
  - Last name
  - Email address
  - Business area
  - Region
  - Creation Date
  - Preferences
  - Prioritised
  - Default Image
  - User Name
  - Password
- Choose the priority order the e-Newsletter sections are shown in
- Indicate Blackberry email preference
- My Archive

Creating Campaign Templates

- Full Branding Control
- Email Templates – HTML/Text options
- Full WYSIWYG Editor
- E-Mail & Internet/E-Mail Only – Template option
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- Image, Video, Multimedia and File Hosting

Sending Your Campaign

- List Segmentation
- Campaign Authorisation and Sign-off Process
- E-mail, RSS and SMS Delivery
- Social Media Sharing
- Time and Data Scheduling
- A/B List Delivery
- Mail Merge Data Tags
- Real Time Progress Tracking

Sharing and User Feedback

- Introduce a colleague
- Recommend an article
- Suggest a topic
- Feedback
- Poll, Forms, Competitions
- Contact us
- Post comment
  - Post a reply

- o   Report an issue
- o   Remove post
- Social Media Share
- My Archive

Tracking Your Results

- Subscriber Analysis
- Campaign Analysis
- Email Statistics
  - o   Number emails sent
  - o   Date and time of last status change (e.g. completion)
  - o   Number emails failed
  - o   Number opened
  - o   Number clicked (available by user and by link)
  - o   Number bounce-backs (broken down)
    - ▪   Hard bounce (invalid address)
    - ▪   Out of office
    - ▪   Notification (delayed delivery)
    - ▪   Unknown (where server response does not used standard terminology)
- Web Statistics - Google Analytics
  - o   Number and which articles read by each user in each section
  - o   Number and articles against which the user has indicated a rating
  - o   Number and articles against which a user has added a comment
  - o   Number and articles which a user has shared
  - o   Number and which articles selected for email delivery
  - o   Number and which articles selected for archive tagging
- Additionally for Blackberry text only users
  - o   Number and which articles selected for email delivery
- Social Media Statistics

User Administration and Security

- Flexible Administrator Roles and Workflows
- User accounts
  - o   Public User Accounts
  - o   Legal and Editorial Users
  - o   System Adminsitrator
- Remote Access – set up
- Micro Website – set up
- Auto Login – set up
- Password Reminder/Change Password
- Media Library Management – Images, Files, Video and Audio
- Content Moderation - Editors, Administrators and Legal options
- Subscriber Preferences Management
- Auto Responders Management
- Data Security and Privacy Management
- Email Delivery Management
- Groups, Segmentation and List Management
- Built on open LAMP platform
- Multilingual Capability

With the Free Rein E-Mail Broadcast System (EBS) your staff and marketing partners can quickly and easily create, distribute, monitor and control e-Mail Newsletters, e-Zines, e-Mail Alerts and SMS Alerts to 100's, 1000's, 10,000's and even 100,000's of recipients.

The Free Rein E-Mail Broadcast System (EBS) extends the reach of your organisation linking with key social media platforms to communicate and engage with existing customers and new audiences.

Using the Free Rein E-Mail Broadcast System (EBS) your staff will be able to support the needs of different target audiences, increase customer engagement and deliver excellent customer service in a highly cost effective manner.

Free Rein E-Mail Broadcast System (EBS) delivers content seamlessly across desktop, laptop, tablet and smartphone platforms (Including Blackberry devices) engaging with customers irrespective of their location.

2   Service Description - Summary

Name	EBS
Supplier	Free Rein
Service Type	SaaS
Category	E-Mail Broadcast System
Short Description	The Free Rein E-Mail Broadcast Systems (EBS) are based on the tried and tested elements from the Free Rein Content Management System (CMS). We have prepared this information to reflect two guises of the solution – the first simply an email (and optionally SMS) broadcast system, the second a full featured communications platform that is based around newsletters, website content system and opportunities to highly target, profile and personalise the content to the audience.
	The system is completely configurable to meet the client needs in any guise between these two and, using other CMS features, quite a bit more including event and campaign management, ecommerce and much more (including Appraisal systems).
	The Free Rein E-Mail Broadcast System (EBS) is a fully featured, browser based e-mail broadcast management system built using a LAMP open standards platform.
	Optionally the E-Mail Broadcast System offers support for Personalisation of the information received, Micro website landing pages, Feedback forms and poll, and Social Media Integration.
	It is used by dozens of public sector, commercial and not-for-profit organisations across the UK and Overseas.
	The experience Free Rein has gained in delivering an IL2 compliant application and hosting environment for the Royal Bank of Scotland has been rolled back into our core EBS service. The Free Rein E-Mail Broadcast System (EBS) service can be deployed to comply with IL0,1 & 2 standards.
Overview: Main features	See above.
Capacity	The solution is fully scalable. We operate a 95% percentile burstable capacity charging model for hosting bandwidth which allows for significant seasonal or incident related traffic increases.
	The Free Rein E-mail Broadcast System (EBS) has been used Rail Franchise Operating companies such as National Express to regularly send e-Mail updates and special offers to distribution lists in excess of 250,000 recipients.
Technical requirements	None – The Free Rein E-mail Broadcast System (EBS) can be accessed from any browser based device with a reasonably quick connection to the internet.
Trial / demo service	Access to a Trial/ Demonstration System is available to interested parties on request.
Information Assurance & Security	Free Rein hosting is provided from the Blue Square Data Centre in Maidenhead, UK.
	The Maidenhead centre is run by Pulsant, with server first line server operations and

This estimate is valid for three months from the date of issue
Additions to the scope of the project/estimate may incur additional charges
All costs are quoted net of VAT and any out of pocket expenses

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support provided by C4L.

The Maidenhead facility has been built specifically to the UK Data Centre Uptime Institute and EU Code on Conduct specifications for Tier 2 resiliency.

Security:

- The E-mail Broadcast System (EBS) elements of the underlying CMS and Hosting were penetration tested by Portcullis (2012) for Royal Bank of Scotland to run internal, sensitive communications services. This configuration of the CMS was a restricted access news, ezine and CRM database system for RBS Chief Operating Officers Division (1500 users)

- The underlying Free Rein CMS has been independently security tested by ContextIS in 2011 to IL3 for Business Events Finder website - application, environment and hardware (Rackspace hardware). It has subsequently been moved to Free Rein's Maidenhead data centre for GDS. This configuration of the CMS runs a multi-user event management system with links to an external payment gateway.

- Free Rein systems by default are IL0 compliant. The application code and Rackspace hosting environment achieved IL3 clearance as part of the Business Link Event Finder Service which was launched in 2011. The Maidenhead hosting is not CHECK tested and so reaches IL2 standards.

- Free Rein is working towards ISO27001 Accreditation and will submit for Pan Government Accreditation at IL1/2 when achieved.

Availability and Monitoring:

The CMS is continuously available 24 hours per day, 365 days per year. The CMS's lower threshold for availability is measured at the data centre boundary onto the network.

The standard Tier 2 hosting is designed to exceed the defined 99.741% availability and frequently delivers in excess of 99.95%

Resilience and Failover:

The Free Rein E-mail Broadcast Systems (EBS) is hosted in a high availability Tier 2 environment in the Maidenhead data centre operated by Pulsant/C4L. Resilience is provided by having multiple web / application servers and multiple database servers with load balancing and automatic fail-over (See Appendix B). This means that the risk of loss of service and actual data loss due to machine failure is low. Database back-ups are taken every four hours and complete machine back-ups are taken daily and stored off-site.

In the event of total loss of the data centre, restoration from the backups to an alternative location can be achieved within 4-8 hours. However off site restoration will only be on a best efforts basis.

Connectivity and Network Capacity:

This Maidenhead data centre operated by Pulsant/C4L has all core Tier 1 bandwidth providers available on site and benefits from multiple redundant 10G fibre routing with sub 2ms latency to London's Docklands.

Performance and Response Time:

The required page response times are 2 seconds for page browsing (threshold 5 seconds) and 5 seconds for search based pages (threshold 20 seconds).

Performance testing confirmed that these requirements are regularly met and exceeded. The Business Events Finder system provided for GDS runs at 200ms response time and is heavily search based.

Caching:

The CMS has built in caching mechanisms to reduce response times and load on the servers. For a number of clients who have vast amounts of static media files which do not

	contain sensitive data scalable external storage facilities have been used.
Application Security	**Input Validation:**
	At all points in the application where data is provided as an input, validation is performed to ensure the stability of the system and to avoid data pollution.
	The validation checks that the data is "strongly typed", of the correct syntax and, where appropriate, checked against a white list/blacklist. All values are checked to ensure they are within acceptable boundaries and in the case of textual content, only permitted characters are accepted.
	All forms in the application contain a token which is validated during submission. This token is unique to the user's session and if the token is not recognised then any input is ignored.
	Output Validation:
	All data which is displayed on a web page or within an email is encoded so that certain characters are translated into their respective HTML entities. When a URL is constructed any data used in the parameters is encoded also. This eliminates the possibility of malicious code being injected into the output.
	Databases:
	All requests to the database are constructed to avoid any possible SQL injection attacks. Any user submitted data is encoded so that it does not interfere with the rest of the SQL request.
	The applications connection to the database is restricted to allow only the operations required to provide the required functionality. This eliminates the possibility of malicious code modifying the structure of the database.
	Authentication:
	The administration site is accessed by the user by using 2 elements known only to the user; username, password. Enhanced 3 element authentication using a random selection of characters from their memorable word can be implemented if required. Passwords are stored as a one-way hash against the user record constructed of data unique to the user and a hardcoded salt.
	If the authentication process fails there is no indication given of what the error was. This is to avoid the situation where an attacker can identify how successful they have been.
	Payment Authentication:
	The underlying CMS application uses a PayPoint payment gateway which requires a number of parameters to identify and authorise the merchant on the outbound call, and authenticate the response from PayPoint. For security purposes this data cannot be stored as plain text in the database so they are encrypted using an AES256 cipher. The key used in the encryption is constructed using details unique to the event organiser and a hard coded salt. Access to update the stored details is restricted to the approved administrators only and they are never made visible at any stage. Whereas it is unlikely a payment gateway is to be required for a simple standalone EBS, the core system can make use of this module
	User Access Controls:
	For the full eNewsletter and public website solution there is no requirement for public user access controls unless the registrations and profiles options have been implemented. In which case the user will be authenticated using the process described above.
	Users who complete a registration form will be able to access and amend their registration.
Back-Up, Restore and	**Back-Up and Recovery:**
	Database back-ups are made every four hours and stored in an encrypted data store

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Disaster Recovery	offsite.
	During the backup process a script runs in the background on a slave database server which performs a backup of the database using the MySQL hot copy tool. For performance reasons only the slave database server is backed up as the database will be read-only for the duration of the backup. This leaves the master database and other slaves running at full capacity.
	Data Storage Locale:
	Free Rein hosting is provided from the Blue Square Data Centre in Maidenhead, UK.
Time for provisioning / De-provisioning	**Provisioning:**
	Provisioning consists for three main tasks; EBS Set-Up, Template Build and Content Loading. Below are some typical elapsed times for each of the provisioning tasks.

Service options:	EBS Set Up	Template Build	Content Loading
Standalone - No Micro Website	0.5 - 1 days	3 – 6 hours each	1 – 3 hours
Basic – Micro Website	1 – 2 days	2 – 3 days	3 – 6 hours
Enhanced – Micro Website	2 – 3 days	4 – 5 days	3 – 6 hours

Prior to template build it is common for a Creative Design company to help create a branded look & feel for the E-mail templates and Micro Website pages. The choice of creative design company is up to the client, however Free Rein can recommend suitable partners or suppliers if required.

If any bespoke development or new features are required then this may add to the overall elapsed time.

De-Provisioning:

The Free Rein E-mail Broadcast Systems (EBS) can be de-provisioned within 2-8 hrs during working hours, subject to normal 30 day notice period.

On-boarding / Off-boarding process	Self Service is available with selected levels of Event Management System (EMS) and E-Mail Broadcast System (EBS). Where self-service is not available the following On-boarding and Off-boarding process will be used.

On Boarding:

On-boarding process includes the following services:-

- EBS (and underlying CMS) Setup
- E-Mail template creation
- Information Architecture
- Data Migration
- Content Migration

Free Rein includes 0.5 – 1 day of effort FREE to assist with on-boarding Data and Content on all new projects with a Basic and Enhanced Micro Website. Further days are chargeable at our standard daily rate.

Off Boarding:

Off-boarding process includes the following services which are paid for against a day rate:-

	• Data Migration • Content Migration Free Rein includes 0.5 day of effort FREE to assist with off-boarding Data and Content on all projects of over 12 months duration. Further days are chargeable at our standard daily rate.
Data Extraction / Removal	**Data Extraction / Removal:** Free Rein is committed to providing a "simple" and "quick" exit process for customers that wish to migrate to another service provider. The Free Rein E-mail Broadcast Systems (EBS) supports a number of Data Extraction tools for all standard forms based data capture elements. Authorised administrator can schedule a batched report which exports all the data into a CSV format. Media Library files – e.g. images, documents and multimedia files can all be exported in their original native format. Web Page content can be exported to open XML file formats to allow automated import into any new system or application. Tasks 1 and 2 can be undertaken by the customer using standard CMS features. Task 2 can be automated by Free Rein which is often more cost effective for the customer. Task 3 requires technical assistance from Free Rein. Free Rein includes 0.5 day of effort FREE to assist with off-boarding Data and Content on all projects of over 12 months duration. Further days are chargeable at our standard daily rate. Information which cannot be exported includes – transaction log files, audit trail log files and user security profiles. Generally this type of content is not suitable for migration to a new system or provider. Free Rein complies with all Data Protection Act responsibilities in relation to Data Retention and Disposal.
Service Management - Support boundaries / interfaces	**Service Desk Availability:** Mon-Fri - 8:30am - 5.30pm (excluding public holidays) via: • Direct support telephone line – 01473 810002 • Email – support@free-rein.net • Online – coming Q3 2013 • Web based manual available Free Rein project and fault management system is to be extended to secure client access in Q3 2013. Online reporting and tracking of Faults, Issues and Service Requests will be available. **Utilisation Monitoring/Reporting:** Free Rein hosting at the Blue Square Data Centre in Maidenhead is monitored 24x365 using a range of tools and services. • Pingdom provides independent monitoring of overall service Up Times and Response Times • C4L Management Console provides information on network usage, data centre issues etc. • Free Rein Monitoring provides detailed reporting for each server and alerts on CPU Load, Memory, Network Bandwidth, Processes, Mail Queue, Database Performance etc.. • Google Analytics provides usage and performance information for clients

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Financial Recompense	Free Rein will refund the appropriate hosting costs should the service availability fall below the Tier 2 minimum standard when measured in any month.
Service Levels	**Performance:** The target page response times are 2 seconds for page browsing (threshold 5 seconds) and 5 seconds for search based pages (threshold 20 seconds). Performance testing confirmed that these requirements are regularly met and exceeded. The performance for Business Events Finder (service for GDS) is running at 100% uptime and response 205ms (for w/e 8 Feb 2012) – note, this service is largely search based. **Availability:** Standard - Tier 2 – minimum 99.741%. OPTIONAL - Enhanced - Tier 3 – minimum 99.982% – subject to a separate agreement Tier 3 hosting can be arranged on application as was provided for Business Event Finder on Rack Space IL3 Compliant Hosting. This hosting in the past performed at 100% up time. **Support Hours:** Standard - Mon-Fri - 8:30am - 5.30pm (excluding public holidays). OPTIONAL - Enhanced – 24/7 – subject to a separate agreement **Severity Definitions:**

<table>
<tr><th>Severity</th><th>Description</th><th>Response Time</th></tr>
<tr><td>1</td><td>Service unavailable</td><td>15 minutes</td></tr>
<tr><td>2</td><td>Service significantly impaired</td><td>30 minutes</td></tr>
<tr><td>3</td><td>Minor effect on service</td><td>60 minutes</td></tr>
<tr><td>4</td><td>Minor issues, including cosmetics</td><td>60 minutes</td></tr>
</table>

Response Times:

In the event of any reported loss of or interruption to the web hosting service or any reported defect in or loss of performance or functionality in any Software licensed to the Customer by the Company, the Company shall use all reasonable endeavours to respond to the report within the following timescales:

- Working Hours – 15 - 60 minutes

  (Monday to Friday excluding bank holidays from 8.30 am to 5.30 pm)

- Outside Office Hours - 4 hours
  (Monday to Friday 5.30pm to 8.30 am)
- Weekends - 4 hours
- Bank Holidays - 6 hours

The Company does not guarantee to reinstate or fix any such reported loss or defect within the stated response time.

Service Roadmap	Free Rein is currently working towards ISO20000 for its IT Services Management accreditation based upon ITIL3 best practice approaches. **Service Roadmap:** The Free Rein E-mail Broadcast Systems (EBS) is constantly evolving and improving. Minor enhancements and defect resolutions are delivered on an ad-hoc basis in response to customer feedback, but typically will be released on a bi-weekly basis. Significant enhancements are typically released every 3-6 months depending upon the

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	level of internal projects and external feedback.
	The vast majority of enhancements and defect resolutions are deployed with no operation downtime and are therefore normally invisible to clients and end users.
	Significant enhancements may occasionally require a short period of downtime. Where this is required it is scheduled for low usage periods with appropriate customer notification depending upon the likely impact.
Training	Training is provided in the following manner: • Onsite/Offsite Face to Face training – Typically an Administrator will attend two training sessions each of 2hrs duration • Online User manual • Webinars • User Wiki (coming soon)
Ordering and Invoicing process	Orders should be placed by emailing contact@free-rein.net or by calling 01473 810002. Any proposal or quotation is valid for 90 days. Invoices are sent out by email or post, either monthly or annually in advance.
Data restoration / service migration	Database back-ups are taken every four hours and complete machine back-ups are taken daily and stored off-site. In the event of the loss of an individual customer's website at the data centre, restoration can be achieved within 1-2 hours, during support hours. In the event of total loss of the data centre, restoration from the backups to an alternative location within the Pulsant/C4L network can be achieved within 4-8 hours. However off site restoration will only be on a best efforts basis. Free Rein can offer a dual location service for seamless failover on application. For information about service migration please see the entries about On-boarding / Off-boarding process and Data Extraction / Removal
Termination Terms	E-mail Broadcast System (EBS) can be cancelled by the consumer given 30 days written notice of any intention to terminate the service; subject to a minimum 3 month contract. Free Rein can offer campaign period based solutions. Content Management System (CMS) and Event Management System (EMS) can be cancelled by the consumer given 30 days written notice of any intention to terminate the service; subject to an initial minimum 12 month contract as standard terms. The supplier can cancel the service given 90 days written notice.
Accessibility and Browser Compatibility	**Accessibility:** The Free Rein E-mail Broadcast Systems (EBS) is designed to exceed WCAG 2.0 – Level 2 where a public facing site is part of the solution. It is compatible with assistive technologies such as Browse Aloud. **Browsers Compatibility:** The CMS will deliver a consistent user experience across a range of currently supported browsers including Internet Explorer 7+, Firefox, Opera, Chrome. Sites can be built to earlier browser compatibility if required. Free Rein aim for responsive designs in all new sites where possible and will quote a separate element to achieve this where the design is more complex.
Pricing	**Set-Up:**

Service options:	Service	On-boarding	Price

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Standalone - No Micro Website	£25 PCM *	1 – 2 days @ £790 **	£790 - £1580
Basic – Micro Website	£50 PCM *	3 – 5 days @ £790 **	£2370 - £3950
Enhanced – Micro Website	£100 PCM *	6 – 8 days @ £790 **	£4740 - £6320
Bespoke	Call	Call	

* This figure includes a monthly allowance of £25 toward e-mail costs

** These are estimates based on our experience of the time needed to implement a typical Standalone, Basic and Enhanced EBS. More complex applications may cost more to implement but will not normally impact monthly charges.

*** Setting up an SMS gateway is an additional £190.

Support:

Package	Cost
Standard: 8:30am - 5.30pm, Monday to Friday (excl. Public Holidays)	£90 per hour
Enhanced: 24x7 – subject to separate agreement	£800 PCM

Training:

Package	Cost
1/4 day administrator – typically one session of 2hrs *	£180
Subsequent training*	£90 per hour

*plus travelling if relevant. Alternatively webcasts can be used for follow-up training.

E-Mail and SMS:

E-mails sent per month ****	Cost pence per E-Mail
Up to 1000	2.00
Over 1000	1.70
Over 2000	1.45
Over 3000	1.23
Over 5000	1.00
Over 10000	0.85
Over 30000	0.70
Over 50000	0.60
Over 100000	0.50
Over 150000	0.43
Over 200000	0.35
Over 250000	0.30
Over 500000	0.25
Over 1000000	0.20
SMS	6p per message

**** - Cost based upon e-mails up to 100KB in size

Consumer Responsibilities	Consumer need to comply the Section 5 as outlined in the Terms and Conditions – November 2012

Open Standards supported and documented?	See Open Source Software Used section
Open source software used and documented?	We use the latest, stable and tested versions of open source software, where relevant, in our solutions. Core data centre • **Debian Linux** • **Apache** • **MySQL** • **PHP** Additional CMS elements • **Image Magick.** The EMS uses ImageMagick to convert and resize images for use as EO or Event logos and within the editor for website content. • **Diff (GNU Utilities).** Diff is part of the GNU Diffutils package. It calculates the differences between two files and outputs those differences in a line by line in a number of formats. It is used in the EMS to support the comparison of event versions. • **Clam AV.** ClamAV is used within the EMS for virus checking user uploaded files. EOs and Super Admins may load a file into the media library where it is quarantined until ClamAV scans and releases the file for use. • **DOMPDF.** An HTML to PDF converter. • **TinyMCE.** Standard editor used in CMS, EMS and Email broadcast • **jQuery.** A multi-browser JavaScript library designed to simplify the client-side scripting
Search	Content fields are indexed independently of each other allowing for fine grained searches using multiple criteria across any number of fields Possible search criteria include: • free text (including phrases, wildcard matches, plural/singular alternatives) • boolean conditions • ranges (both numeric and date based) • geocoordinate proximity (optionally with postcode or preset location lookup) • generic meta (owner, creation date, modification date, publication date) Results of searches can be sorted using any combination of indexed field data, generic meta or by relevancy (word frequency).

3   Service Description – Cross Reference

Name	Section Ref	Free Rein Value
General: Service Name		Free Rein – Email Broadcast System (EBS)
General: Unique ref		n/a
IA: Accreditation status		Event Finder – Penetration Tested to IL3. RBS – Penetration Tested to IL1/2 (though application would pass IL3)
IA: Accreditor		None
IA: If local accreditor, contact details		None
IA: If local accreditor, organisation		None
IA: Impact Levels service accredited to (actual/target)?	G16	IL0 as Standard. IL1/2 achieved for RBS. IL3 achieved for Event Finder project. (Free Rein hosting is IL2 compliant max though)
General: Service Description	G17	Yes - see online
General: Service Deployment Model(s) offered?	G18	Hybrid
General: Networks the service is connected to (directly)?	G19	Internet
General: 'API' access available, documented and supported?	G20	Yes – Enhanced system APIs easily built to meet client specific needs. No – Standalone system. Demonstrations available.
General: Open Standards supported and documented?	G21	No – Free Rein CMS
General: Open source software used and documented?	G22	Yes – Debain Linux, MySQL, Apache, PHP, TinyMCE, Image Magick, DOMPdf, JQuery, Clam AV, DIFF
Unit Price	G23	£790 per day
Price: Units/Interval?	G24	GBP/Per Day
If your service has a resource element, please attach a priced SFIA table	G25	n/a
Srv Mgt: On-boarding process e.g. moving on to the service?	G26	Yes – matched to client needs
Srv Mgt: Off-boarding process e.g. moving off the service?	G27	Yes – matched to client needs
Srv Mgt: Data extraction/removal criteria met?	G28	Yes – matched to client needs
Srv Mgt: Data processing and storage location(s) - Country	G29	GBR
Srv Mgt: Data location option can be defined by user?	G30	No
Srv Mgt: Data centres adhere to EU Code of Conduct for Ops?	G31	Yes
Srv Mgt: Data centre tier?	G32	Tier 2 – Uptime Institute
Srv Mgt: Support boundaries/interfaces	G33	Yes

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Name	Section Ref	Free Rein Value
documented?		
Srv Mgt: Service roadmap provided?	G34	Yes and enhanced by client development needs
Srv Mgt: Performance attributes defined and documented?	G35	Yes
Srv Mgt: Backup & Disaster Recovery?	G36	Back-ups are 4, 12 and 24 hourly onsite and offsite and encrypted. Offsite in UK only. Disaster recovery plans in place for cluster and infrastructure loss through redundancy. Total loss of data centre implements plans to shift to alternate C4L location (currently Enfield) with 4 hour activation for VM with cluster implementation within 24 hours.
Srv Mgt: Is a support service provided and documented?	G37	Yes – direct telephone and email contact to key managers as support as well.
Srv Mgt: 'Real time' management information available?	G38	Yes
Srv Mgt: Self service provisioning/de-provisioning?	G39	No
Srv Mgt: Time for provisioning/de-provisioning documented?	G40	Yes
Srv Mgt: Service Desk can be used by 3rd party suppliers?	G41	Yes
Commercial: Unit based pricing model?	G42	Yes – per hour/day
Commercial: Aggregated billing options?	G43	Yes
Commercial: Minimum Contract Period?	G44	E-Mail Broadcast System (EBS) - 3 Months – Services. 1 Months' notice. 12 Months – Content Management System (CMS) & Event Management System (EMS). 1 Months' notice.
Commercial: Free option?	G45	No
Commercial: Trial Option?	G46	Yes – 1 Months access to demonstration site
Commercial: Termination costs?	G47	No – Need to give 30 days' notice
Commercial: Supplier contract terms jurisdiction?	G48	England
Commercial: Payment Options?	G49	Purchase Order for Cheque or BACS payment
Current Impact Levels the service is accredited to by the public sector?	G52	None
Education Pricing?	G53	No
Information Principles for the UK Public Sector supported and documented?	G54	The Free Rein CMS is capable of supporting all seven principles, however, the actual level of support will be dependent upon the specific features adopted for each
Government ICT Strategy and Greening Government ICT Strategy supported and documented?	G55	The Free Rein CMS is capable of supporting all seven principles, however, the actual level of support will be dependent upon the specific features adopted for each

Name	Section Ref	Free Rein Value
SaaS: Categorise your service.	3.1	SaaS, Unlisted, CMS, Geo Search, Search, Polls / Surveys, Forms, Analytics, User Alerts, Monitoring, Accessibility Tools, Identity Services, Agile, Antispam, Gamification
SaaS - Client: Web browser interface ?	3.2	Primary
SaaS - Client: Supported web browsers?	3.3	IE7, Firefox, Opera, Safari, Chrome. All new sites aimed to have responsive design for access from smart phones (subject to any design limitations)
SaaS - Client: Details of other thin client modes documented?	3.4	Yes
SaaS - Client: Other client software documented?	3.5	Yes
SaaS - Client: Smartphone / Tablet Access?	3.6	Yes
SaaS - Client: Off-line working & synching?	3.7	No
SaaS - General: Attachment support?	3.8	Yes
SaaS - General: Anti-virus protection?	3.9	Yes
SaaS - General: International Language Support ?	3.10	Yes
SaaS - General: Workflow facilities?	3.11	Yes
SaaS - General: Importable taxonomy?	3.12	Yes – mixed process
SaaS - General: Folksonomy support?	3.13	Yes
SaaS - General: Taxonomy facilities?	3.14	Yes
SaaS - General: Plug-in / extension ready?	3.15	No – Free Rein CMS
SaaS - General: Plug -in / extension marketplace?	3.16	No – Free Rein CMS
SaaS - General: Syndication?	3.17	Yes
SaaS - General: Native search?	3.18	Yes
SaaS - General: Support of bulk input/export of data in standard formats?	3.19	Yes – mixed process
SaaS - General: Link Management?	3.20	Yes
SaaS - Continuity: Separated environments: Publishing / Editing / Search?	3.21	No
SaaS - Continuity: Caching?	3.22	Yes – Offsite, Local – GBR. DPA Compliant Locations for Non Secure content only
SaaS - Ident/Personalise: Integration with Identity Systems?	3.23	No
SaaS - Ident/Personalise: User profile page?	3.24	Yes

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Name	Section Ref	Free Rein Value
SaaS - Ident/Personalise: Comment on item?	3.25	Yes
SaaS - Comms: Instant Messaging?	3.26	Yes – chat and 3rd Party Tools
SaaS - Comms: eDiscovery?	3.27	Yes
SaaS - Comms: Migration Tools Available?	3.28	Yes – Mix of Tools and Bespoke Scripts
SaaS - Comms: Video Conferencing?	3.29	No
SaaS - Comms: Social Networking?	3.30	Yes
SaaS - Comms: Social Networks?	3.31	Yes – Linked In, Twitter, Facebook and others
SaaS - Comms: Calendars?	3.32	Yes
SaaS - Comms: Contact Management?	3.33	Yes
SaaS - Comms: To Do Management?	3.34	No
SaaS - Content: Solution provides Blogging capabilities?	3.35	Yes
SaaS - Content: Solution provides wiki capabilities?	3.36	No
SaaS - Content: Solution provides forum capabilities?	3.37	Yes
SaaS - Content: Solution provides content rating capabilities?	3.38	Yes
SaaS - Content: Solution provides content recommendation capabilities?	3.39	Yes
SaaS - Content: Solution provides social media sharing e.g. tweet this?	3.40	Yes
SaaS - Content: Solution provides automated stop word filtering?	3.41	Yes
SaaS - Un-listed service: How would you categorise the service e.g. Social Media etc?	3.42	Yes - see online
SaaS - CMS: CMS's Offered?	3.43	Other - Free Rein – E-mail Broadcast Systems (EBS).
SaaS - CMS: Part of an integrated collaborative tool set?	3.44	Yes
SaaS - Email / Gateway: Typical email services i.e. create, send, receive and store?	3.45	Yes - Only as part of the Integrated E-Mail Broadcast System and e-Newsletter System. Tool can Create and Send, Receive is only for Bouncebacks, Unsubscribes and Failures. CMS extensions allow incoming email and SMS with responses
SaaS - Email / Gateway: Part of an integrated collaborative tool set?	3.46	Yes
SaaS - Email / Gateway: Client Standards?	3.47	POP, IMAP, SMTP
SaaS - Email / Gateway: Client software required?	3.48	No

Name	Section Ref	Free Rein Value
SaaS - Email / Gateway: Client side server support?	3.49	Yes - All email templates are tested through the full set of email clients • Android • Android 4.0 • AOL Mail (Firefox) • AOL Mail (Explorer) • Apple Mail 4 • Apple Mail 5 • Apple Mail 6 • BlackBerry 4 OS • BlackBerry 5 OS • Gmail (Chrome) • Gmail (Explorer) • Gmail (Firefox) • Hotmail (Chrome) • Hotmail (Explorer) • iPad • iPhone 3GS • iPhone 4S • Lotus Notes 7 • Lotus Notes 8 • Lotus Notes 8.5 • Outlook.com (Firefox) • Outlook 2000 • Outlook 2002/XP • Outlook 2003 • Outlook 2007 • Outlook 2010 • Outlook 2011 • Outlook 2013 • Outlook.com (Chrome) • Outlook.com (Explorer) • Symbian Thunderbird • Thunderbird 3.0 • Windows Phone 7
SaaS - Email / Gateway: Archiving?	3.50	No
SaaS - Email / Gateway: Anti-spam features?	3.51	No
SaaS - Email / Gateway: Retention policy defined?	3.52	No
SaaS - Email / Gateway: Ability to export a secure copy of a single mailbox?	3.53	No
SaaS - Email / Gateway: Standard mailbox size (GB)?	3.54	n/a
SaaS - Email / Gateway: Active sync support?	3.55	No
SaaS - Email / Gateway: Group Mailboxes / calendars?	3.56	No
SaaS - Email / Gateway: SMS Gateway?	3.226	Yes
SaaS - Email / Gateway: Fax Gateway?	3.227	No
SaaS - Email / Gateway: Secure	3.228	No

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Name	Section Ref	Free Rein Value
routing?		
SaaS - Email / Gateway: Central directory?	3.229	No
SaaS - Email / Gateway: 'Virtual Drive' file storage?	3.230	No
SaaS - Email / Gateway: Central directory be federated across suppliers?	3.231	No
SaaS - Search: Indexes, presenting result based on criteria?	3.57	Yes
SaaS - Search: Part of an integrated collaborative tool set?	3.58	Yes
SaaS - Search: Types?	3.59	Many search options including:- • free text (including phrases, wildcard matches, plural / singular alternatives), • boolean conditions, • ranges (both numeric and date based), • geocoordinate proximity (optionally with postcode or preset location lookup), and • generic meta (owner, creation date, modification date, publication date)
SaaS - Search: Input support such as: 'did you mean'?	3.60	Yes – optional service – e.g. Post Town
SaaS - Search: Importable taxonomies / thesauri?	3.61	Yes – optional service
SaaS - Search: End user definable result ranking?	3.62	Yes – sortable
SaaS - Search: Result page look and feel control?	3.63	Yes – branded style sheets
SaaS - Search: Personalization eg result display prefs?	3.64	Yes
SaaS - Search: Index video & image content?	3.65	Yes – can add meta data to Media Library
SaaS - Geographic Search: Displays location of data points on map?	3.66	Yes
SaaS - Geographic Search: Results based on location of data items?	3.67	Yes
SaaS - Geographic Search: Part of an integrated collaborative tool set?	3.68	Yes
SaaS - Geographic Search: Based on relative properties of items?	3.69	Yes
SaaS - Geographic Search: Boundary data included e.g. post codes?	3.70	Yes
SaaS - Geographic Search: Provides directions between 2+ points?	3.71	No
SaaS - Geographic Search: Formats results suitable for print?	3.72	Yes

Name	Section Ref	Free Rein Value
SaaS - Geographic Search: Can use current location of user data?	3.73	Yes
SaaS - Geographic Search: 'Close to here' type features?	3.74	Yes
SaaS - Geographic Search: Route planning?	3.75	No
SaaS - Poll/Survey: Access control by user?	3.76	Yes
SaaS - Poll/Survey: Records and displays user responses?	3.77	Yes
SaaS - Poll/Survey: Part of an integrated collab tool set?	3.78	Yes
SaaS - Poll/Survey: Can be syndicated?	3.79	Yes - Buzzled
SaaS - Poll/Survey: Access can be restricted?	3.80	Yes
SaaS - Poll/Survey: Responses may be displayed graphically?	3.81	Yes
SaaS - Poll/Survey: Authorised users view individ responses?	3.82	Yes
SaaS - Forms: Displayed and completed online?	3.83	Yes
SaaS - Forms: Part of an integrated collab tool set?	3.84	Yes
SaaS - Forms: May be edited/tested before publication?	3.85	Yes
SaaS - Forms: May be completed off line and submitted later?	3.86	No
SaaS - Forms: Standard elements may be created and re-used?	3.87	Yes
SaaS - Forms: User may set security for individual forms?	3.88	Yes
SaaS - Forms: May be pre-populated with user local held data	3.89	Yes
SaaS - Forms: Real time record checking supported?	3.90	Yes
SaaS - Forms: Can be part completed and saved by a user?	3.91	Yes
SaaS - Forms: Are formatted for local printing?	3.92	Yes – can support PDF & Print
SaaS - Forms: May be locally saved by a user e.g. as a pdf?	3.93	Yes as PDF
SaaS - Forms: End user self registration ?	3.94	Yes
SaaS - Alerts: Register for alerts delivered electronically?	3.102	Yes
SaaS - Alerts: Part of an integrated collaborative tool set?	3.103	Yes
SaaS - Alerts: Can use user profiles held on external sys?	3.104	No
SaaS - Alerts: End-users may edit their profile ?	3.105	Yes

Name	Section Ref	Free Rein Value
SaaS - Alerts: End-users may create muti-factor alerts?	3.106	Yes
SaaS - Alerts: Users may create alerts for future date/time?	3.107	Yes
SaaS - Service Analytics: Capture, store, analyse and display metrics related to online services and / or users?	3.130	Yes - Google Analytics
SaaS - Service Analytics: Solution captures data such as: page impressions, unique users, downloads, entry and exit pages?	3.131	Yes - Google Analytics
SaaS - Service Analytics: Does your service captures data such as: page impressions, unique users, downloads, entry and exit pages?	3.132	Yes - Google Analytics
SaaS - Service Analytics: Users can create reports (inc graphical)?	3.133	Yes - Google Analytics
SaaS - Service Analytics: Solution allows 3rd party data audit?	3.134	No
SaaS - Service Analytics: Ranking/comparison against comparators?	3.135	No
SaaS - Service Monitoring: Monitors and reports sys/apps/devices	3.136	Yes - Free Rein only
SaaS - Service Monitoring: Server hardware?	3.137	Yes - Free Rein only
SaaS - Service Monitoring: Network hardware?	3.138	Yes - Free Rein only
SaaS - Service Monitoring: Network Traffic?	3.139	Yes - Free Rein only
SaaS - Service Monitoring: Virtual instances ?	3.140	Yes - Free Rein only
SaaS - Service Monitoring: Applications?	3.141	Yes - Processes, Mail Queue, Database Performance etc.. Free rein only
SaaS - Service Monitoring: VoIP?	3.142	No
SaaS - Service Monitoring: Web sites / URLs?	3.143	Yes - Free Rein only
SaaS - Service Monitoring: User configurable thresholds?	3.144	Yes - Free Rein only
SaaS - Service Monitoring: SNMP support?	3.145	Yes - Free Rein only
SaaS - Service Monitoring: Agent based monitoring?	3.146	Yes - Free Rein only
SaaS - Srv Monitoring: Alerting?	3.147	SMS & E-mail
SaaS - Service Monitoring: Alerting?	3.147	Yes - SMS / email. Free Rein only
SaaS - Service Monitoring: Graphical reporting?	3.148	Yes - Numerous reports available. Free Rein only

Name	Section Ref	Free Rein Value
SaaS - Enterprise Resource Planning (ERP): eCommerce?	3.162	Yes
SaaS - Enterprise Resource Planning (ERP): Other?	3.163	Yes - Event Management, 360 Degree Appraisal, Job Application, Internal Communications
SaaS - End User Device Services: Presentation layer types you provide?	3.164	Yes - Web Browser Presentation, Additional APIs such as RSS
SaaS - End User Device Services: Devices the presentation layer can be consumed on?	3.165	Yes - Desktop PC, Laptop PC, Tablet, Smartphone, Kiosk
SaaS - Accessibility: Type?	3.191	Yes - W3C AA & AAA complaint webpages, Screen Reader support
SaaS - Accessibility: Verbosity controls?	3.192	No
SaaS - Accessibility: Languages supported?	3.193	Free Rein E-mail Broadcast Systems (EBS) supports multilingual website content using a UTF-8 character set. The BrowseAloud Screen Reader can translate into five languages: English, Spanish, French, German and Italian
SaaS - Agile: Methodologies supported?	3.194	Prince2 - Waterfall, SCRUM - Iterative
SaaS - Agile: Bug Tracking?	3.195	Bugzilla and Active Collab help desk software used for all development, project and support tasks
SaaS - Agile: Integration with development / code management tools?	3.196	Tortoise Subversion SVN used for all software releases.
SaaS - Agile: Integration with specific code management tools?	3.197	Tortoise Subversion SVN used for all software releases.
SaaS - Agile: Part of an Integrated Development Environment?	3.198	Yes
SaaS - Agile: Role based security?	3.199	Yes
SaaS - Anti-spam and/or CAPTCHA: Approximate Number Spam patterns matched?	3.200	Yes - Free Rein use the Recaptcha Service
SaaS - Anti-spam and/or CAPTCHA: Pattern update frequency?	3.201	n/a
SaaS - Anti-spam and/or CAPTCHA: Quarantine?	3.202	Yes
SaaS - Anti-spam and/or CAPTCHA: Email alert?	3.203	Yes
SaaS - Anti-spam and/or CAPTCHA: Accessibility options?	3.204	Yes
SaaS - Anti-spam and/or CAPTCHA: Type of accessibility option?	3.205	Yes
SaaS - Anti-spam and/or CAPTCHA: Mechanic?	3.206	Yes - Screen Reader - image & text Speach options

Name	Section Ref	Free Rein Value
SaaS - Gamification: Widgets?	3.207	Yes
SaaS - Gamification: Social Media integration?	3.208	Yes
SaaS - Gamification: Social Media?	3.209	Yes - Facebook Buzzeled Tabs
SaaS - Gamification: Badges?	3.210	No
SaaS - Gamification: Leader board?	3.211	Yes
SaaS - Gamification: Analytics / dashboard?	3.212	Yes
SaaS - Identity Services: Identity Provision?	3.232	Yes
SaaS - Identity Services: Identity Authentication?	3.233	Yes
SaaS - Identity Services: Identity Attribution?	3.234	Yes
SaaS - Identity Services: Registration and Enrolment?	3.235	Yes
SaaS - Identity Services: Delegated Administration to client?	3.236	Yes
SaaS - Identity Services: Multifactor Authentication Standards?	3.237	Yes - RSS and Other (e.g. IP Address Range)
SaaS - Identity Services: Identity exchange protocol SAML 2.0?	3.238	No
SaaS - Identity Services: Support protocol conversion between SAML 2.0 and other protocols?	3.239	No
SaaS - Identity Services: What protocols do you convert between e.g. SAML 2.0, Shibboleth	3.240	n/a
SaaS - Identity Services: Does the service include a Policy Store (for meta-data etc):	3.241	No
Supplier: Company Number	n/a	05236270
Supplier: Contact Email	n/a	contact@free-rein.net
Supplier: Contact Name	n/a	Jeff Hume
Supplier: Contact Phone	n/a	01473 810002
Supplier: Registered Address (Line 1)	n/a	Hadleigh Enterprise Park
Supplier: Registered Address (Line 2)	n/a	Crockatt Road
Supplier: Registered Address City	n/a	Hadleigh
Supplier: Registered Address Country	n/a	UK
Supplier: Registered Address Post Code	n/a	IP7 6RJ
Supplier: VAT Number (if relevant)	n/a	GB784 9143 88

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Name	Section Ref	Free Rein Value
Supplier: Website	n/a	http://www.free-rein.net
Unit of Purchase Quantity	n/a	1

Appendix A   Solution Overview

Basic Functionality

A fairly standard implementation of a Free Rein solution would give you the following functionality (we have highlighted a number of optional, related items). This is not a limited list and any variations or specific needs can be met, and at quite reasonable costs.

Content storage
Full content managed website
    Standard website content and display (text, links, images, media etc)
    Full site search - including inside PDF, Word documents
    Forms and questionnaires – data capture and/or email results
    Polls – instant or deferred results
    Closed user areas - multiple plus self-registration options
    Forums and blogs – moderation option
    Online statistics – including search engine reports
    Toolbar control to directly manage alternate display areas (e.g. advert bars)
Email and SMS broadcast (additional message charges apply)
    Dedicated content library
    Shared content management with website
    Formal sign-off process control on broadcasts
    Detailed response statistics on open, click rates, bounces in real-time
    Optional automated bounce back analysis (> 95% success)
    Optional video email broadcast
    Optional "print" mailer – generates PDF for none email contacts
Full client control, including access control and security
Training typically 2-4 hours and suitable from clerical assistant level

Content storage

Free Rein solutions hold content independently of the channels on which it may be used. The channels are then defined and the appropriate design, branding and display rules are applied to each channel. This means that content can be submitted once and used over again on different channels, in more than one location within a site, in emails etc and only have one copy that needs keeping up to date.

For example a news article with a title, summary and full content may show the title and summary on the home page and full article on click through. An email may use the same title and summary and the click through going to the full article on the website. An SMS message could just use the title and link and an RSS (news feed) service would similarly make the title, summary and link available to visitors news readers.

The system holds a variety of media and content types from articles, multimedia and image files, downloads such as PDF, Word, screensaver files etc and content elements such as data, process control, access control elements etc. The first stage in a site design is to examine the content and how it is required to be held, varieties and then the types of display.

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Content Managed Website

This would offer as much or as little control as you required. Each access group can be entirely controlled by your site administrator(s) – to either the admin site or public. This role could typically be handled by an Admin Officer with basic familiarity with desktop PC applications. The Free Rein training would normally take about 2 hours initially with a follow-up a few weeks later when the more sophisticated features are being tackled.

Administrator Access and Control

The permission based system allows a variety or administrator or contributor levels from full system control right down to allowing a user to submit content for a single area which is only published through editorial sign-off. (The system will support multiple sites from one admin area should the business are clearly partitioned trading arms)

These levels are managed by your administrator and would all normally use the admin side of the site. However, Free Rein have built secondary administration sites for some clients where there is a need for a larger number of contributors to have rigidly controlled access in a simplified area. Some contributors may be restricted to only having access through a closed user area on the public site (similar to expanded forums and blogs) perhaps ideal for regular clients.

Standard website content and display

The system may allow you to control every element of a screen, moving, changing and defining what is displayed in a number of areas. For example www.btintelligentsolutions.com provides the administrator with control over every aspect of each screen with the exception of the company logo. This provides a challenge for the designer in that he/she must design an overall look and feel and then how each element is display in the knowledge that they can be moved or altered.

Content is displayed through a series of designed templates which ensure the brand and are appropriate to the channel being used. In the case of the website this will largely include headings, article and summary layouts, image sizing, positioning, font etc. In emails and enewsletters the template can be designed to allow interchangeable banners, logos, headings, content elements, sign-off etc and merging from a data file or insertion of content to match addressee preferences of profile (if interacting with the Free Rein customer database - CRM).

The sites are fully searchable in both public and administration areas and allow search from within PDF or Word documents which may have been loaded as an archive (old printed newsletters or downloadable material etc). Searching within additional file types may be added. Searching may be run on the full site or within a specific section.

Forms, polls and questionnaires

The customer has the ability to create a number of different interaction methods to gather customer feedback or information. Functionality is provided to check field content (e.g. email address validation or "correct answers") which improves data collect and facilitates processional quizzes. Polls may be configured to only gather opinions for later processing and reports or offer "score so far" immediately after voting. The system allows multiple polls or quizzes at any time.

Questionnaires may be simple multiple choice or free text and as simple or complex as needed. Free Rein have built a 360° Appraisal Solution, as an example, on the base platform that allows the customer to write and configure their own questions, groups and score arrangements whilst still providing a structured reporting and set-up environment. This was developed initially in conjunction with Akenham for Nissan for senior management appraisals and is about to be rolled out international by the Nissan Board in a 5-year management development programme. The system is now used by Norfolk Line, Fortnum and Mason and is being white labelled to other HR organisations.

Closed user groups

Closed user groups are an extension of the access control and the system will support multiple groups down to individual level. This is done by permissioning the user (administrator or visitor) on what they may access. If their profile allows them to access selected content it is this content that is used to populate the template they view through. This may be further extended to show information that matches their personal preferences

or profile where the Free Rein customer profiling database is used. For example a user may be tracked around the site and a profile of their interests gathered for the areas and content visited. The content of a page may then draw on that history and, for example, an appropriate advert, article or alert shown.

Forums and blogs

Forums can be set-up by the customer for specific access groups or site wide. There is control over who may post and a process control of moderation of publishing control may be defined. Initial specification may define whether posters are allowed to add images or other files, how many etc. Threads may then be started by administrators or visitors as permissioned.

Blogs are simple content entry areas where, for example, crew members may post their contributions for site-wide or permissioned groups and individuals to access. We suggest these are done through the public side of the site and kept to a simple level of basic text and an optional image each time. Blog posting may also be submitted to an editor (or group) before being published to the live site.

Email Broadcast

The email system allows the customer a considerable amount of control in developing the elements of any e-communication from simple e-mail, through ezines and e-flyers to complex, interactive enewsletters. Free Rein build templates for each structured communication which allow the customer to select and exchange each element within the email layout from banner through all content to sign-off and data merging. Emails may be sent as HTML or plain text (text emails are reported separately so as not to bias the statistics).

Emails may then be addressed to a loaded data file or a query against the customer/profile database. Full functionality to preview and send test messages as well as test the mailing list for valid format email addresses and may be configured to be sent at a specific time and day. The system also supports email groups to identify campaigns and will report stats against specific emails and bulked for the campaign.

Once the email has been submitted for sign-off the broadcast is tracked to identify successful sends and failures, bounce backs for invalid email addresses from remote servers, out of office replies, open rates and clicks through from the email to any website defined.

SMS Broadcast

The mailing system supports SMS broadcast as well with many of the same features, though scaled to be appropriate to the medium. This feature has become popular amongst government for broadcasting important internal news and updates on emergencies. Mailing can be done from loaded lists or directly from the database where taken and can, with limitations, employ merged data for such items as a salutation or sending user IDs and passwords for later website login.

Ecommerce Overview

Free Rein has developed a comprehensive Ecommerce solution which seamlessly integrates with the CMS. A standardised and familiar approach has been taken to both the basket and order completion steps to ensure customers can quickly and easily complete transactions. With multiple options for payment processing gateways, including PayPoint (our recommended route), Barclays and PayPal, alongside options for bulk discounts, discount vouchers and stock control the Free Rein Ecommerce solution can be tailored to meet a variety of needs.

Partnering with leading transaction handlers has allowed Free Rein to develop a secure, scalable and robust ecommerce solution. By integrating with the CMS the Ecommerce solution has unlimited possibilities as far as product and service management, searching and structuring. The Ecommerce solution has been specifically designed with the ability to incorporate downloadable products (e.g. documents, videos or audio files), event or conference registrations or membership/ subscription based products – all of which can be added to the same basket alongside discounts or custom requirements.

Event Management

Event Management solutions can range widely from a simple form for the visitor, perhaps capped so that only a set number can be completed, through to a full featured system that integrates a customer database, allows selection of a targeted invitation list, collaboration on the list with other administrators (account managers),

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email invitation broadcast and tracking, visitor registration and self-record management (booking references etc), event supporting websites, capped booking limits and reserve list creation, email and SMS reminders and post event feedback forms and response tracking.

Free Rein has built a number of highly featured event management systems used in BT, Intercontinental Hotels Group (Holiday Inn etc) as well as Motorola to run their EMEA sessions – hence supporting a number of European languages within the support and booking sites as well as email broadcast. An extended version of our Events Management solution is also used by Government Digital Services (Part of the Cabinet Office) to provide Business Events Finder, also used by BIS and HMRC, to provide a free event management and advertising service to public and private sector providing events for B2B outside any closed membership organisation.

Appendix B   Hosting

Free Rein standard hosting is on a web server cluster in the Maidenhead Data Centre. This will mean the site sits on a number of shared web servers; keeping costs down while providing service resilience. A web server cluster will typically have half a dozen web servers all running a version of Linux. This means that individual machines, each of which already has redundancy in power, network, storage etc, can be taken out of service without affecting performance of your website.

The web server cluster is supported by data and storage servers (all with redundancy) and redundant load balancers. A diagram of an example cluster is included in the appendices for information. Free Rein can offer multi-location hosting where the website is considered business critical. Just let us know the service levels you require and we would be pleased to quote for the increased levels.

Power

The centre has N+1 PowerWave UPS system and a 2 megawatt on-site substation with diverse power routing. Backup power is from dual 1.6 megawatt generators. Redundancy in main and backup power is carried through directly to the racks and into the machines with dual power supplies.

What is included

An annual fee is charged to cover use of the code, hosting and support. We do not charge for bandwidth until such time as a site justifies its own dedicated allowance which is usually when the site traffic exceeds 0.5MB/s on a consistent basis. Our centre has substantial bandwidth capacity and your traffic can burst in short higher peaks without any penalties. It is highly unlikely that your traffic levels will exceed this.

The support includes unlimited telephone or email user support available during office hours. We anticipate that you may require greater user support in the early months while your administration team is becoming familiar with the extensive range of features. For this reason Free Rein does not cap any support, preferring rather the address any root issues that are causing difficulties.

Response Times

Customer Care is one of the prime values of Free Rein which has helped build an enviable reputation. We aim to be responsive to any customer problem and proactive in addressing threats and weaknesses. Our standard contracted response times are;

Working Hours (Monday to Friday excluding bank holidays from 8.30 am to 5.30 pm)	15 – 60 minutes
Outside Office Hours (Monday to Friday 5.30pm to 8.30 am)	4 hours
Weekends	4 hours
Bank Holidays	6 hours

In reality you will have direct telephone numbers of appropriate Free Rein staff and mobile phone numbers which are usually on 24x7. The clusters are monitored automatically and, as they are shared, you will not need to keep any check on your site.

If your service is considered business critical and you need increased cover out of hours, please speak to us and we can build additional response levels to meet your needs.
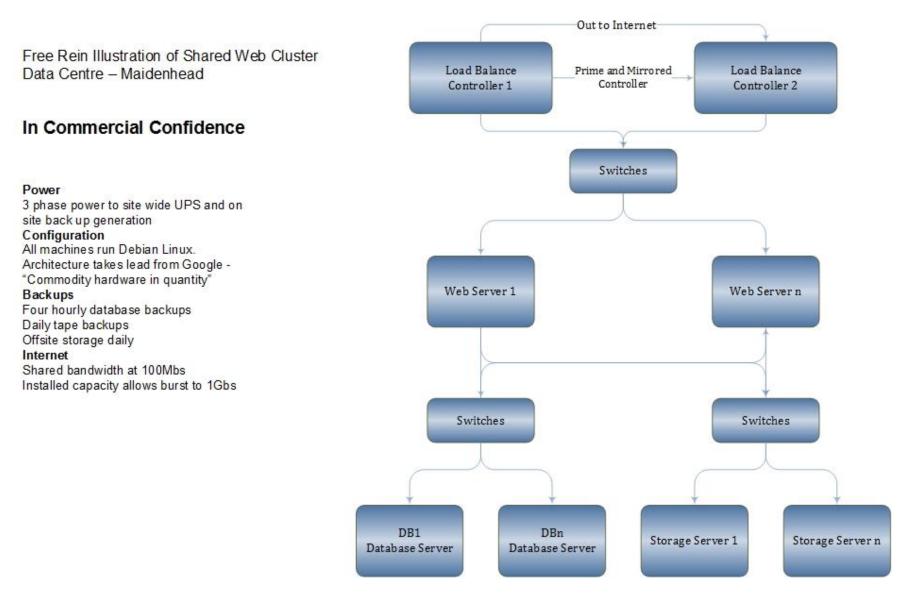
Bandwidth

Where your site traffic demands dedicated bandwidth we will recommend a level to meet your regular traffic levels and allow, again, bursting for occasional peaks. The charging model is an industry standard known as Burstable Billing (or 95 percentile model) and a clear definition can be seen on Wikipedia http://en.wikipedia.org/wiki/Burstable_billing.

This estimate is valid for three months from the date of issue
Additions to the scope of the project/estimate may incur additional charges
All costs are quoted net of VAT and any out of pocket expenses

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This model allows for dedicated bandwidth to be purchased and still be able to burst out to much higher traffic capacities in special circumstances.

Free Rein Illustration of Shared Web Cluster
Data Centre – Maidenhead

In Commercial Confidence

Power
3 phase power to site wide UPS and on
site back up generation
Configuration
All machines run Debian Linux.
Architecture takes lead from Google -
"Commodity hardware in quantity"
Backups
Four hourly database backups
Daily tape backups
Offsite storage daily
Internet
Shared bandwidth at 100Mbs
Installed capacity allows burst to 1Gbs