

FACT SHEET

LAVA: Live, Automated, Virtual Aid – On-line Brochure Builder

LAVA is an innovative CIBIS product that dynamically tailors a personalised electronic brochure about your business, products or services and automatically emails it directly to your prospect or clients.

In-built logic allows the solution to determine what content is presented and all details are stored for later back-end marketing.

LAVA can be tailored to your specific requirements.

Product Benefits

Getting more out of the Internet

The Internet is often the primary means of seeking information and services. Strategic businesses, companies and organisations recognise the benefit of using the Internet as a marketing medium and are beginning to utilise advances in software technology to increase the sophistication of their interaction with their clients.

Often, in order to attract potential clients you need to provide something beneficial in return.

Websites need to be dynamic, up-to-date and evolving to maintain their effectiveness. As Internet use continues to increase, businesses need to stay at the forefront of technology and view their websites as major business tools, not static information sites.

Use your website as a lead generator, not just a simplified information source. It is important to appeal to your market and engage clients and prospects with the information they require to generate a dialogue. LAVA is an electronic version of client service.

Simplifying the challenge

Sometimes, finding the information you want from a website is like attempting to climb Everest without the right set of tools.

Statistics show that you have less than 40 seconds to engage your audience when they access a website. Finding what you want amongst the numerous pages of online information can be a challenge and extremely time-consuming.

People expect more and more resources to be available on line. As people become increasingly Internet savvy and user-friendly with Web 2.0, greater levels of interactivity is required.

You need to provide the right information with the right tools – upfront. By using LAVA, you maximise the potential of your website and give your client what they want, right away.

Dynamic Tailoring

One of the specific benefits of LAVA is that the information provided is tailored specifically to what the individual, client, student etc. wants. From the available fields, the client selects the topic areas and information they desire. Images and photos are also specifically tailored to targeted information fields. This ensures that the entire brochure is personalised and dynamic.



Globally On-line – Language Options

The global use of the Internet and the increasing sense of a borderless business community means that businesses may need to provide various language options. LAVA can be customised to provide a number of language options such as English, Chinese, Japanese and German for example.

LAVA and the International Education Market

Deakin University and The University of Newcastle have recently seen the benefits of LAVA.

For the International Education market, LAVA provides a simple step-by-step process that allows students to filter the information they want to receive from the University. For example, what courses are available, what ranking they need, semester dates, available accommodation and even airport transfers! LAVA is available in a number of languages and has been adapted to be culturally sensitive.

LAVA has been a success and can be attributed to increasing International student enquiries significantly.

And the best thing – it's so simple for you to set up and for your future students to use!



Technical Specifications

LAVA is a web based application custom written for the Internet environment running on SQL server and developed using Microsoft's .Net framework 2.0.

Recommended System Requirements

For users of the LAVA, all you need is an Internet connection running a standard web browser.

CIBIS offers LAVA this as a fully managed and hosted application; however, you may prefer to host the solution yourselves. For the server installation, the following minimum specification is required:

- Processor: A modern processor (at least 1GHz)
- Memory: 1GB or more recommended
- Operating System: Windows Server 2000 or 2003 Standard Edit or later
- Additional Software: Microsoft.Net Framework 2.0
SQL Server 2005 Standard Edition / Developer Edition / Enterprise Edition
SMTP Mail Server

NOTE: Server requirements may vary based upon levels of utilisation. The above specification provides a guide as to required minimum specification.

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