OCEAN RD

Internet Services

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Ocean Road provide the following Internet and Web related Services:

- Domain name registration
- Internet connections (Broadband, Leased Line, Dial-up)
- Website hosting and co-location services
- Website design, and maintenance
- Search Engine registration and optimisation
- E-mail marketing
- E-commerce and secure shopping solutions

Ocean Road is a REDNET Premier Reseller, allowing us to deliver Internet, Web, and networking solutions to satisfy our client's needs with all the backup of REDNET's support and experience.

Founded in 1992 REDNET was one of the first Internet Service Providers (ISPs) in the UK. REDNET specialises in providing small and medium sized companies with Networking, Internet and Web solutions, reducing complexity and providing technology solutions to support their businesses. Its reputation for quality has inevitably extended REDNET's portfolio to blue-chip corporates including: Accenture, KLM, MTV, Nominet, Patak's Foods, RAC and TimeOut Magazine. RedNet have since been acquired by "Opal", which have a long established reputation for outstanding account management and customer service.

In addition to the relationship with REDNET, Ocean Road also offers our own direct Web hosting solutions to add to our portfolio of services and products. Our hosting services include:

- Provision of virtually unlimited Web space (within our standard hosting package).
- Unlimited POP3 e-mail accounts with each domain.
- Unlimited E-mail auto-responders and e-mail forwarders.
- Webmail access (providing access to your e-mail from any Web-browser).
- SMS e-mail alerts (providing Text Messages to mobile phones to alert of e-mails received).
- Options on the use of MS SQL, Access, and MYSQL databases.
- SSL Secure Servers.
- Password protected areas.
- Media streaming.
- Website statistics.

Previous Website Assignments

Ocean Road has developed a number of Websites or 'Web based' solutions for our clients. Some examples include:

Burras Ltd - Civil Engineers

Ocean Road previously provided IT Consultancy services to Burras Ltd, including registering the www.burras.com domain name, and providing Internet Access and E-mail Services. The www.burras.com domain stood with a holding page for nearly a year, but enjoyed an increasing trend of visitors. As a result of this trend, Burras Ltd enlisted Ocean Road to design and build the burras.com Website.

A phased approach to the development was recommended by Ocean Road. Phase 1 provided a design in keeping with the marketing material in use by Burras, detailing information on Burras Ltd, Services offered, and News about Burras Ltd. Phase 2 provides a simple Content Management System (CMS), to allow Burras' staff to update the News pages themselves. Phase 3 provides a contact registration page to allow Burras to collect contact details of visitors, keep them up-to-date with Burras Ltd, and continue to promote the website via e-mail shots.

This phased approach has allowed Burras Ltd to reduce upfront investment, whilst setting out a development plan for the site that provides for growth in line with the business requirements.

The Burras Ltd Website is maintained, and hosted by Ocean Road on our Web Server space.

View the Website at: **www.burras.com**

The Yacht Harbour Association - Trade Association

Ocean Road was approached by The Yacht Harbour Association (TYHA) to review the www.berth-finder.com Website, which they had setup. It was felt that this site was of poor design and a competitor had set up a website, www.berthfinder.com, which was causing confusion to visitors.

A discussion document was prepared for TYHA by Ocean Road examining and presenting options for redesign, renaming, and a strategy for the future development of the site. It took into account services to be provided by the Website and means of funding it.

Ocean Road was enlisted to design, build and host www.BerthSearch.com, which provides a site for Marinas to list their available Berths on and Boat Owners to search for Berths that match their specific requirements.

The site needed to be easy to use and fresh to look at on each visit, so the design incorporated four different colour "themes" selected at random each time the site is visited. The Website presents a different colour scheme and images on each visit, whilst maintaining the same easy to use structure.

Due to the number of Berth listings and changes required regularly on the Website, Ocean Road provided a custom built "Content Management System" (CMS) to allow TYHA to maintain Berth and Marina listings, and update the text content on the various pages on the Website themselves.

BerthSearch.com is now well entrenched within the Search Engines, so it is easily found by Boat Owners who are hunting for a Berth on the Internet. Importantly, BerthSearch.com rates well above the competition site www.berthfinder.com in the Search Engines, allowing it to quickly become the site of choice when searching for available Berths.

The BerthSearch Website is maintained, and hosted by Ocean Road on our Web Server space.

View the Website at: **www.berthsearch.com**

Blaireaus - Restaurant

Careys Manor Hotel in the New Forest, Hampshire contracted Ocean Road to design and build a Website for their French Restaurant located in the grounds of the hotel.

Key issues for the design included ensuring the Website conformed to the current branding used within the Restaurant and on marketing materials, and providing up to date information on News and Events when visitors first view the site. As News and Events are added to the Website the next event and the most recent News item are automatically displayed on the Home page, with previous Events, forthcoming Events and all News stories being displayed on the News and Events page.

Marketed as a French Restaurant, Blaireaus was keen for the site to be available in both English and French versions, so the Website was designed to operate in both languages, providing visitors the choice.

Also of importance was the inclusion of images of the Restaurant to allow visitors to obtain a feel for the surroundings when visiting the Website. Ocean Road visited Blaireaus to take a number of photographs for inclusion on the Website and to supplement the stock photographs, which Blaireaus had had previously commissioned.

A custom built "Content Management System" (CMS) was designed and provided to Blaireaus to allow their staff to up date News, Events, Menus, and other text items on the Website. The CMS allows updates to be completed without any knowledge of Website design. It also reduces the running costs, as Blaireaus is not dependant on Ocean Road to carry out updates.

View the Website at: **www.blaireaus.com**

Amok Productions - Performing Arts

Amok Productions is a combined arts group, based in London, which produces theatre using text, choreography, film, live music and puppetry. They make innovative performances for a wide range of audiences.

Ocean Road was enlisted by Amok Productions to design and develop a Web-based contact management system to cater for remote workers requiring access to Amok's contact records. Following the success of this project, Amok enlisted Ocean Road to review, redesign, and redevelop their Website.

A key requirement of the new site was the ability for it to update the Contact database automatically when visitors registered their details on the site. This has reduced the workload of receiving registration e-mails and entering them manually into the Contact database. Now Amok Personnel are alerted by e-mail that a Website registration has taken place, and they only need to review the registration within the database so they can send out requested information quickly and efficiently.

The Amok Productions Website and related Web based contact management system is maintained, and hosted by Ocean Road on our Web Server space.

View the Website at: **www.amokproductions.co.uk**

Lynton Blake - Artist

Ocean Road was enlisted by Southampton based artist Keith Blake to design and develop lyntonblake.co.uk - a Website to display and promote his wide range of artwork.

A high priority in the design is that it remains fresh, with regular changes on the Home page to entice visitors to return, and also to provide an opportunity for visitors to view different artwork on each visit solely by visiting the home page. This was achieved by providing a "Featured Print or Painting" on the Home page, changed on each visit to the site. As artwork is added to, or removed from the site, the number of items available to view is updated and displayed on the Home page automatically.

Since going live the Website has been visited by viewers from countries including Canada, France, Greece, Israel, India, Malaysia, Singapore, South Africa, Ukraine, USA, and as far reaching as Australia and New Zealand. This has provided a much wider exposure to Blake's artwork, which without the Website, would be much more difficult for an artist without a global reputation.

The Lynton Blake Website is maintained, and hosted by Ocean Road on our Web Server space.

View the Website at: **www.lyntonblake.co.uk**

Jersey Harbours - Government Body (States of Jersey)

Whilst subcontracting for Metoc plc on the installation of a Marina Management System for Jersey Harbours, Ocean Road developed an "Intranet" based reporting and search tool – "MIDASWeb"

Jersey Harbours had some specific reporting and search requirements, which were not catered for by the Marina Management System in the format required. They also needed to provide access for other stakeholders to data stored in this system without providing access to the full Marina Management System. A key requirement was the need to provide a very simple and easy to use tool so that minimal or no training was required.

Since its conception, MIDASWeb has continued to grow as users have seen what is possible, and how information can be easily delivered to them in formats specific to their individual requirements. The system is also being actively used by Search and Rescue operations, providing a search tool for boats that have visited the island and stayed at Jersey Harbours.

MIDASWeb is maintained and continues to be developed by Ocean Road.