

# Go online

# School Websites

# Parent Websites

# Alumni Websites

# It's all web to us!

Unleash the power of your network with our proven web solution.

As the education sector becomes increasingly competitive, how can you stand above the rest?

Your parents and alumni are being bombarded with high-quality communications from alumni associations, charities, professional societies and local associations. You are competing for their attention and, parent or alumnus, they are demanding more for their fees.

The Internet is the perfect tool for making the most of your community. It's the ultimate network to make the most of your own network.

You're not in the business of developing Internet software. We are, which is why we've put together a complete

web-based membership management solution to help you take your community of parents, pupils and alumni online.

Used by schools, colleges and companies to manage their communities, it's a proven, cost effective solution which makes it quick and easy for you to connect with your network online.

Through a simple interface you can update your website, email a specific group of members, manage relationships and much more!

Leave us to worry about the technical details so you can get on with making the most of your community. Powerful email, search and community tools help you to deliver a compelling online experience which keeps your community members coming back for more.

Learn more:

Call 0845 200 2734

Visit [swingdigital.com](http://swingdigital.com)

Email [hello@swingdigital.com](mailto:hello@swingdigital.com)

"We would highly recommend [Swing Digital] to other schools... feedback from alumni has been very positive indeed - they love it and we love using it!"

**Caroline Long**

*Development Director  
St George's College*



Swing Digital build quality web software for school communities. We're passionate about helping schools, colleges and universities make the most from web based technology. Swing Digital, founded in 2000, is based in the seaside city of Brighton whilst working for geographically dispersed clients.

## Selected Clients

Royal Holloway, University of London

Animal Aid

University of Brighton led consortium

The Edmundian Association

Emanuel School

Glenalmond College

"Based upon their talent, professionalism and courtesy, we would have no hesitation in recommending Swing Digital"

Glendower School

St Georges College

St John the Baptist, Woking

Anna Rogers

Website Coordinator

Tonbridge School

Tonbridge School

Worth School

Wycombe Abbey School for Girls

## What can the Swing Digital system do for me?

### Manage Your Website

With the easy integrated content management system you can quickly add content, images and downloads to your site. Through our simple web interface you can control your site with no technical knowledge required.

Delegate control so that colleagues can edit only portions of the site, relieving you from the task of keeping your whole site updated alone.

### Manage Your Members

Use our web-based community tools to collect the most current contact data from your membership. Through our rich-query interface match groups of users to send targeted emails or export details for mail merges.

Generate detailed statistics on all aspects of the system's use so that you can measure how your site is performing.

### Build Your Community

Integrated right into our membership system are a number of fun and easy features to encourage repeated use of your site. These include discussions, group calendar, photo albums, blogs, member news and a fully searchable member directory.

With automated email services the system works hard to keep your visitors returning to your site.

### Security & Privacy

We are fully data protection compliant. We put privacy first as users can choose who sees which fields in their profile.

Member information is stored in an encrypted database. Built on best-of-breed Open Source technologies including PHP, MySQL, Apache and hardened Linux our system is secure and reliable.

### Easy to Run

Our system is a fully managed service. There's no software to install, no server to setup and no upgrades to worry about. That means no extra costs to worry about.

We host and run the system for you in a specialist datacentre. For your peace of mind all upgrades and patches are automatically applied to your system.

### Generate New Funds

With its integral advertising system your Swing Digital site can be a new source of revenue. Our easy web advertising system tracks all the key statistics you need to maximise your revenue.

### Advanced Features

Our software features an advanced data protection and synchronisation system to ensure you always have the latest and most accurate member data.

With support for formats including Data Interchange Format, Comma Separated, vCard and Really Simple Syndication no matter which technology you use there will be a way to plug into your site.

### Optional Features

This is a specially priced education package based on Swing Digital's community management platform. You can activate additional features as and when you need them such as e-commerce, internationalisation, advanced surveys and recruitment tools.

### The Proven Solution

Our technology platform has been in commercial use for the last 10 years. It currently runs on over 20 live sites. It's a proven, reliable solution.

## Pricing

Our system is a hosted package which is delivered in two phases. The first consists of installation, site design, data-import and training. The second phase is ongoing development and support.

### Installation

Setup of a template-based site design and complete system with training.

Alumni or Parents only: £9,995

Unlimited use: £14,995

### Hosting & Support

Includes site and database hosting, unlimited software updates, maintenance and yearly import of leavers. Covers regular backups, technical support, 24/7 monitoring and detailed statistical reporting.

Schools/Colleges: £125/month

Universities: £175/month

### Extras

An original custom design by our award-winning team: £750  
Conversion and import of up to 5,000 existing member records: £460  
Each additional 1,000 records imported: £85

All prices exclude VAT. E&OE. Prices correct at time of printing (March-10)

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