



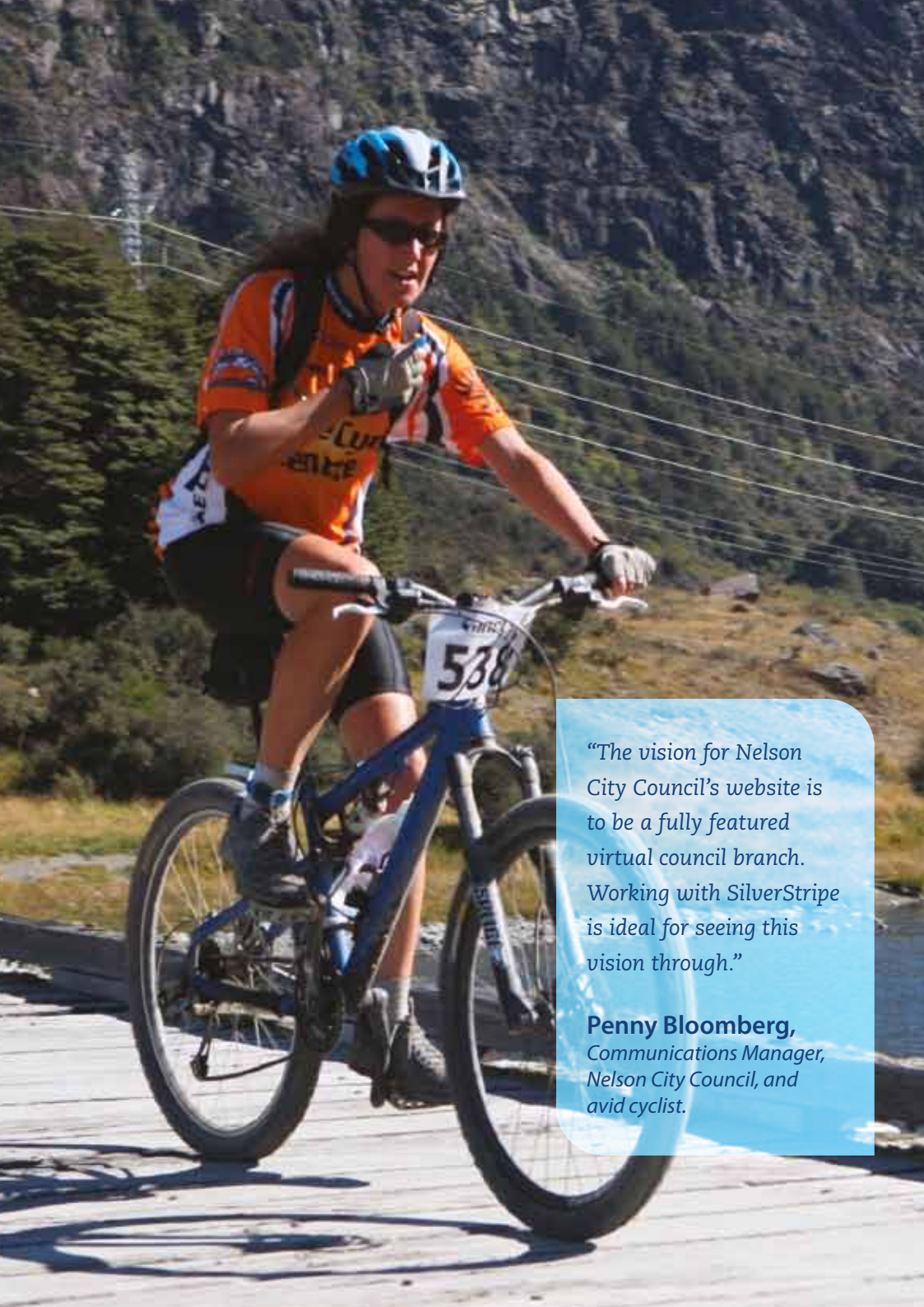
HELPING

YOU

SERVE

KIWIS

BETTER



New Zealand local government and SilverStripe

In the South, council staff dig out snow and attract tourists to some of our country's finest outdoor landscapes. In the Waikato they support the country's major agricultural activity. In urban areas, council staff promote city growth while keeping local residents and the environment happy.

Council staff have some of the hardest and most diverse workloads in the country: you're responsible for libraries, outdoor events, clean streets, the environment, consents, public transport, and the democratic process.

At **SilverStripe** we apply design and technology in order to help the people who work in local government more effectively. More effective at communicating to and engaging with the public. More effective at attracting visitors to your region. More effective at getting council business done. By doing this, councils can become more effective at making New Zealand a truly wonderful place to live. It's something we care about a lot because it fits exactly with our mantra:

Be more human.

"The vision for Nelson City Council's website is to be a fully featured virtual council branch. Working with SilverStripe is ideal for seeing this vision through."

Penny Bloomberg,
*Communications Manager,
Nelson City Council, and
avid cyclist.*

Services & capabilities

SilverStripe is a world-class New Zealand company committed to assisting local government to use the web in order to best serve your rate payers, visitors to your region, and increase internal staff efficiency.

Underlying much of the work we do sits the **SilverStripe CMS**, a world-class software platform made right here in New Zealand. It is designed to enable software developers to efficiently build websites, intranets, and web applications that comply with industry best practices.

“SilverStripe CMS takes the bottlenecks out of updating content on our website. Just hours after launching our new website, we used it to broadcast warnings about the threat of the Samoan tsunami to our region. We’d never done this in the past as it took up to a day for our website to update. Now, we allow dozens of staff to contribute content to the website because it’s so easy to use.”

Brett Sangster,

*Communications Manager, Greater Wellington Regional Council.
gw.govt.nz*

Our services:

- 1 Website/intranet strategy, business analysis, assessments, and audits
- 2 Usability and information architecture
- 3 Visual design
- 4 Website & intranet development
- 5 Integration with other council software applications
- 6 Hosting, end-user support, technical/IT support
- 7 Upfront and ongoing training and documentation

These will help you to:

- 1 Improve internal productivity and working culture
- 2 Make it easier and more efficient for staff to get information to the public
- 3 Lower costs and administration associated with providing public services online
- 4 Make it easier for the public to access council information
- 5 Bring more services, interaction, payments, and rich information online
- 6 Ensure a more professional online brand and web presence

Project work

SilverStripe was used to rebuild the main public-facing council websites for:

Central Hawkes Bay District Council

Gisborne District Council - Winner ALGIM People's Choice Award 2009

Greater Wellington Regional Council

Metlink public transport website - TUANZ Finalist 2010

Horizons Regional Council

Hurunui District Council

Nelson City Council

Southland District Council *(built using Southland internal resources)*

Taranaki Regional Council

Tasman District Council

SilverStripe was used to rebuild the intranets for:

Taranaki Regional Council

Wellington City Council *(in conjunction with internal resources)*

We have previously worked with:

Manukau City Council and Rodney City Council

Outside of the New Zealand local government sector, SilverStripe also developed Australia's busy public transport website, MetlinkMelbourne.com.au. We have also worked extensively with central New Zealand government agencies, private companies including Air New Zealand, and the US Democratic Party campaign, building an official website that withstood millions of visits. We also built the elections2010.co.nz local body elections website.



“SilverStripe CMS enabled us to rebuild the Metlink website as one of the best public transport sites in the world. Other technology would have constrained us.”

Zelda MacKenzie,
Manager Metlink, Greater Wellington Regional Council

Profile

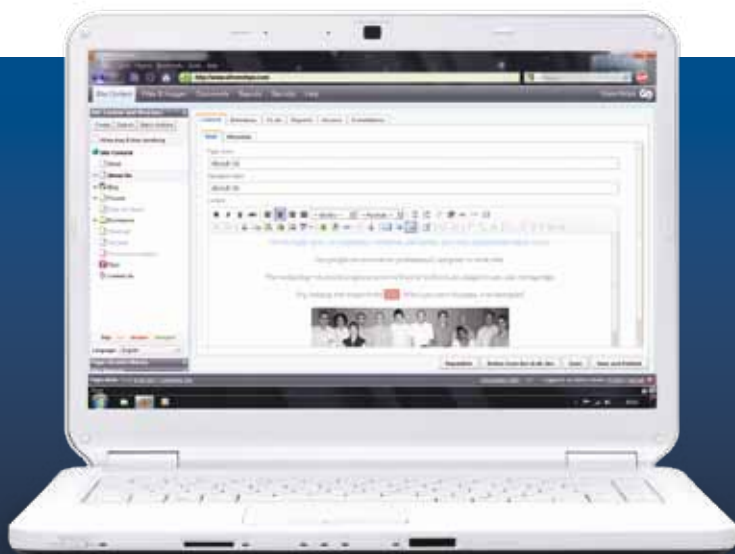
SilverStripe is a New Zealand owned company with 40 staff. Our headquarters are in Wellington and we also have a Melbourne office.

We started in 2000 and have been profitable every year since. Our 2009 revenue growth placed us on the Deloitte New Zealand Fast 50 and Deloitte Asia Pacific Fast 500.

We have built more than 250 websites, intranets, and web applications. We are a service based organisation focused on producing innovative web work.

Our goals when working with local government

Create a community of practice where our local government customers can share the costs, ideas, and deliverables of what we do.



Empower councils that have internal IT resources to develop their own in-depth technical knowledge of web application development and be self-sufficient in our software platform. We do this by making our source code and documentation freely available.

Provide world-class commercial advice, professional services, and support for councils who wish to outsource some or all of their work to our company.

Proactively research and develop ideas, competency, products, and functionality tailored for New Zealand local government.

Support New Zealand local government to innovate and operate at a high standard, enabling continually improving citizen service.

OUR CMS PLATFORM

The SilverStripe CMS gives local authorities a powerful and user-friendly web publishing platform. Our technology allows complete flexibility of design and features for your website or intranet. We can provide all of the commercial services necessary to redesign and rebuild your site, or you can download the software and build it yourself using internal resources. The SilverStripe CMS has a proven track record in running both large and small New Zealand council websites and intranets.

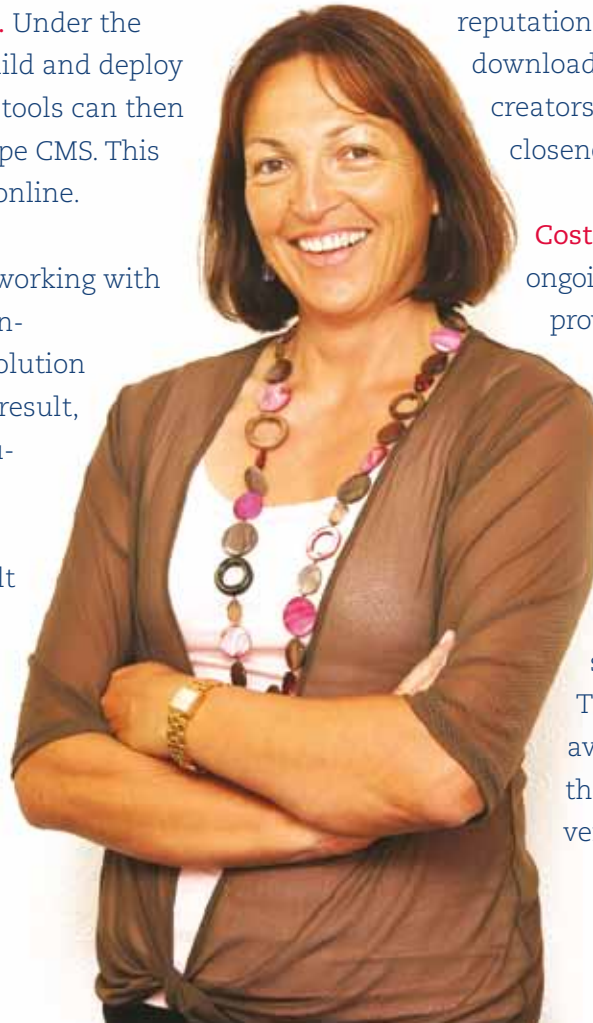
Advantages

The public love it. SilverStripe CMS is designed to make easy work of organising and presenting a wide variety of information in a logical and attractive manner. It offers freedom in terms of visual design, layout, and information architecture. The public can therefore easily browse or search for information, or use RSS or email to have information delivered to them.

Enables online tools, services, and payments. Under the hood, SilverStripe CMS helps developers to build and deploy rich, useful online services. Once built, these tools can then be shared with other councils using SilverStripe CMS. This gives public access to the services they want online.

Makes updating content easy. Every council working with us has told us that SilverStripe CMS offers non-technical staff the easiest and most flexible solution available for updating webpage content. As a result, updating information, links, images, and documents becomes a joy.

Standards-compliant: SilverStripe CMS is built with best practices in mind. It's easy to make your site compliant with e-government and W3C web standards. The software's built-in versioning provides compliance with the Public Records Act.



“Smaller councils can’t afford to allocate large budgets to their website however, they aspire to do all of the things that larger councils offer online. We were extremely pleased with how much we got on a small budget when we revamped our website: great design, online services, and a user friendly CMS.”

Karen Hadfield, *Web Administrator, Gisborne District Council.*

Designed for New Zealand yet of a world-class standard:

Our company and software have a fast-growing international reputation, with overseas partners and over 350,000 downloads to date. You get genuine access to us as the creators of the software and can therefore leverage the closeness of that relationship.

Cost-effective: SilverStripe CMS has neither upfront nor ongoing license fees. Out of the box functionality provides all of the base features that councils need. The modern software architecture makes modifying or upgrading the system efficient and cost-effective.

Reliable and integrates well. The codebase is of high quality and is regularly audited. It works reliably on Linux and is Microsoft Certified to run on Windows. It integrates well with back-end systems that councils use.

The source code and documentation is publicly available. Companies throughout New Zealand and the world can support the system, so there is no vendor lock-in.

SilverStripe Book

A 450 page book on SilverStripe CMS is stocked at bookstores and amazon.com. Visit silverstripe.org/books for more information. A copy of the book is also available for loan from ALGIM. Contact Jason Dawson at ALGIM for information.



Getting in touch

To learn more about how SilverStripe can help your council be more effective, please make contact with:

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Further Information:

Please visit silverstripe.org to learn more and download the software, and silverstripe.com to learn about our company and services.