



OUTSOURCING MAINTENANCE

Reasons why companies should outsource their website maintenance

“ Web Solutions Developed to Perform ”

The following companies use the services of Web Design Magic as their preferred internet development or website maintenance provider.



"Web 2.0 is a term describing the trend in the use of World Wide Web technology and web design that aims to enhance creativity, information sharing, and, most notably, collaboration among users. These concepts have led to the development and evolution of websites in general and in turn generated a new breed of developers"

No longer should it be expected that single developers can create or maintain engaging website experiences effectively. There are simply too many aspects of the industry for a single person to know and fully understand. It's not only about creating websites, but also maintaining them. Designers must be aware of technology trends, new and exciting products, security issues and they must also have access to information to quickly resolve issues when things go bad.

It is simply not cost effective to maintain your website in house. The answer – OUTSOURCE.

Management understands the costs of employing a web designer in their organisation in the form of salaries, but sometimes infrastructure is also overlooked. Each developer will need a high end computer to work from and then there is the issue of software licences, training, support and even backups.

With outsourcing you only pay a discounted rate for the time you use. No costs for salaries, software licences, training and support. Simply a time and materials based fee supported by a Service Level Agreement. No management team should overlook outsourcing their website development and maintenance.



Contact Details

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- Townsville 1300 308 210
- Brisbane 1300 308 210

It is essential to maintain your website on a regular basis. A fresh website encourages visitors to return again and again while a stale website will lead to a decrease in interest and traffic. Consider the following:

- How will you make changes?
- Who will make the changes?
- How long will the take?
- Will they look any good?
- Is there a better way?

Reasons to Outsource

Cost Effectiveness

SME businesses have been outsourcing web designers to develop and maintain their websites for many years. Usually this is because their web presence is minimal and hiring someone full time to maintain these sites is neither economical nor efficient.

Website designers are cost effective, professional and save businesses time and resources, especially if they are contracted on a retainer basis. At Web Design Magic we have Maintenance Contracts that consist of a prepaid service fee, paid monthly and it is bound by the Service Level Agreement for peace of mind.

As our contracts are for one year the hourly rate is reduced from the normal rate. You are paying for a professional designer at close to what you would pay an in house staff member, which makes the arrangement extremely feasible.

Access to a Large Team

By utilizing a maintenance contract you are not only gaining from the professional experience of one website designer, you're also gaining from the team. You have access to our many experts ranging from graphic artists, animators, web designers and developers¹. Web Design Magic has a pool of knowledge in our staff and typically individual website designers consult with the rest of the team to ensure that the customer is getting the best solution for their money.

Training and Certifications

All Web Design Magic staff are trained and certified in their applicable fields. This ensures that you not only get the best solution, but also a solution that considers;

- Current trends and technologies
- Security
- Support

Different Payment Levels

We understand that companies have diverse maintenance needs and to accommodate this we have developed payment levels to suit a variety of business requirements.

- Level 1 – 1 Hour per month
- Level 2 – 2 Hours per month
- Level 3 – 4 Hours per month
- Level 4 – 6 Hours per month
- Level 5 – 8 Hours per month

Additional levels are available upon request.

Service Level Agreement

Our Website Maintenance Service Level Agreement is a service agreement between you, the customer and Web Design Magic, the service provider. This document defines the minimum performance measures at/or above which the service delivered is considered acceptable. This is important as it states that;

- The contract is for one year
- Works can be spread across month
- The charges are monthly
- Works begin within 2 working days
- Support Level time allocations
- Unused time cannot be accumulated
- We supply pro active email reminders
- Telephone/email support

More Information

For more information please visit our website at www.webdesignmagic.com.au or call our sales team on 1300 308 210.

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1. Website Maintenance Contracts exclude programming languages or database development. Additional fees may apply if this service is required.

2. Working hours are outlined in the SLA. Works will begin 99% of the time within 2 working days where possible.



1. Definitions

1.1 "Maintenance Service Fee" shall mean a rate paid by the customer for website maintenance and maintenance related support. This fee is paid monthly. The fee depends on the selection of the maintenance level upon application.

1.2 "Website Maintenance" shall mean basic website changes and additions and does not including Server Side Scripting or Database modifications.

1.3 "Server Side Script" shall mean a program that is processed on the server, before the information ever reaches the user's computer. These programming languages include but are not limited to PHP, ASP and ASP.NET.

1.4 "Term" shall mean the initial (12) twelve month term of Website Maintenance after election by customer.

1.5 "Renewal Term" shall mean any (12) twelve month term of Website Maintenance services elected by customer subsequent to the Term.

1.7 "Software" shall mean any artwork, programs, procedures, rules, and any associated documentation pertaining to the operation of a website. For example a website, Content Management System, 3rd party applications like Forums, Blogs etc.

2. Website Maintenance Agreement Term

The term of this agreement is a (12) twelve month term. The renewal term will automatically start once the term has lapsed unless termination has been received.

3. Website Maintenance Agreement Termination

3.1 The term or renewal term can be terminated as per a 30 day cooling off period after the commencement or renewal date of the agreement. Notice of this termination must be made in writing.

3.2 If the customer terminates the agreement prematurely to its term, then any unpaid Maintenance Service Fee's will be invoiced based on the longest serving level.

4. Amendments to Contract

The Level of your Website Maintenance Agreement can be modified by giving 30 days notice in writing.

5. Customer Responsibilities

5.1 Obligations

The customer agrees to provide Web Design Magic with reasonable access to all necessary personnel to answer any questions about any problems reported by the customer regarding the Software. Customer also agrees to promptly implement all updates provided by either a 3rd party or Web Design Magic if requested.

When requested and necessary, the customer shall provide Web Design Magic in writing a reasonable description of the maintenance required along with any additional information or software required to complete the Website Maintenance.

5.2 Primary Contacts

The customer shall appoint one (1) individual within customer's organization to serve as primary contact between the customer and Web Design Magic and to receive support through Web Design Magic's telephone support center. All of the customer's support enquiries shall be initiated through these contacts and logged internally.

6. Level of Effort

99% of the time Web Design Magic will start works on your Website Maintenance within (2) working days of receiving the request.

7. Error Correction

Upon identification of any Website Maintenance error, the customer shall notify Web Design Magic of such error and shall provide Web Design Magic with a problem report and enough information to reproduce the error. Web Design Magic shall use its reasonable efforts to respond to problem reports.

Web Design Magic shall begin to correct any reproducible Website Maintenance errors in the Software attributable to Web Design Magic with the level of effort commensurate with the error within one (1) business day. Web Design Magic shall not be responsible for correcting any errors not attributable to Web Design Magic.

8. Go Live Policy

No software, error correction or modification will go live on Fridays unless otherwise agreed upon. Support is limited over the weekend and this policy is designed to reduce the risk of critical errors over this period.

9. Increasing charges

The Company may increase the Annual Charge, Normal & Abnormal Hourly Charges as set out in this Agreement by giving 14 days' prior written notice to take effect at the end of the notice period. In such an event, the Customer may terminate this Agreement before the end of the said notice period by a written notice to the Company.

10. Web Design Magic Contact Information

Website Maintenance service is available Monday through Friday 8 a.m. - 4 p.m. AEST.

Phone: 1300 308 210
Fax: 07 5522 1609
E-mail: maintenance@webdesignmagic.com.au
Web: www.webdesignmagic.com.au

Please complete all of the relevant sections of this form and return it to Web Design Magic by any of the methods show at the bottom of this page

Customer Details	Title	First Name		Surname		
	Company Name (If applicable)			Website Address		
	Address			Suburb	Post Code	
	Phone - Work	Phone - Mobile	Fax	Email Address		

Business Details	Complete this section if you have a company or business registered in Australia				
	Company Name (If applicable)			ACN (If applicable)	
	or Business Name (If applicable)			ABN (If applicable)	
	URL of WebSite to Maintain:			Business Type <input type="checkbox"/> Company <input type="checkbox"/> Sole Trader <input type="checkbox"/> Partnership	

Maintenance	Product Level Frequency	Level 1 General - (1 Hour p/mth)	Level 2 General - (2 Hours p/mth)	Level 3 General - (4 Hours p/mth)	Level 4 General - (6 Hours p/mth)	Level 5 General - (8 Hours p/mth)
	Cost (ex GST)	<input type="checkbox"/> \$70 p/mth	<input type="checkbox"/> \$140 p/mth	<input type="checkbox"/> \$280 p/mth	<input type="checkbox"/> \$420 p/mth	<input type="checkbox"/> \$560 p/mth

Payment Details	<input type="checkbox"/> Invoice Me <input type="checkbox"/> Credit Card (auto debit) <input type="checkbox"/> Credit Card (once only)	Cheque/Order No.		Please enclose full payment \$	
		Credit Card Type <input type="checkbox"/> Mastercard <input type="checkbox"/> Amex		Card Number	
		CC Payments incur 3% <input type="checkbox"/> Visa		Expiry Date	Full name as on card

Terms & Conditions	I have read and agreed to the current Web Design Magic standard Terms and Conditions and the Website Maintenance Service Agreement. <input type="checkbox"/> Yes <input type="checkbox"/> No	
	If you have selected NO in the previous question your application will not be processed unless you return this form with a signed copy of the applicable Terms and Conditions. The latest version of the applicable Terms and Conditions are available from our Sales & Service department who can be contacted on 1300 308 210.	
	Signature/s	Date

Additional Comments	

To return this form:



Mail to:
PO Box 2860
Burleigh 4220



Or Fax to:
07 5522 1609



Any Questions?
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