

THE ideaLEVER ADVANTAGE

Commerce **CM**

Site**CM**™

idea**LEVER**

ideaLEVER.com
1.888.374.0906

The proliferation of Open-Source software is undeniable. Its principal advantage is that it is “free” to download. But our customers – who previously used open-source software – have told us the costs, disruptions and headaches are a heavy organisational toll to pay.

For this reason, ideaLEVER’s chosen model is one which delivers a professional, business-strength solution to our clients. With Software as a Service we can guarantee our client an outstanding user experience, a powerful Content Management System that is fully supported, a maximum level of security and up-time, and a low total-cost of ownership.

The following chart is a summation of the limitations of open-source software (based upon feedback from our clients), and how ideaLEVER eliminates them with our platform.

Open-Source Limitations (WordPress, Drupal, Joomla)

Security Breaches

The beauty of Open-Source software is in the public realm, meaning anyone can download the code to work on it. The dark side of this arrangement is that hackers have access to the same code and routinely find security holes. The Heartbleed security breach in 2014 is an example of the vulnerability of open-source technology. Because OpenSSL is free and by extension widely used to shave costs, millions of websites were affected.

The Rubik’s Cube of Versions and Plug Ins

All Open-Source software has periodic updates to the core code. Each platform also has thousands of plug-ins (some free, some not) that provide extra features like forms or newsletters. However, an upgrade (e.g., security) to the core platform often renders the plug-ins inoperable. So the owner must pay for the re-integration and upgrades of all the plug-ins or suffer a broken website.

Hosting Disasters

Ever been flagged by Google because of malware? This is not a nightmare that you will wish to star in. Because many Open-Source designers leave the hosting to their clients, the website often ends up on a shared hosting site which leaves the client open to malware infection. Once a website has been flagged by Google, the process to get cleared again is long and painful. This can cause tremendous brand damage and cost thousands of dollars to reverse.

ideaLEVER Business-Strength Solutions

Security Assurance

In the 17-year history of ideaLEVER none of our customer websites have been hacked. We can’t say it will never happen, but we take security seriously. Measures like constant surveillance for security-breaches, and managing the hosting of all our websites, keep our customers safe and their businesses humming. ideaLEVER has always used top-grade commercial SSL for all of our clients who were not affected by Heartbleed.

A Seamless and Trouble Free Environment

Because our Content Management System is closed, we have complete control over the user experience. We are continuously adding features that are available to all licensees. Everything you get with your website on day one, is guaranteed to work in year five. Always.

Hosting Heroes

All ideaLEVER client websites are hosted on our own servers. This guarantees maximum security and virtually no down-time. We continuously monitor our client sites to ensure optimal efficiency. Our system is also redundant and backed up by power generators in case of electrical failure.

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Open-Source Limitations (WordPress, Drupal, Joomla)

Under-utilized Software

With Open-Source software there are thousands of possible combinations of software and plug-ins. Documentation is usually thin and poorly produced. This leads to a piecemeal and incomplete use of the website. For the same reasons, training of staff on the CMS is often poor, resulting in a slow speed of adoption. As for phone support? Not very likely.

Legacy Failure

What happens when a key staff member leaves? Who will train a new web manager? What happens when the Open-Source designer gets a job or leaves the city? Who will ensure your website is optimized? These are scenarios that can, and do, happen with Open-Source websites, and lead to additional, unbudgeted costs.

Total Cost Overruns

With Open-Source software, the client is quoted for the cost of development of the website, often without consideration of its ongoing expenses (staff training and support, documentation, upgrades, staff turnover, hosting and security). These additional fees can easily double the original cost of the site.

Plug-In Uncertainty

Open-Source software's allure is that it's either "free" or inexpensive. And that goes for the thousands of plug-ins that give the software its functionality (eg. a plug-in for forms, or photo-slide shows). Unfortunately, there are few standards and many of these plug-ins are not tested. This can mean a website that doesn't function as it should, or additional custom programming that will drive up your costs.

Death by a Thousand Charges

We have all heard the horror stories of websites that have been completed, then for every little change there are significant charges to update the site or add plug-ins. These can reach into the thousands of dollars depending upon the original agreement.

ideaLEVER Business-Strength Solutions

Training and Support for the Life of Your Website

One of the most powerful ways ideaLEVER sets itself apart is with our customer support. Full live phone training for your staff, a toll-free support line to eliminate staff down time, regular webinars to keep your staff up-to-date, and a library of webinars enables our clients to fully maximize their website. Maximum efficiency and minimum downtime.

Legacy Success

ideaLEVER has been building websites since 1996. We are one of the oldest and most reliable development companies in Canada. Your web build, upgrades, custom features, are completely documented. When staff leaves your organisation, no problem. We train the new ones; saving you precious time to focus on your business, not managing your website.

Total Cost of Peace of Mind

At ideaLEVER we think like entrepreneurs because many of our staff have run their own businesses. This philosophy is baked into our processes. When we quote you for the cost of your website, we take into account all of the ancillary costs as well as help you budget for any necessary customization or additional features.

Testing and Certainty

The many features that are available on ideaLEVER platforms have all been battle tested and will work as promised. Any new features – or customisation for your website – are tested by professional developers and are guaranteed to work. That leads to peace of mind and cost certainty.

Life with Cost Certainty

The cornerstones of our success are our powerful software platforms, SiteCM and CommerceCM. With these, we have the flexibility to create virtually any website that is available in the Open-Source world with the additional essential benefit of cost certainty. Our platforms are equipped with all the features you need in a powerful Content Management System.