

Module Short Descriptions

Banner Manager – The Banner Manager allows a company to place an unlimited number of banner advertisements on their site. These banner ads can be tracked and results provided to advertisers. Advertisers can be provided with their own login to view their results. Ads can be selected to take visitors to additional information pages on or off the main site. Banners can be rotated and multiple banners can be placed on a single page.

Technical: The admin can create an unlimited number of zones. Multiple zones can be placed on a page. Maximum zone width is 1000 pixels.

Campaign Manager – Sometimes referred to as a PURL (personalized URL) generator application. This application allows a company to create customized pages with merged unique content based on each user's personalized URL.

Technical: The campaign manager requires a UIS Pro. A mailer lite or other email application is recommended.

Classified Ads Manager – this module allows a company to place classified ads on their site. Ads can be placed by site visitors and approved by the site administrator or created from the admin panel only.

Technical: This module takes up one full page.

Image Content Rotator – With the image rotator you can place rotating graphics on the website. This could serve as a mini-slide show which enhances the aesthetics of the website or can be used to link to more detailed images or pages. Possible uses of the Content Rotators could be promotional specials or company events with links to additional information pages. You can have as many images as you'd like in each content rotator zone.

Technical: Maximum width is 1000 pixels wide. Multiple zones can be placed on a page.

Document Management System – This module can be used in conjunction with or as a standalone document management repository. There can be several levels of user access allowing for a public area where documents are available to the general population (commonly known as public domain documents). These documents can be categorized and versioned for easy retrieval. In addition or exclusively, there can be password controlled access at the document or folder level allowing for both internal limited access and external (public domain) use. Each department could have limited access to its documents separately from other departments and still provide for a central location of critical files and documents.

Elegant Image Gallery – The Elegant Image Gallery is an easy way to organize photos into unique galleries showcasing thumbnail images that enlarge upon mousover. Each gallery can display up to 12 images and each image can be linked to a webpage, file or product details page. Create an unlimited number of galleries and place them on any page of your website.

Technical: If the thumbnail orientation is set to vertical the gallery width cannot exceed 720 pixels. If the thumbnail orientation is set to horizontal, gallery width can be full 1000 pixels wide. Image border appears on both the main image and the thumbnails.

Event Calendar – The event calendar makes publishing upcoming events a breeze. The website administrator can create an unlimited number of events and event categories that can be searched on the frontend. Website users can also submit events which, once approved, will appear side by side with the other events on the calendar.

Technical: The event calendar graphic needs at least 200 pixels to display properly.

Events and Registration – This module is an add-on to the Shopping Cart and allows you to sell tickets to upcoming events. The administrator can limit the quantity of seats available and when those have sold out, a waiting list can be formed. Each event will be listed on a calendar with the start and end date/time, link to Google Map and registration form.

Technical: Requires the Shopping Cart and the Form Builder

Frequently Asked Question (FAQ) Manager – This interactive module allows the site visitors to search FAQs for responses to common questions and also allows them to ask a question through an interactive form if they cannot find what they are looking for. Answers to submitted questions can be posted on the site for all to see or responded to directly. Questions can be categorized to make searching easier!

Technical: This module takes up one full page.

Form Builder – The Form Builder allows your company to create an unlimited number of forms and add these forms to any page on the site. This could be a feedback form, contact us form, reservation, information request form and/or an employment form with the option to upload a resume. Data entered into the forms would be emailed to the administrator and be available in a database that can be exported to Excel® for further analysis when required.

Technical: Multiple forms cannot be placed on a single page. Form layout is one column; a multi-column form cannot be created with this module.

Forum – This application allows a company to set up various departments and allows interaction between various departments and end-users. Forums can also be used to allow users to help each other answer and communicate about questions and concerns in a public or semi-public forum. This application is designed as a standalone application.

Technical: This item has been discontinued but is still available without customizations.

ProFusion Mailer Lite – This module is a simple web-based email marketing system which provides the basic features to keep in constant communication with your prospective clients and current customers. The Mailer Lite is the simple and easy-to-use little brother of the ProFusion Mailer. Because it uses the same editor as the Ultra IS, you already know how to use it.

Technical: In order to send email from the mailer lite, you will need to input the SMTP settings for an email address in the settings section. This will be a server address, email address and password.

Mailer – This is an email marketing application for sending sequential auto-responders and date relevant messages – i.e. a message to subscribers prepared in advance announcing “Don’t forget to file your taxes before April 15” scheduled to be sent on the 10th of April each year. Mailer includes a number of standard modifiable templates and the ability to create your own template. Subscription forms, A/B testing, double-opt-in messages, auto-responder messages, notifications based on a specific sequence, bounce message processing and auto-unsubscribe links are all included.

Technical: Requires separate hosting fee. Custom templates can be created for an additional cost.

Membership Module – The membership manager function would allow a company, organization or association to set up a searchable database of members. Members are given a login and are able to update their membership information in real time. This module can be used in conjunction with the EZ Cart to allow for subscription payment and expiry notifications.

Technical: Can be used with the cart or without.

Mini-sites –The Mini-site module allows mini-websites to be created and assigned to users to manage with their own administrative user name and passwords. Each mini-site has its own 6 page navigation, editable header region and content files. Great for separate divisions within the same company, associations, franchises, etc.

Technical: There are 2 types of mini-sites; regular and configurable. Configurable mini-sites allow the mini-site admin to change the colors of the website via the settings section of that mini-site.

Multi-User Admin – This functionality allows a company to add an unlimited number of Administrative users with various and controlled levels of access.

News Manager – This module allows a company to post news articles based on department or various topic interests. These news articles can be archived and searched and they can have RSS (Real Simple Syndication) feeds so that users who are interested in specific news topics can be notified when a new relevant article is posted.

Technical: Each zone that you create in the News Manager will create 3 TPL variables; All articles, Main Article Teaser and Teaser. All articles will show all articles within that zone, Main Article Teaser will show the most recent story added into that zone and Teaser will show the most 4 most recent articles in that zone.

Section Page Manager – This module allows the admin to change the vertical column section content on a page by page basis. Every page takes on the content from the primary section page content unless changed for the specific page.

Technical: The Vertical Column Section can now be any width on any page and can be turned on or off on a per page basis. This module is a standard feature on the Pro version of the UIS. Can be added to the Basic for an additional charge.

Secure User Manager – This module allows a company to create password protected pages. Users can be granted approval to specific pages or zones based on administrative approval.

Technical: Pages are put into a zone that users can have access to if they are logged in. Each user can be redirected to a specific page upon logging in.

Shopping Cart – The Ultra IS EZ Cart allows quick and easy set up of products for online sales. The cart can be configured to accept credit card payment or on account payment and can integrate with UPS or USPS real time shipping for quick and accurate shipping prices. Use the promo code function to offer special discounts. Global variants allow you to create products with different options (size, color, etc.)

Technical: Cart can be accessed by going to www.domain.com/store. Please see the cart training videos for full specifications.

Scroller Gallery – The Scroller Gallery is a sleek way to organize a group of photos. The user can scroll through the photos using the next and previous arrows. The gallery can contain an unlimited number of images that can be changed at any time and linked to other pages on or off the site. The administrator can decide to have the images rotate or be static and can decide whether to show the image selector dots or not.

Technical: Gallery width maximum is 1000 pixels. Images can be still or rotating. Previous arrow, next arrow and image selector graphics can be changed by uploading new graphics with the same name into the assets folder. Each gallery can have an unlimited number of images.

Slideshow Gallery – The slideshow gallery allows an administrator to upload any number of images in both landscape and portrait format and have them display in their proper orientation without having to crop or resize the images. Create an unlimited number of galleries that play in a slideshow rotation when opened full size. The administrator can select whether all the gallery images should show or just the main gallery image.

Technical: The slideshow gallery will take up as much room on the page as you give it. If you place it in an area that only has 200 pixels wide, the thumbnails of the gallery will adjust to fit in the space allotted.

Survey Manager – Create single question polls or multiple question surveys with rating scales and comment boxes using the Survey Manager. Surveys can have a start and end date and unique rules as to number of responses, viewable results, etc. can be set by the Admin when creating the Poll/Survey.

Tabbed Sections – This application allows a user to create an unlimited number of 1-10 tabbed section pages where content can be placed using the editor. Selecting one of the tabs presents the information contained in that tab. This is a great way to provide product specification information, images, and general content confined to a smaller foot-print on any page.

Technical: The content placed within a tab is not indexable by the search engines and cannot be linked to.

Testimonial Manager – This module provides a place for customers/client/fans to make comments about their experiences with your company. User posted testimonials are editable by the Admin and can be approved prior to posting.