

## PRESS RELEASE

# Victorian State Government Directory Wins Australian National Web Awards

ViewDS Directory wins another important deal and demonstrates its value for industry-specific solutions

## An Innovative Implementation of Australian technology

Melbourne, 24 January 2011: The Victorian State Government **Contacts & Services Directory** website (<http://www.vic.gov.au/contactsandservices/directory/>) won the National Award for the best new Website in the Government sector at the Australian Web Industry Association 2010 Awards announced in late November. It was also in the final three for The Most Outstanding new Australian website in all categories. See <http://www.webawards.com.au/finalists/>

The Web Awards panel made it clear in the lead up to judging that User Experience was a critical factor in a web site's success. Sites need to be functional, but need to deliver that functionality via clever and an easily understood design.

This **Contacts & Services Directory's** state-of-the-art functionality is enabled by ViewDS' world-leading searching and matching technology that ensures the highest possible chance of matching a user's query to the required information. Furthermore the powerful ViewDS web agent known as Access Presence facilitated the integration of this capability into Information Victoria's web portal.

In addition to the user experience, the ViewDS technology provides Delegated Content Authoring Management & Workflow for government staff to provide and manage the information required for the service. This allows Information Victoria to delegate content management for the service across government to individual Departmental and Agency administrators. Other new features delivered as part of this win include RSS feeds to automatically notify users of the service that updates have occurred

The ViewDS configuration for the **Contacts & Services Directory** website was built by eB2Bcom working with Information Victoria and their web designers.

"With the intense focus on Web 2.0 for delivering eGovernment and eHealth services, websites need to provide far more usable and interactive searching capability than basic 'string' searches' or html scripts" said **Adam Neale**, National Sales Manager of eB2Bcom. "Our search technology, as implemented by the Victorian Government, along with other Federal and State Government and Health websites, makes the user experience richer and therefore more popular. Our technology is very forgiving of misspelling, transliteration, phonetic and other errors, thus giving the enquirer the best chance of finding the contact or service at the first go, even though they may not have known exactly what to search for".

**Andrew Ferguson**, Director of International Business Development for eNitiatives.com, developer of the ViewDS technology stated: "the **Contacts & Services Directory** use of the ViewDS capability as a Portal Search facility embedded into the State Government's online web portal is a classic use of the power of our world-leading technology. It also reinforces the credentials of our Australian built technology in our aggressive export drive. Information Victoria considered other Directory technology, but only ViewDS could deliver the accurate user experience in support of Access to Government Contacts and Services which is so critical in the push to deliver better citizen access to government services."

David Rolls Chairman of eNitiatives.com said, ViewDS already has a number of OEM relationships and customers in the Defense, Aviation and Government sectors and this latest implementation of ViewDS with its key Web2.0 user focus into the Victorian State Government public reinforces our key differentiation from other technology vendors. Interestingly ViewDS is already used by the Victorian State Government to runs its "intranet" whole of Government White Pages environment.

### About eB2Bcom

eB2Bcom is a privately-owned Australian company headquartered in Melbourne, with operations in Singapore, Sydney, Canberra, and Brisbane. It has an excellent reputation for its Identity and Access Management expertise, and its implementation capability and support. The company was founded in 1997.

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## **About eNitiatives.com**

eNitiatives.com is a privately-owned Australian company that was “spun out” of eB2Bcom in July 2009 to continue innovative R&D, and to exploit the potential of the ViewDS and Access Sentinel products internationally. It has since signed export agreements in UK, USA, Germany and Switzerland, with several more in the pipeline.

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