

PRESS RELEASE

Victorian State Government Directory Wins Australian National Web Awards

Innovative Implementation of Australian ViewDS technology

Melbourne, January 2011: The Victorian Government's **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 2010 Australian Web Industry Association Awards. It was also in the final three for The Most Outstanding new 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, easily understood design.

The **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 ViewDS powerful web agent 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. Furthermore the ViewDS Print Agent enables the site content to be transformed into a printed directory in pdf format.

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 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 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 technology in our aggressive export drive.

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.

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.

For enquiries please contact:

Australia

Adam Neale
National Sales Manager
eB2Bcom
+61 3 9851 8600
adam.neale@eb2bcom.com
www.eb2bcom.com

International

Andrew Ferguson
Director International Business Development
eNitiatives.com Pty Ltd
+61 3 9851 8600
andrew.ferguson@enitiatives.com.au
www.viewds.com
