

# Arq Compass Platform 2022





#### Key benefits to the Arq compass platform

The Arq compass delivery platform provides benefits to users from the launch, our aim for the platform is to improve all of the following sections of functionality, user experience and process

- Usability
- Discoverability
- Extensibility
- Content hosting & delivery
- Sales and Marketing
- Technology refresh



#### Usability

Working with our established user experience (UX) experts we look at every aspect of the platform user with experience in mind. Out UX team will work with you throughout the design process, to build your vision in an industry standard way.



Concept

Legal Access

Bill Tracker			^
Advanced search	Browse by subjects	Find out more information	Request access
Covernment Gazettes			~
Municipal By-laws			~
Parliamentary Documents			<b>~</b>
Provincial Gazettes			~
Provincial Legislation			~
Retrospective Government G	azettes		~
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Sabinet Bargaining Council A	Agreements		~
National Legislation			~

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#### Our products



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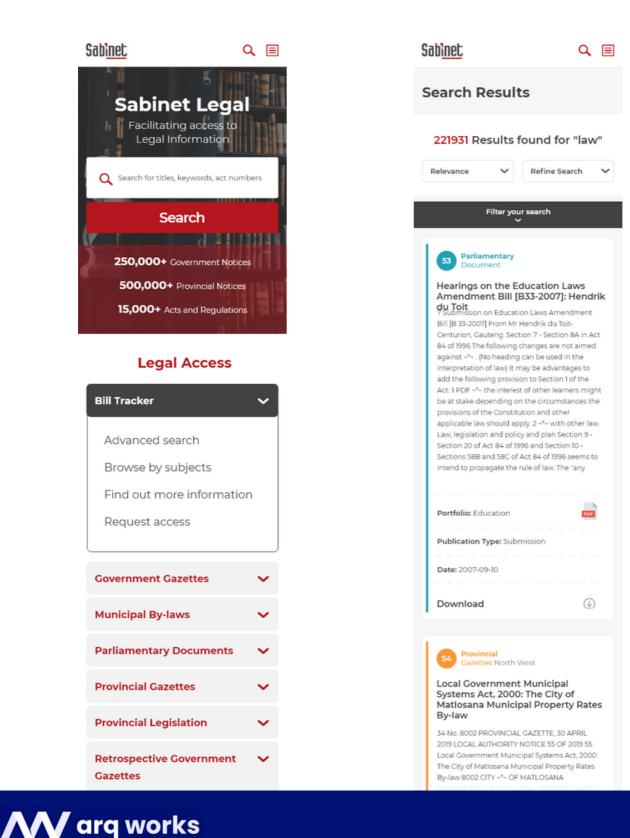
The most up to date and

**M** arq works

#### Usability - responsive content delivery

Over 60% of all internet usage is delivered to smartphones or similar devices and all features of the new platform are design to work seamlessly on any device.

The arq compass platform is fully responsive across all devices.



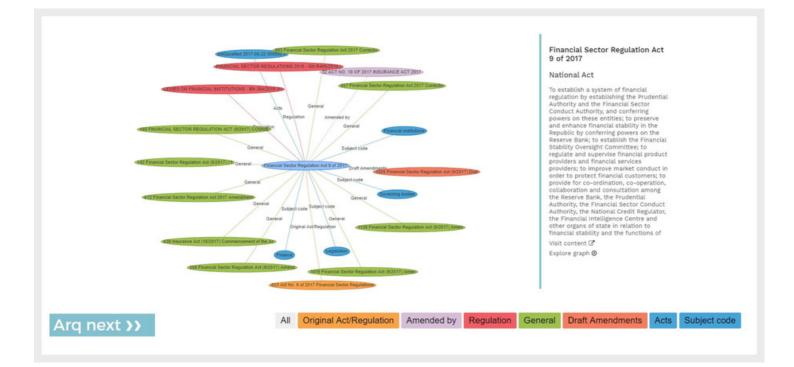
#### Discoverability

**M** arq works

The platform greatly improves the discoverability of Publisher content both by users withing the platform and by those finding your content through external and search.

we optionally expose all of the content for search crawling on optimised pages.

New discovery tools (such as the included Arq next) provide your users new ways to discover, explore group and buy content



#### Discoverability -Search

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An update search process contains all the current advanced functionality of the platform plus a refreshed and update user interface to make finding, navigating and sharing content easier than ever. Built on top of arq plus search that is powered by Elastic.

We will work with your team to identify the key content filters to allow user to filter down to their required data quickly and intuitively

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#### Extensibility

Arq plus is at the core and the new platform gives publishers the ability to quickly adapt to changing markets by introducing and amending new product types and workflows.

With the arq plus content management system you can quickly add new content types driven by configuration only (No need for development)

Arq compass is built with the same principles in mind so that once the content is ready in arq plus it can be delivered to end-user instantly via pre-defined templates that can be configured. There is no need for development unless you want new features and components.

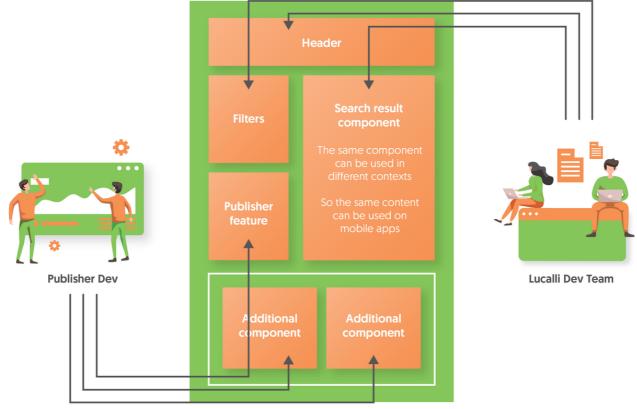


In addition to easily adding new content types and workflows the platform is designed to allow easy extension to the core pages based on a component architecture. This will allow arq works or other third parties to quickly and easily

- Add new components
- Configure products and applicable components
- Add in data from alternative sources
- Build new pages

/ arq works

• Re-use components in other contexts (for instance mobile apps)



Core page components provided by Lucalli platform

Additional components developed by Publisher ot third parties

#### Content hosting & delivery

Arq works deliver all of their products in the cloud via Amazon web services (AWS) this provides flexibility and maintainability that can't be replicated in traditional server centre environments.

If your business demands increase, you can easily increase your cloud capacity without having to invest in physical infrastructure. Arq works will leverage AWS to make sure that the platform always runs on the latest hardware and libraries.

We will also take advantage of the CloudFront content delivery network to deliver content quickly and directly from AWS to the end-user. CloudFront also now has delivery directly from a location in South Africa.

Being part of the AWS ecosystem creates the possibility to pick up on new AWS services such as image and video analysis https://aws.amazon.com/rekognition/ and audio transcribing https://aws.amazon.com/transcribe/





### Sales and Marketing

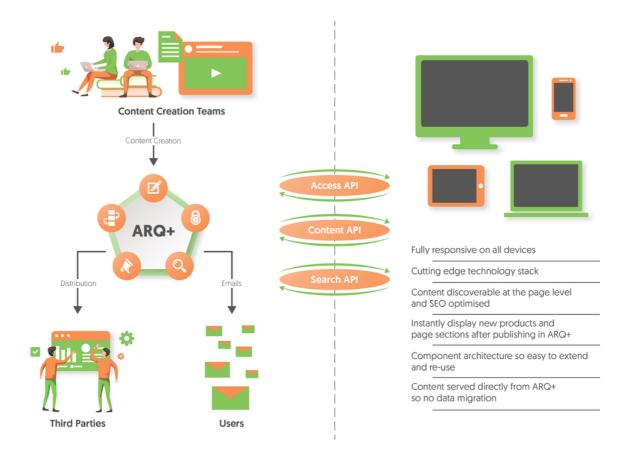
The platform aims to aid your sales and marketing efforts by increasing your audience reach and providing new business models for you to explore. Key new benefits of the platform

- Improved Discoverability of content through SEO optimised and indexed pages on search engines
- Support for several popular access control methods(IP authentication, Oauth, username and password, Proxy access)
- Pay per view access model to allow individual sales and access
- Component structure allows for more dynamic advertising content
- Google analytics and tag manager built in so you can analyse user actions set up new campaigns and track usage.
- arq works can help link this data into your advertising strategy for instance with remarketing to platform user via google ads after they have left the platform.



#### Technology refresh - system architecture

Arq plus is at the core of the platform, whenever new content is created and published it will be instantly available on the end platform for users to access



The full technology stack as planned is very similar to that of Facebook and other large platforms and will be easy to build and support into the future





#### Arq works

This collaboration will give you a powerful new platform and the flexibility you need to keep it current with a partner that understands your business.

## Book a demo info@arq.works https://arq.works/work-with-us/

