

## Service Description:

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WordPress is an enterprise level, easy-to-use, visually attractive and functionally rich Content Management System (CMS), which has come a long way from its beginnings as a blogging platform.

WordPress powers more than 17% of the web - a figure that rises every day. Everything from simple websites, to blogs, to complex portals and enterprise websites, and applications, are built with WordPress.

WordPress combines simplicity for users and publishers with under-the-hood complexity for developers. This makes it flexible while still being easy-to-use.

WordPress is also license Free Software. Open-source, GPL software, means that code can be copied and modified and that there are no ongoing license fees.

The WordPress core is strong in terms of user management, publishing tools, media management, installation and upgrade processes, security, theming, search engine optimization and performance.

This functionality can then be extended with the installation of plugins from the wealth of actively developed plugins made available by the WordPress community, both free and paid for. The huge number of WordPress sites means that there are strong commercial incentives for developers to develop powerful extensions which can be sold at very competitive prices and where the large user base encourages constant enhancement.

WordPress installations can be customized further with custom development and WordPress offers good documentation, through its codex, to support this, backed by a large, active and knowledgeable developer community.

WordPress' background as a blogging platform has resulted in it having excellent publishing facilities. You can create drafts, schedule publication and look at your post revisions. Content can be made public or private, and posts and pages can be secured with passwords.

This core functionality can be further extended with the usage of plugins such as WP Document Revisions, which allows teams of any size to collaboratively edit files and manage their workflow.

WordPress lends itself well to being hosted in the cloud. Taking the cloud approach can offer benefits such as responsiveness, scalability, continuous monitoring, availability of testing environments, security robustness, etc.

As an alternative to having the whole installation in the cloud, there are options to store just the site's data in the cloud, for example its images and page content, which gives some of the benefits of full cloud storage. This approach can be supported by the installation of modules such as WP2Cloud.

When the head of Google's web spam team says that WordPress is a great choice, taking care of 80-90% of the mechanics of search engine optimization for you, you know you're on to a good thing. For more fine-grained SEO control, there are plenty of SEO plugins to take care of that for you.

Not everyone requires the same access to your website. Administrators manage the site, editors work with content, authors and contributors write that content and subscribers have a profile that they can manage. This lets you have a variety of contributors to your website, and let others simply be part of your community.

A multisite network is a collection of sites that all share the same WordPress installation. They can also share plugins and themes. The individual sites in the network are virtual sites in the sense that they do not have their own directories on your server, although they do have separate directories for media uploads within the shared installation, and they do have separate tables in the database.

The usage of a multisite network can reduce development costs, as compared to having to develop separate sites, as well as significantly reduce ongoing hosting and maintenance costs. It can also help to give a consistency across a network of sites which would be harder to create outside of multisite.

A key benefit of using Affinity is our experience in the specification and development of customized plug-ins and/or bespoke development. Our dedicated team of experienced Wordpress developers have specifically created unique plug-ins that we have implemented a number of times across a large section of our Wordpress based solutions. Indeed our Wordpress Consultants have never come across a requirement that cannot be met by existing module customization or bespoke Wordpress plug-in development.

## Affinity:

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**Affinity has been successfully operating since it was founded in January 2004 (winning best new business of the year at the 2005 CBAs and numerous awards since). It has recently achieved significant organic growth (despite the current global market difficulties) with sales revenue increasing year-on-year and into the current financial year - cementing its strong financial standing. The company remains independently-owned with a strong balance sheet and order book.**

Putting the customer first is at the core of what we do. Only if the customer is satisfied will we have achieved the right result. And it is only through creativity and innovation that customer satisfaction can be ensured. Meeting the needs and demands of the customer always, in our experience, involves going the extra mile – finding often unexpected solutions to emerging requirements and challenges

## Affinity Processes:

### *Affinity Project Management*

Affinity is in an excellent position with its multiple methodology offerings. We recognise that there is not a “one shoe fits all” approach to delivering successful projects and have developed and matured our own processes to match the differing needs of our diverse client base.

Our mainstay method utilises a core iterative development team following tried and tested Scrum agile principles. We have tailored the entry points to this core competency to enable us to support everything from formal “waterfall” engagements to “full agile” projects and most things in-between.

Ultimately we have modelled our approach to suit the needs of our clients rather than dictating one specific engagement process; we can fit in where you need us and deliver in a way that gives you the most benefit. As a key to this, early in any engagement we help our customers understand their own strengths and competencies in project processes and produce an offering that dovetails into a customers’ organisation rather than being at odds with it.



### *Affinity Waterfall*

Many of our clients are seeking a traditional waterfall engagement and we equally welcome that approach. If there are no significant uncertainties in your own requirements, we will work with you in an elaboration phase to formally detail them together. Once defined, we will happily deliver against a set budget and specification. We add some further value to this approach by vertically or functionally dividing up your requirement in-house and iteratively developing it within our Core team. This means that change control can be managed better (and minimised) should your documented vision change or something unexpected happens.

## *Affinity Agile Hybrid*

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We are realists – we know that a full Agile engagement across company boundaries is hard to achieve and also in an uncertain world that Waterfall requirements can and do change. Unless an organisation has reached a reasonable level of Agile ‘maturity’ it may actually be culturally or organisationally impossible for them to work in a fully Agile way. We can solve this and we will do this in two ways:

### *1. An ‘out of the box’ approach to technology.*

We will select and propose suitable open source packages, modules and templates that we believe can cleanly offer the solution that you are seeking ‘out of the box’ without the need for fundamental code writes at a low level. We promote taking this more straightforward approach to technology choice so that we can deliver you business value as soon as possible rather than building something from scratch.

Any package solution will require levels of configuration and customisation, however if the underlying business processes that they offer do indeed deliver your needs, then there is no need to re-specify those processes in agile story cards, and carry out a detailed business process mapping before we can start delivery.

### *2. A lightweight Agile backlog*

Tied neatly to the above, we will embed our own agile expertise into your project and guide some of the Analyst and Product Owner activities particularly in the early iterations. Most importantly as we will have proposed technologies that minimise the need for the detailed requirements work that consumes a lot of time, you will be able to step back a little from the daily refinement and story breakdown work that would be present in a typical Full Agile engagement and predominantly focus on acceptance of the project deliverables at the end of each iteration.

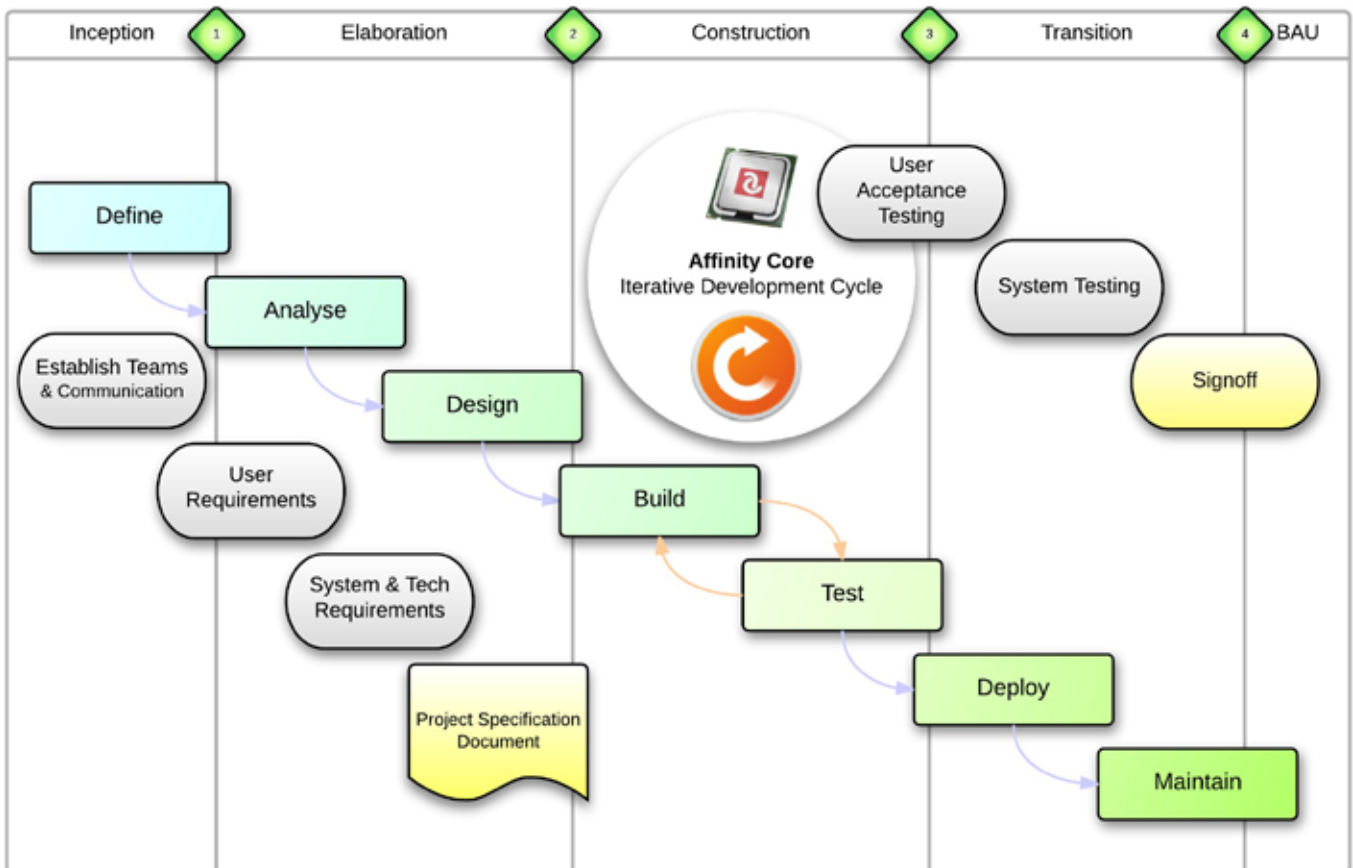
## *Affinity Agile*

Our full Agile project process works on an iterative backlog definition and refinement cycle that feeds into our core development scrum process. This is an industry standard approach and as well as operating perfectly on its own, can also plug into large-scale Agile programme methods such as the Scaled Agile Framework (SAFe).

This highly collaborative approach puts your project at the heart of our company and delivers a cohesive end to end process from your Project Roadmap, Product Owners and Analysts downwards. We will justifiably have high expectations of your consistent daily engagement with us in stand-ups, refinement sessions and story-card workshops to make your project a success.

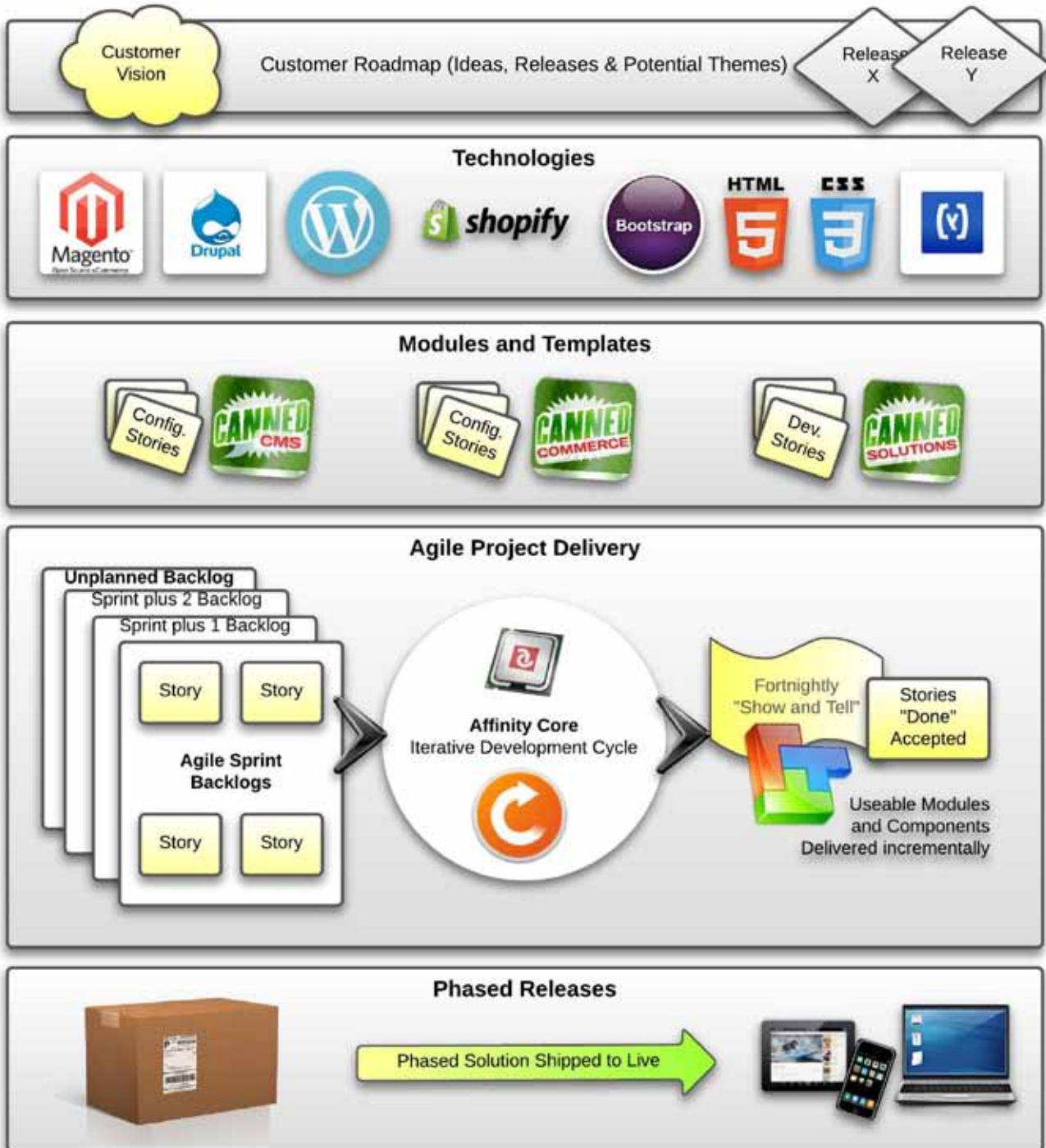
Affinity Agile

For a full definition of Affinity's Waterfall approach go to: [www.affinity-digital.com/waterfall](http://www.affinity-digital.com/waterfall)



## Affinity Hybrid Agile

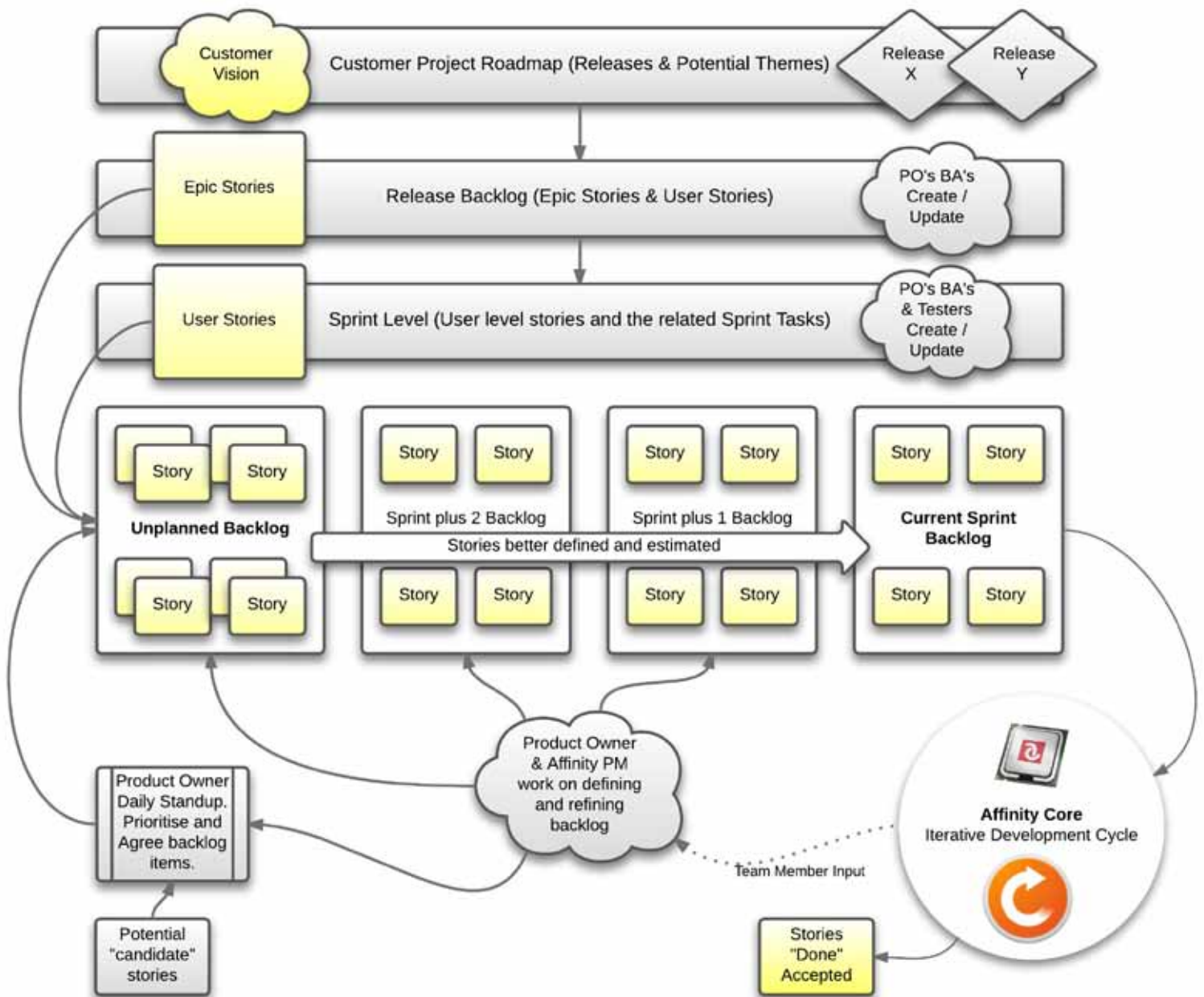
For a full definition of The Affinity Hybrid Agile approach go to: [www.affinity-digital.com/Hybridagile](http://www.affinity-digital.com/Hybridagile)





Affinity Full Agile

For a full definition of The Full Agile Requirements Backlog go to: [www.affinity-digital.com/agile](http://www.affinity-digital.com/agile)



“Affinity does, from time to time, use freelance (contract) staff on our projects if the scale demands it. These freelance staff are well known to us and are well versed in our processes and procedures.”

**Who we do it for:**

We work with a range of clients using the Wordpress platform ranging from Large Educational institutes and Blue Chip Contracts to Sales and Marketing websites for SME's. This is one of the key benefits of the Wordpress Platform – its scalability.

***Clients and solutions of note include:***

Client: Falmouth University  
Profile: UK based Educational Institute  
Projects: Web based project builder and collaboraitve tools - <http://projects.falmouth.ac.uk>

Platform: Wordpress Multi-site  
Sector: Education  
Applications: Websites, Intranet/Extranet, Collaboration

**CASE STUDY:** Please go to [www.affinity-digital.com/casestudy/falmouth](http://www.affinity-digital.com/casestudy/falmouth)



## Affinity's Associated Services:

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### *Business Analysis*

One of the most critical components of the affinity team are the web business analysts. Without this crucial role, our Developers and Project managers will be unable to effectively complete their tasks. A web business analyst identifies the needs within an organization that correspond to the sphere of the online world. They are also charged with determining an appropriate course of action or solution depending on needs of the company. "Web Business Analysts are essential to linking the business objectives and the technical capabilities," Our clients want to achieve their goals, but they may not understand the technical limitations in what can be done, in terms of resources, technology, and the time available. Our web business analysts are the link that gives better understanding to both sides.

### *Creative Design Services*

We believe that good design is fundamental to any successful project. Making good use of graphic design principles allows us to:

- Create attractive and engaging solutions for our clients;
- Maximise ease of use and facilitate the users' journey through any website or application;
- Enhance and drive forward the client's digital brand in support of their wider marketing strategies.

We focus on the usability of your website, making sure that your customers' interactions with it is enjoyable and without confusing or superfluous obstacles that may cause them to disengage or abandon their journey. By applying these principles to your website, we will be able to deliver against your requirements in a way which will not just enhance your visitors' experience but will also strengthen your brand in support of your wider marketing strategies.

Our design team are fully conversant with the implications of developing a truly fully responsive in design, meaning that whatever platform (screen size and resolution) the website is viewed on. the web page is optimized to deliver the best and most appropriate view of that page. The beauty of 'open source' software and Drupal in particular is that we can demonstrate this technological approach and many of its other features on a 'play before you pay' basis).

### *Use Cases*

Well-written use case narratives (or simply "use cases") offer affinity's analysis, development, and testing teams an invaluable guidebook. A use case is a formalized story that describes how someone procedurally interacts with an existing or proposed system and they should be part of every project managers' permanent tool set. Well-written use case narratives (or simply "use cases") offer the analysis, development, and testing teams an invaluable guidebook. A use case is a formalized story that describes how someone procedurally interacts with an existing or proposed system and they should be part of every project managers' permanent tool set.

### *User Journeys*

At affinity we ensure we understand the underlying problem before attempting to solve it and then make things simple and intuitive. Acknowledging that the user is not like you and having empathy is the key to a great User Journey. When we really get what makes people tick and why they do what they do, we'll have a much easier time making their visit better.

## Affinitys Associated Services:

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### *User Experience Design*

When someone is trying to get something done, they're on a mission. Don't interrupt them unnecessarily, don't set up obstacles for them to overcome, just pave the road for an easy ride. Affinitys UX team will create designs that have intentional and obvious paths that will allow people to complete tasks quickly and freely. We will create a visual hierarchy that matches the user's needs, Provide signposts and cues and of course make actions reversible. Our mantra is - Less is more. It is important to make sure that everything in the design has a purpose. Some things are purely functional; other things are purely aesthetic. But if they aren't adding to the overall positivity of the experience, then we'll take it out. Finally be consistent Navigational mechanisms, organizational structure and metaphors used throughout the design must be predictable and reliable. When things don't match up between multiple areas, the experience can feel disjointed, confusing and uncomfortable. People will start to question whether they're misunderstanding the intended meaning or if they missed a key cue. Consistency implies stability, and people always want to feel like they're in good hands.

## Other Affinity service offerings:

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*Open Source Website Consultancy*

*Open Source Website Development*

*Drupal Development*

*Magento Development*

*CRM Implementation*

*Open ERP odoo Implementation*

*Open Source software Development*

*SugarCRM (Customer Relationship Management) Implementation*

*Software Integration Specialists*

*Open Source Flexible Assessment Systems (FAS)*

## Making Contact:

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