



## FREQUENTLY ASKED QUESTIONS

### **Do we need to purchase the Proactive Vue software?**

No – Proactive Vue is Software as a Service (SaaS). Therefore there are:

- NO up-front software purchase fees
- NO up-front computer server hardware fees
- NO up-front software development fees (other than personal customisation of the software)

### **How do we pay to access and use the software?**

You pay a regular SaaS subscription fee to access and use of the software. Your regular subscription fee covers:

- Unlimited access and use of the software
- The number of eBooks and eBook pages you require
- Software hosting
- External software licence fees
- Software maintenance
- Software updates
- Online and telephone support
- Anti-virus software
- Database backup

Your Subscription can be paid by:

- Monthly Direct Bank Debit from your nominated Bank Account
- Monthly Credit Card Direct Debit
- Invoice
- EFTPOS

### **Do we receive System Training?**

Yes – there is Online training (Online Help) built into the system to access once you have logged in. There is also telephone training and support or onsite training session available by contacting 1300 309 865 or email [pav@whiteskylabs.com](mailto:pav@whiteskylabs.com) during working hours.

### **How do we access and use the software?**

Access is via a secure login. When you sign up with WhiteSky Labs you will receive a unique Username and Password. You access the software by going to [www.proactivevue.com/admin](http://www.proactivevue.com/admin) and entering the Username and Password that is supplied to you by WhiteSky Labs.

### **Can we change our Password?**

Yes – When you login there is a secure area where you can change your password at any time.

### **Can we edit our contact information?**

Yes – There is an area in the secure login where you can change your contact details at any time.

### **Are the Templates easy to use?**

Yes – the template pages are extremely easy to use – just copy and paste the information into the pre-defined template fields and save.

### **What type of information/data can we upload into the eBook templates?**

There are several pre-built templates where you can upload:

- Full-page jpeg or gif images 1200 pixels x 1700 pixels
- Smaller images 800 pixels x 600 pixels
- Header Text
- Descriptive Text
- Website URL links
- Video and You Tube links
- Audio links
- Email links
- Company Banner

### **Can we easily Edit or Change the content of a page?**

Yes – you can un-publish an eBook, edit or change a page and then re-publish the eBook without changing the original eBook URL address. All URL links for that eBook will automatically be updated with the new information.

### **If we make changes to an existing eBook – how long before these changes are updated in the eBook?**

Proactive Vue is a real-time system – all changes are immediately updated once you re-publish the eBook.

### **What is the Full Page size?**

Full-page size is 2400 pixels x 1700 pixels saved as a jpeg or gif

### **What is the preferred Image size for the 2 or 3 Image page templates?**

The preferred Image Size is 800 pixels x 600 pixels saved as a jpeg or gif

### **How do we upload our information/data into Proactive Vue?**

There are 2 ways in which you can upload your Information/Data into Proactive Vue:

1. Manual uploads – Complete the fields for each page and save.
2. API Integration - Direct XML data feed from your CRM or Content Managed system
  - a. WhiteSky Labs will work with you to create an XML data feed for your information/data to be uploaded into Proactive Vue for your eBooks to be automatically created and updated.
  - b. There is a customisation fee associated with this option.

## How do we get the eBook URL address?

Once the eBook has been completed you publish the eBook and the system automatically creates the URL for that eBook.

## Can we track the number of eBook hits and opens?

Yes – There is an area in the secure login where you can enter your Google Analytics code to monitor eBook reports.

## Can we use our own Domain Name for the eBook?

Yes – WhiteSky Labs will provide you with the IP address to point your domain name. The following links are to some client eBooks where they have used their own domain names:

- Property Council of Australia NSW - [www.ebusiness.propertyoz.com.au/pav/3464](http://www.ebusiness.propertyoz.com.au/pav/3464)
- Century 21 Australia – [www.smartbook.century21.com.au/pav/5559](http://www.smartbook.century21.com.au/pav/5559)

## Will our eBook Domain Name be optimised in Google Search Queries?

Yes – the eBook is search engine transparent, therefore the complete eBook contents are revealed to search engines, such as Google, so that the full eBook text and images are returned in search queries. Every page in the eBook has its own unique URL address and these URL addresses are also optimised in Google search queries. If the eBook has 100 pages then all 100 URL addresses will be optimised in Google search queries.

In the following examples the client's main domain name, highlighted in Yellow, are optimised in Google search queries:

- Property Council of Australia NSW - [www.ebusiness.propertyoz.com.au/pav/3464](http://www.ebusiness.propertyoz.com.au/pav/3464)
- Century 21 Australia – [www.smartbook.century21.com.au/pav/5559](http://www.smartbook.century21.com.au/pav/5559)

## Can we email an eBook page URL to a client? (Deep Linking)

Yes – the eBook has deep linking. If you email an eBook page URL to a client the eBook will open to that specific page. However the whole eBook is also available for the client to flip through all of the eBook pages.

## Can the eBooks be viewed on mobile devices?

Yes – The eBooks can be viewed on most mobile devices via the device web browser. Proactive Vue identifies the type of device the request for an eBook came and delivers the information for that device such as iPad, iPhone, Blackberry and Androids.

## Can we link to external website, video or audio links?

Yes – In most templates there are pre-named external web links buttons called:

- More Details
- Virtual Tour
- Order Now
- Buy Now

You can also have a function where you can add an external URL link and name the button.

### **Are there any extra charges for the external web links?**

No - all website, video and audio links are included in your subscription. There may be a small fee to add the personal naming of an external link button.

### **To add a personal message to an eBook do we need to re-create that eBook? (eBook Cloning)**

No – You can **Clone** an eBook and change the personal message. When you Clone and rename an eBook the system automatically generates a new URL address for that cloned eBook.

### **Can we have our own Template Look?**

Yes – WhiteSky Labs works with you and your marketing/graphic team to design and build a template group for your business requirements. There is a customisation fee associated with this option.

### **Can we brand the eBook tool bar with our own logo?**

Yes - WhiteSky Labs will work with you and your marketing/graphic team to brand the tool bar with your business logo based on your corporate identity requirements. There is an increase in the subscription fee for this option.

### **Can we use our own landing page?**

Yes – you can upload a jpeg or gif image of your preferred landing page and the system will automatically link the eBook URL to that landing page image and generate:

1. The URL address for an email marketing system
2. The URL address to link the landing page to your website
3. The hyperlinked Landing page Image to copy and paste into an email

### **Can we have clients email us from the eBook?**

Yes – There are 2 email contact points in an eBook:

- Your email address can be added to an eBook page and
- There is an eBook function built into the tool bar for persons to:
  - Email a Friend
  - Email Your Office/Sales Parson

### **Can we have the eBook pages automatically turn?**

Yes – You can enter the time in which you require the pages to turn e.g. 9 = 9 seconds and when you publish the eBook the Automatic Page turn URL address will be created.

### **Are we limited to only one eBook?**

No – In your subscription you can nominate the number of eBooks and eBook pages you require. The number of eBooks and pages can be a defined number or unlimited.

### **Can we add/link Video and Audio files?**

Yes – you can add video and audio URL links and Proactive Vue also uses the You Tube video player. All you need to do is copy the section of the You Tube URL after = and paste this into the Proactive Vue template.

For Example: Copy the yellow highlighted section of the You Tube URL and Paste into the Proactive Vue template - <http://www.youtube.com/watch?v=sNSWccfdO3Y&feature=related>

**Can we Zoom in/out, Pan and Print the eBook pages?**

Yes – Zoom in 300% Zoom out 33% – Pan around the page or Print one page, selected pages or all pages.

