

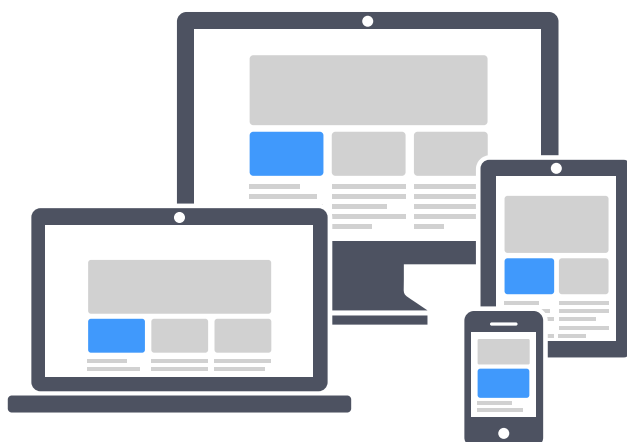
# SYSTEMSDIRECT

*shifting perception | driving ideas*



## BROKER WEBSITES

RESPONSIVE ♦ MODERN ♦ FREE\*



## SYSTEMSDIRECT

Systems Direct, a CRM solutions provider, in proud association with SA Underwriters, are pleased to release our [FREE](#), state of the art broker templates and online quoting system to the market.

### —• DID YOU SAY “**FREE**”? •—

Yes we did!

- ✓ [FREE](#) design template
- ✓ [FREE](#) first time setup
- ✓ 1 Year [FREE](#) domain name
- ✓ [FREE](#) web analytics setup
- ✓ [FREE](#) online quoting system (SAU, Santam Multiplex, A&G & Unity Rates)
- ✓ 1 [FREE](#) update every year
- ✓ [FREE](#) online chat system setup
- ✓ [FREE](#) email setup support for 3 users
- ✓ [FREE](#) search engine registration

### *\*So “price-wise” summed-up, what’s the bottom line?*

If you receive 25 quotes or more a month on your website, the only thing you will need to pay for is hosting.

We offer hosting plans for as little as R99.00 a month. Alternatively you may employ your own hosting provider in which case the website template is still completely free!

## WHY DO I NEED A **WEBSITE?**



*Did you know that Internet users in South Africa for year-end 2012 was estimated at 8,5 million (and growing) according to South African leading technology research organisation - Wide World Worx.*

These are some of the many benefits of having a website:

- ✓ Competitive edge
- ✓ Don't get left out of the search
- ✓ Enhances professional appeal
- ✓ More affordable than traditional advertising
- ✓ Enhance customer convenience with an online quoting engine available anywhere anytime.
- ✓ Communication tool
- ✓ Create a digital footprint
- ✓ Market your business while you sleep
- ✓ A website address is easier to remember than a phone number

## WHY CHOOSE US?



### Did we mention that its **FREE**?

In addition to “free factor”, we offer other reasons to remember our name.

Our strategic methodology lies within exceptional attention to business relationships and service delivery excellence.

Our team consists of a handpicked few, each representing the best of their respective fields to bring you:

- ✓ Responsive, fast web technology
- ✓ Affordable hosting plans
- ✓ Broker support
- ✓ Mobile / tablet enabled designs
- ✓ Detailed web traffic analytics
- ✓ Over a decade of industry experience
- ✓ No legacy code work
- ✓ Modern design
- ✓ Automated daily reports of leads and quotes

Join forces with the company already managing software for:



## —• COUNT ME IN! •—



We require the following to be mailed to:  
[info@systemsdirect.co.za](mailto:info@systemsdirect.co.za)

- ✓ Your company logo  
(Min size 1mb | File format: vector or high resolution jpeg)
- ✓ The website requisition form completed  
(in digital format)
- ✓ Hosting debit form completed and / or hosting information

*It is important to note that we are unable to start the process until we have all of the above information.  
Sending through a company brochure, business card and / or photos are welcome.*

## COMMONLY ASKED QUESTIONS

### WHAT IS A RESPONSIVE WEBSITE?

Responsive web design (RWD) is a web design approach aimed at crafting sites to provide an optimal viewing experience in aid of easy reading and navigation with minimum use of resizing, panning, and scrolling across a wide range of devices (from mobile phones to desktop computer monitors).

### WHAT IS A WEBSITE DOMAIN NAME?

Similar to a phone number, a website domain name is a unique name given to a website which is used to locate its position on the internet. E.g. [www.saunderwriters.com](http://www.saunderwriters.com)

### WHAT IS A URL?

A uniform resource locator, abbreviated as URL (also known as web address, particularly when used with HTTP), is a specific character string that constitutes a reference to a resource. In most web browsers, the URL of a web page is displayed on top inside an address bar. An example of a typical URL would be "[http://en.example.org/wiki/Main\\_Page](http://en.example.org/wiki/Main_Page)".

### WHAT IS HOSTING AND WHY DO I HAVE TO PAY FOR IT?

In order to publish a website online, you need a web host. A web host stores all the pages of your website and makes them available to computers connected to the internet. Similarly to a house that occupies space and needs to pay rates and taxes or rent, a website occupies space on the internet and needs to pay a monthly service fee.

### HOW DO SEARCH ENGINES SUCH AS GOOGLE AND YAHOO FIND MY WEBSITE?

This process is often referred to as search engine optimisation (SEO). There is a lot that can be done to optimise your website so that search engines like Google and Yahoo can find them on the internet, such as registering your site with search engines, adding meta tags to the website, using modern code and unique content. This will collectively contribute and aid in your organic placement.

It's important to understand that certain word searches such as "insurance" are extremely competitive, making it very difficult to rank high without paid advertising and marketing. It is believed that the best paid results come from targeting a search engine such as Google and utilising their programme "Google Adwords".

### WHAT IS ORGANIC PLACEMENT?

Organic placement refers to the natural order that a search engine places websites when something is searched.

### ARE THERE ANY OTHER WAYS TO ENHANCE MY ORGANIC PLACEMENT?

SEO is considered to be a complex science with an ever-changing dynamic nature. Advice from experts varies, but here are some of their recommendations:

- Links on other sites that link back to your site
- Social media and blogging that link to your site
- The purchase of a static IP address
- Content that changes regularly



## TERMS & CONDITIONS

### STANDARD TERMS

- Our **website templates** remain free\* provided the client's online quotes exceed 25 (twenty five) unique clients per month, thereafter a fee of R150 per month is payable to Systems Direct.
- Our websites are designed using modern technology and therefore do not cater to legacy browsers such as Internet Explorer 8 and below, Mozilla Firefox 3 and below, etc.
- The availability of our **website templates**, our prices and terms and conditions are subject to change without notice.
- **Website templates** remain the sole property of Systems Direct.
- Whilst we will endeavour to provide accurate advice and services, neither we, our employees, agents, representatives, or contractors shall be liable for any damages or consequential damages that may arise out of or in connection with any advice given or work done (or not given or done) or any standard document/contract drafted or made available by any of the aforementioned, notwithstanding any mistake, error of judgement or negligence.
- Systems Direct **website templates** are exclusively available to approved SAU Broker Agencies only.
- Customised web development options are available; however they are subject to different pricing and terms
- Your personal information is secure and protected by our confidentiality agreement.

### DEFINITIONS

**Website templates** refers to our pre-designed set of webpages, that can be modified with a clients own content and images to setup a website.

**SEO** refers to any marketing or advertising done in order to increase a websites search engine ranking and / or visits.

### THIRD PARTIES

- Web content remains the responsibility of the client. The content on a broker's website does not represent the views or opinions of Systems Direct.
- Systems Direct is not responsible for changes made by third parties. such as Click Desk, our preferred hosting service provider, Google Adwords, Analytics and Maps.

### SUBROGATION

Systems Direct reserves the right to make changes to both the website and online quoting engine. We reserve the right to advertise on our **website templates**. Potential advertising would be in-line with the insurance industry and would be in the interests of promoting the site and affiliated parties. 640px by 200px respectively would be the maximum required advertising space.

### EXCLUSIONS AND LIMITATIONS

This offer excludes the following:

- Hosting. (Hosting packages are available from R99.00 (ninety-nine rand only) per month)
- Copywriting and proofreading.
- Purchase of additional stock images.

## TERMS & CONDITIONS

- Logo design - we offer this service at an additional cost.
- **SEO.** We offer this service on an advisory level, however any actions taken are at your own risk and for your own account.

Limitations are as follows:

- The quoting engine is linked to the SAU rates and products. Further enhancements and the addition of products will be billed for accordingly at an hourly rate of R750.00 (seven hundred and fifty rand only) per hour unless otherwise agreed upon in writing.
- Initial setup is free, however additional changes are charged at R220.00 (two hundred and twenty rand only) per hour.
- The domain name is free for the first year after which a fee of R100.00 (one hundred rand only) per year is payable to Systems Direct should you choose utilise us as a hosting service provider.
- The setup of the first 3 (three) email addresses are free, after which a fee of R50.00 (fifty rand only) is charged per email address setup.
- Graphic design mock-up and changes on initial setup are limited to 3 (three) alterations per design. Thereafter 1 (one) hour of alterations are free once a year.
- Technical support is limited to email setup and hosting support, provided that a hosting package is done with Systems Direct.

### CANCELLATION

- SAU reserves the right to monitor the site and generation of leads, and will cancel the site on behalf of the Broker due to non-compliance of usage policy.
- The subscriber agrees to notify Systems Direct of their intent to cancel their domain and / or hosting at least 20 (twenty) business days prior to their intended cancellation date.
- Should the broker wish to continue using the website designed by Systems Direct they will be subject to an outright purchase price of R1900.00 (one thousand nine hundred rand only) excluding VAT.
- The Quotation Module acts independently and is owned in full by Systems Direct.

### PAYMENT

- Any payments due may be paid to us by means of a monthly debit order or electronic funds transfer (EFT).
- The subscriber agrees to pay all applicable fees for services in effect at the time of sign-up registration and/or renewal, subject to these terms.
- The subscriber agrees to update and keep current all of the subscriber's billing information, email and all other contact information. It is the subscriber's responsibility to verify that the information submitted is accurate to insure proper billing and continuity of services.
- In the event that a client issues a chargeback or reversal of charges without written consent from Systems Direct they will be liable for a service fee of R150.00 (one hundred and fifty rand only).
- Please note that all quoted prices contained within this document exclude VAT
- A customised service level agreement may be drafted upon request for on-going support and service delivery



## WEBSITE REQUISITION

VIEW TEMPLATE 1

VIEW TEMPLATE 2

VIEW TEMPLATE 3

Select a template: Template 1

Template 2

Template 3

Custom Designed Template  
*(Please note that the custom design option  
does **NOT** form a part of the Free offering.)*

### PERSONAL DETAILS

Name & Surname

Broker Code

Business Name

FSP Number

Contact No

Email Address

Physical Address

Postal Address

### COMPANY DETAILS

Telephone No

Fax No

Mobile No

Email Address

VAT No

Physical Address

Postal Address

## RESPONSIBLE PARTY FOR ONLINE FORMS AND CHATS / TECHNICAL CONTACT

Name & Surname

Telephone No

Mobile No

Email Address

## WEBSITE INFORMATION / HOSTING AND DOMAINS

Would you like your website to link to Google Maps?

Would you like an online chat setup on your website?

Would you like Systems Direct to facilitate the hosting and domain registration?

GREAT VALUE!					
BRONZE		SILVER		GOLD	
WEB TRAFFIC	Unlimited	WEB TRAFFIC	Unlimited	WEB TRAFFIC	Unlimited
STORAGE SPACE	300mb	STORAGE SPACE	750mb	STORAGE SPACE	2000mb
EMAIL ACCOUNTS	5	EMAIL ACCOUNTS	25	EMAIL ACCOUNTS	75
COST <b>R99.00</b> PM (Incl. VAT)		COST <b>R129.00</b> PM (Incl. VAT)		COST <b>R159.00</b> PM (Incl. VAT)	

Please select 3 optional domain names below.

**Example:** *www.systemsdirect.co.za; www.systemsdirectsa.co.za; www.systemsdirectsolutions.co.za*

If you already own a domain name please list it below:

Company colours:

**Example:** *red, blue, etc*

List the email addresses that you would like us to setup:

**Example:** *name@systemsdirect.co.za*

Tell us about your company (*This information will be pasted on the 'About Us' section on the website*).

Client testimonial 1

Client testimonial 2

Client testimonial 3

Client testimonial 4

Additional comments / changes / requirements / information

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## SOCIAL MEDIA

Facebook URL

Twitter URL

Linked In URL

Other URL

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I hereby acknowledge that I have read and accept the terms and conditions.

---

Signature

---

Date

# SYSTEMSDIRECT

Global House, Bond Street Business Park,  
Cnr Bond Street and Kent Ave,  
Ferndale, Randburg  
011 777 7266  
[info@systemsdirect.co.za](mailto:info@systemsdirect.co.za)

[www.systemsdirect.co.za](http://www.systemsdirect.co.za)



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