



CUSTOMER CASE STUDY



seQoya®

SUMMARY



CUSTOMER	SeQoya
WEBSITE	www.seqoya.com.au
SIZE	5 employees
COUNTRY	Australia
INDUSTRY	Government

CUSTOMER PROFILE

SeQoya provides software that helps manage salary-packaging solutions for organizations throughout Australia. The company, which is based in Baulkham Hills, New South Wales, is a subsidiary of SmartSalary, the country's second largest provider of outsourced salary-packaging services.

SOFTWARE

- DNN Evoq Content
- SeQoya Package Modeler
- SeQoya Administration System
- SeQoya Web Delivery Platform

PRODUCT IMPLEMENTED



Benefits Software Firm Turns to Web Content Management System to Support Growth

SeQoya designs software used for salary packaging programs that provide pre-tax benefits to employees throughout Australia. SeQoya realized that growing broadband availability would spur demand for one of its products, a web-based application that lets employees review their benefits online. To support its growth, SeQoya upgraded to DNN Evoq Content¹ management system and application development framework, which delivers a rich, reliable platform for managing SeQoya's web-based application.

Business Needs

SeQoya is a leading maker of software solutions for the "salary packaging" market in Australia. Salary packaging, a concept promoted by the federal government, provides ways for organizations to offer pre-tax benefits to employees. These benefits can include cars, computers, and even rent or mortgage payments that can be paid for in specified pre-tax amounts.

“Salary packaging helps organizations attract and keep employees, especially in schools, health services, and what we call ‘public benevolent institutions’ such as hospitals or missionary organizations,” says Mike Deignan, Manager Director of SeQoya. “Employees in these organizations might get higher salaries going to the private sector so the salary packaging helps public organizations be more competitive.”

Instituting and managing a salary-packaging program, however, entails complex rules and the logistics of processing distributions. SeQoya helps companies with salary-packaging solutions that include a financial modeling tool used to identify benefits available to specific

employees, and an administrative tool that integrates with payroll systems to manage salary-packaging accounts.

The company also provides a hosted web platform that organizations use so employees can view detailed information on their salary packaging accounts. For several years, SeQoya ran this web platform using the free, open source DNN Platform content management system and application development framework. However, the growing importance and reach of web-based services led SeQoya to evaluate an upgrade.

“The Australian government is committed to deploying fiber optic technology that, by 2015, will provide a very sophisticated, nationwide network,” Deignan says. “It will change the landscape for many businesses, including ours. People across the country will have easy access to very fast Internet connections which we expect will dramatically increase the demand for our web-based application.”



Solution

Evoq Content provides a tested and verified version of the software along with e-mail alerts for software upgrades and patches, access to the Evoq Content online Knowledge Base, product copyright indemnification, and unlimited technical support through the DNN Support Network. It includes a number of features not available in the open source DNN Platform, including an advanced content

approval capability, web analytics support, and granular user permissions capabilities. With Evoq Content, users can create and edit web pages in minutes and control website content and appearance without the assistance of IT personnel. Additionally, the DNN framework is highly extensible, allowing businesses to easily integrate thousands of software extensions from hundreds of independent software vendors.

“DNN has a rich and reliable content management system that is easy for us to use and manage and provides tools and feature that are easy for our business customers to use,” says Deignan. “Equally important is the role that Evoq Content will play in SeQoya’s business model. DNN will help support the application that will become the core part of our business in the next several years.”

Benefits

SeQoya benefits in a number of ways with its upgrade to Evoq Content. The extensive support for the product proved valuable early on when SeQoya faced a technical issue. The security enhancements in Evoq Content can ensure that customers’ confidential information is kept safe. And SeQoya is also benefitting from new features and enhancements that will help it during the growth of its web-based salary-packaging product.

Effective technical support

Evoq Content provides unlimited technical support, which SeQoya benefitted from soon after purchasing the product.³ “Ironically, within about a month of getting Evoq Content, we ran into a technical issue that required help from DNN Corporation,” says Alex Galan, Software Developer for SeQoya. “We got the answer we needed very quickly which highlighted the importance of having a rich support network for a product that is critical for our company’s success.”

Enhanced security

Evoq Content provides features that help SeQoya keep its customers’ information safe. These include a security database that tracks modifications to customers’ web sites and a full audit history of any changes made. Additionally, page, module, and folder level permissions allow SeQoya customers to create granular rights for viewing and editing a website. “DNN lends added layers of security that help us to assure our customers that their confidential information is protected,” says Deignan.

Time-saving features

Evoq Content provides additional features that SeQoya is using to make its product even richer. “For example, I discovered a feature that lets users hide or show the control panel, and modules for adding more functionality to our appli-

cation,” says Galan. Adds Deignan: “We simply could not develop what DNN has built into Evoq Content. We are too busy working on our own software. DNN provides a powerful platform that is easy to pickup, use, and integrate with our web-based application. It allows us to focus on our key product and supporting our customers.”

¹ Evoq Content was previously known as DNN Professional and Enterprise Editions.

² Unlimited support now only available with additional purchase.

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Mike Deignan
Manager Director
SeQoya



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