The wall 360°

Softimpact s.a.r.l

Where software spells quality

TheWALL 360 CMS

TheWALL360 CMS is a flexible, user-friendly platform used to create and design custom digital experiences on the web and beyond.

CHARACTERISTICS

Design and Build what you need:
Drag and Drop.
Preview Content.
Fully custom content modeling.
Complete control over content HTML.
Powerful templating on the fly.

Easily create and Manage great Looking Content:
Attractive and intuitive Control Panel.
Built-in localization.
Page Design Live Preview.

Secure, Scalable and Supported:
Robust support and SLAs.
Built-in integrations.
Block brute force attacks when detecting maximum log-in attempts.
Built-in Mechanism to defeat SQL-Injection
Two Factor Authentication

Build for any Type of Industry:
TV Stations / Production Houses and Radio.
Advertising Agencies.
Archiving Agencies.
Governmental.
Retail.
E-Commerce Targets
Education.
Insurance and Healthcare.
Media and Entertainment.
News Agencies
Motoring.
Organizations.
Advertising.
Documentary.
Food and Beverages.
Telecom.
Interior Design.
Your choice and much more…

GENERAL FEATURES

Robust content libraries.
Deep analytics with powerful tools.
Social media integrations.
Social media Automation.
Integration with Whatsapp and Facebook messenger
Sharing photos and videos directly from TheWALL 360 CMS to Instagram platform.
Support from fully dedicated Digital and technical Publishing Teams.
Creation and management of online content.
Users Management with their access rights.
Full text search capabilities.
Efficient news management system.
Multilingual content presentation.

Link your social media icons to the related platforms directly from TheWALL 360 CMS

Publication entries scheduling.
Complete responsive digital edition with your branding.
Custom web/mobile push notifications.
Multilingual Backend interface
KWIKmotion direct video uploader with meta management.
Posting and scheduling content on social media like Facebook and Instagram…
Customizable Dashboard to monitor:
- Content performance
- Users performance on platform
- Push notifications performance
- Authors Performance
Custom Fields per form builder
Multiple Custom URL configuration for each section
Custom picture sizes per content sections and categories
Unlimited custom fields assignment per section
Custom Image quality and optimization per field
Visual image cropping with presets
Uploaded images archiving in folders with tagging
Multiple watermarking profiling with custom positions and presets
Image editor with effects on the fly
TheWALL Doctor: set to analyze your content and trigger alarms on the fly before anybody else sees them.
Content manage in the CMS based on logged in user Time zone

SECTIONS / PILLARS / FACTORS / BACKBONE / ANCHORS.
What makes the system unique and dynamic?

OTT (Over The Top)

1.1. OTT Structure.
Genres
Shows > Seasons > Episodes:
Classify shows by genres.
Promo per show.
Multiple types of subscriptions (SVOD, TVOD and AVOD).
One microsite for multiple pages for shows.
Assign trailers to shows.

Movies:
Classify movies by genres.
Define promos per movie.
Assign trailers to movies.
Multiple types of subscriptions (SVOD, TVOD and AVOD).

Multiple Channels and Scheduling:
Manage multiple channels.
Manage schedules of shows per channel.
Schedule, audit and edit overlapping shows.
Automatic input from EPG.

1.2. OTT Features.

Subscriptions (SVOD, TVOD and AVOD).

Integrate media/videos with multiple VOD platforms like KWIKmotion, YouTube and Vimeo.
Upload once. Broadcast anywhere on all connected devices in one operation.
Excellent viewing experience across multiple streaming devices.
Analytics to track engagement and know which of your videos perform better.
Split episodes to chapters.

Customize the design of all OTT platform pages by dragging from a rich basket of components and dropping on a targeted page:
- Slideshows.
- Player Layouts.
- Interactive Gallery.
- Photo Gallery.
- Audio and Music Players.
- HTML Slideshows.
- Latest Showed.
- Most viewed.
- Trending Episodes.
- Related Episodes.
- **Much more…**

Trailer preview across all OTT platform pages.
- Pre-rolls.
- Mid-rolls.
- Post-rolls.
- Custom:
  - Time Iteration Ad based.
  - Media play count Ad based.
  - Video duration Ad based.

Organize all layout components through drag and drop feature.
Dashboard tailored to your needs.
Multiple Monetization Support AVOD.

Responsive websites supporting all browsers (Firefox, Chrome, Internet explorer..etc.) available on:
- Desktop screen size reaching 3000px.
- Tablet.
- Mobile.

Native Apps Feeds supporting:
- IOS apps.
- Android.
- Apple TV.
- Samsung TV.
- Roku.
- Firebase stick.

Multiple Payment Gateways to integrate your favorite payment method.
Built-in SEO Tools to better submit and optimize on search engines like Google.
Artificial Intelligence to enhance content cross linking in the platform.
Ratings and Comments to let your users express their opinion about the content.
Easy Upload to KWIKmotion via one interface.
WYSIWYG Editors / filters on editors to maintain a clean content styling.
One CMS for all websites/apps and devices.
Magnet semantic recommendation engine integration.
Multilingual Frontend Interface and Content.
Views to determine which videos are getting maximum views vs. which are not.
Integration with Google Analytics.
Powerful CMS to control everything from one single admin panel.

Full API to support devices.
Analytics and Reports to better track and understand your viewers behavior on the platform.
Audit trail all activities done by users.
Instantly edit, update, preview and publish on all OTT pages.
Membership:
    Unique profile creation.
    History of watch.
    My Favorites to keep your most preferred content in one place.
    Management of profile.
    History of Purchase.
    Continue watching.
    Subscription management including multiple renewal for multiple SVOD.
    Restriction for maximum number of devices logged in at once.

E-publisher

How does it work?

The engine creates a specific URL structure customization for every category and/or article.
Create unlimited amount of Categories and Sub-categories on the fly.
Assign articles to multiple categories.
Assign user access rights to categories inside the document engine.
Assign authors and editors - with profiles - to articles.
Assign multiple authors and editors – with profiles – to articles.
Create multilingual bulk articles consecutively
Create Blogs, News pages or corporate websites.
Design each category and article separately.
Assign articles to sources.
Sources with detailed profiling.
Integrate media/videos with multiple VOD platforms like KWIKmotion, YouTube and Vimeo.
Semantic cross linking articles with full integration of the magnet platform - Related and Recommended Articles.
Create sub-articles for main topics.
Responsive article content on the fly.
Capture editors' mistakes with TheWALL360 doctor.
Add articles via email.
Ratings and Comments to let your users express their opinion about the content.

You are the designer:
    Slideshows.
    Player Layouts.
    Interactive Gallery.
    Photo Gallery.
    Audio and Music Players.
    HTML Slideshows.

WYSIWYG Editors / filters on editors to maintain a clean content styling.
Views to determine which articles are getting maximum readers vs. which are not.
Artificial Intelligence to enhance content cross linking in the platform.
My Favorites to keep your most preferred content in one place.
Know what people are reading right now.
Breaking News pop-ups.
Upload content and files via FTP to publish via articles, helpful and efficient for results publishing

E-commerce Retailers and Products.

1.1. **E-commerce Features.**

a. Products:

Build and manage your store
Organize your products by creating a hierarchy of categories that resemble a tree structure
Select multiple design templates for products and categories sections

Add unlimited media objects per product like Photos, Videos, and more
Attach catalogue and many other files to the product (PDF, DOCX, XLSX …)
Link your products to an external link
Redirect your products to an external link

Products and Variants lets you group similar products and allow multiple purchasable variants
Specify your product attributes and values. The value can be numerical or alphabetical
Profiling per attribute value (i.e. specific brand profiling and details for a product)

Main matrix management per item for
- Color
- Size
- Expiry date
- Season

Dynamic unlimited Product Add-ons like Wrapping, Cards, chocolate, etc...
Keep your product page focused on the product and consistent with your brand
Priority of Items visibility based on any of the above dimension and geo-location
Allow your customers to filter products based on selected combination of created attributes
Advanced SEO metataging to help Google scan and index your website

Recently Viewed Items
Newly Posted Items
Top Seller Items
Recommended Items (Related Items)
Matching Items (Complimentary Items)
A wish list/mark as favorites to allow your visitors save a list of products so that they can easily find them next time they visit your site

b. Orders:

Your visitors can collect items in the basket and order them online
The Add to Cart or request a quotation buttons are prominently displayed beside the product image
One order, to multiple recipients and multiple destinations
Subscriptions to allow customers sign-up and keep track of order status
Have an option to change the quantity or remove items from their cart
Managing your visitor's orders and their account information
The ability to create orders from TheWALL 360 CMS and push them to member's basket to be completed on the frontend
Custom Check-out Flows to give your customers the greatest sense of your store
 Auto in-stock control

c. Shipping and Delivery:

Integration with Multiple Shipping companies via APIs and item calculation based on volume and weight versus destination

Delivery Exclusions:
- Define holidays
- Excluded dates from delivery dates
- Per item delivery dates

d. Payment Gateway:

Tight Integration with Multiple Payment Gateways to help you manage your products alongside the rest of your website's content

Payment Gateways Profiling:
      With different charges
      Multiple Currencies setup
      Based on Geo-location restrictions
      Per Payment Gateway "Terms and Conditions" Setup
      Automatic payment gateway filtering according to the user selected currency and/or Cash on delivery

e. Currency:

Unlimited currency profiling with their rates history. Once you enable this feature, a currency switcher will display in your store allowing your customers to choose among the currencies you have set up.

f. Emails:

Send customized emails to your visitors upon performing specific operations in an email book

g. On-Store Sale:

Store-wide and/or per item discount capabilities based on date boundaries.
Adding coupon discount codes to your website

h. Breadcrumb navigation:

Help your visitors to easily browse through product categories. You can include it right below the main navigation bar

i. Feedback:

Let your customers share their favorite products on their social media platforms
Consumer reviews / ratings on products

j. Dashboard:

TheWALL 360 CMS dashboard will allow you to:
      Monitor all ecommerce sales metrics in a summarized way
      Monitor Committed and not executed orders
      Monitor Instock metrics on the website
      Will be customized to meet your specific business needs

k. Order Management:

Generate a list and get notified when items reach Minimum Quantity

Custom Order Fields to track whatever order information you need
Order Management to classify your in-progress, completed and custom orders statuses
Online stock control to track all items added

l.   Integration with any ERP:

Ability to integration with any ERP that has APIS or open database
Integration can be done on these bases:
> Sync Stock Items with their media and Meta data to website with conditions
> Manage Instock for Items
> Sync financially committed orders on the website back to ERP

m. Import Excel Sheet:

Bulk import products with their media and metadata from an excel sheet
Bulk products modification with collection per items or categories

n.   Multi-lingual Platform with Geo-location driven

o.   Loyalty / Rewards program

1.2. **E-commerce Reporting.**

Sales executive report summary
Detailed sales summary
Sales summary by items

ANALYTICS

1. OTT.
User:
> Charts to illustrate subscriber's performance.
> Generate real time analytics for visitors watching.
> Real time analytics for all devices types.
> Monitor subscriptions.

Episodes:
> Generate real time analytics for most watched Episodes, Views, Plays Started and Plays Completed.
> Ability to know the total Page Views by day and compare it with the previous period
> Ability to see top Episodes viewed in a descending order
> Ability to see total number of views for a specific episode, number of people that started viewing this episode and number of people that completed viewing this episode
> Ability to see percentage for each episode plays vs. totals of views, plays started and plays completed
> Ability to see on which platform the episodes were uploaded – KWIKmotion (KM) or You Tube (YT) or any other integrated VOD platform.

Seasons:
> Ability to know Top Seasons of each show displayed in descending order, Views, Plays Started and Plays Completed.
> Ability to see the most viewed episode of each season, most played episode and most watched episode till the end.
> Ability to see on which platform the episodes were uploaded – KWIKmotion (KM) or You Tube (YT) or any other integrated VOD platform.

Shows:
> Generate real time analytics for most watched shows, Views, Plays Started and Plays Completed.

Ability to know the Top Show viewed by the audience and the top episode in terms of views, plays started and completed.
Ability to see on which platform the episodes were uploaded – KWIKmotion (KM) or You Tube (YT) or any other integrated VOD platform.

Genres:
Generate real time analytics for most watched genres, Views, Plays Started and Plays Completed.
Know the top categories viewed by the audience.
Ability to see on which platform the episodes were uploaded – KWIKmotion (KM) or You Tube (YT) or any other integrated VOD platform.

2. E-publisher.

Users:
Most Active.
Authors:
Most viewed articles.
Most Liked articles.
Sections:
Average views collected by content.
Most viewed articles.
Most Liked articles.
Sources:
Most liked / viewed resourced articles.
Videos & Report:
Ability to know the total Page Views by day and compare it with the previous period
Ability to see what are the most viewed video articles in a descending order
Ability to see total number of views for a specific video, number of people that started viewing this video and number of people that completed viewing this video
Ability to see percentage for each video plays vs. totals of views, plays started and plays completed
Ability to see on which platform the videos were uploaded – KWIKmotion (KM) or You Tube (YT) or any other integrated VOD platform.

4. E-Commerce Analytics

Analytics tools focus on onsite behavior
Most selling items
Most viewed items
Most popular items
Most searched for items
Most favorite items
Most Rated Items

3. Push notification Analytics

Web Push notifications Analytics
Ability to see how many user received the message
Ability to see how many user viewed the message
Ability to see how many user clicked on the message
Ability to export all data to excel file

Mobile Push notification
Ability to see message sending date
Ability to see message sending status (sent, failed)
Ability to export all data to excel file

SECONDARY SECTIONS

1. Push Notifications.
Schedule push or immediate notifications for Web and mobile.
On screen scheduler for bug notifications.
Custom Web notification for a link of your choice.
Web and mobile push Analytics.

2. Polls.
Unlimited and Automated.
Instant results.

3. Newsletter Management.
Manage a list of subscribers and create dynamic email bodies via dynamic tags.
Update users with your latest and hottest deals.
Create unlimited newsletter templates and generate different formats.

4. Weather
Weather Data Input via TheWALL360, or integrated with major weather sources like msn or weather.com.

5. Careers.
Publish your job openings for visitors to submit their portfolios and CVS via a classified engine.

6. Clients.
Convert website visitors to customers with geo-targeting.

7. SMS Handling.
SMS handling based on predefined functions
Multiple SMS body template creation

8. Forum.
Private forum based on membership
Audio files support
Pictures support

FEATURES

1. Image Uploader Manager.
Image Editor:
In one click, assign one picture to all required fields.
Crop, rotate and flip selected images.
Reposition images to their preferred view.
Image Uploader size and quality optimizer.
On the fly Library archiving via dynamic folders.
Watermarking with multiple profiling.

2. Dynamic Monetization.
Website is ready to be monetized across all its pages.
Integrate and control the position and placement of ads and banners:
Via static Content (Image or video).

Via JavaScript to any type of server.

3. Videos.

Subscriptions (SVOD, TVOD and AVOD).
Upload once. Broadcast anywhere on all connected devices in one operation.
Excellent viewing experience across multiple streaming devices.
Artificial Intelligence to enhance content cross linking in the platform.
Localization:
Multilingual frontend CMS and CMS Interface.
Integration with Google Analytics.
Powerful CMS to control everything from one single admin panel.
Full API to support devices.
Analytics and Reports to better track and understand your viewers behavior on the platform.

4. Custom Form Builder for both Frontend and Backend layers.

Rich basket of categorized components for all modules.
Create any entry form fast and easy, e.g.: Contact Us, Surveys, Career application, Event participation, Donations and much more.
Fully customizable forms.
Form table automatic database creation.
Ability to export data to excel.
Ability to send predefined email form.

5. Page Design Live Preview.

6. CMS user Management to set permissions and optionally allow public user registration.

Menu Customization per Company
Give access rights and choose what section to display in the menu
Rename every section as per your business needs

8. Dashboard.

Real time statistics - Latest visited section by user / Active users / Online users on all 3 devices.
Pending content for approval.

9. Dynamic SEO.

Automated SEO meta tags of which overrides records by users.
Assign unlimited downloadable files per document.

10. Email auto responders with fully customizable email bodies following tags pulled from content.

11. GDPR and cookies management to automatically scan your cookies and keep your privacy policy up to date.

API's

Softimpact provides readymade API's with full documentation that can be used with any type of development specially for Mobile application development on top of TheWALL 360. Here are some examples of the API's that Softimpact provides:

1. E-Publisher.

Articles List Latest by Category
Articles Details
Author Details

2. OTT.

        Shows Categories
        Episodes Details
        Episodes Seasons Listing

3. Other Modules.

        Registration
        Member Verification
        Contact Department
        Notification
        And Much More…

WHAT PEOPLE LOVE MOST ABOUT THE WALL?

100% customizable.
Intuitive content tool.
Designed for everyone.
E-commerce YourWALL.

FUN FACTS

18 clients have joined TheWALL360 of fame since 2018.
898196 working hours.
2907 satisfied customers.
3782110 calls and emails.

BUILT WITH TheWALL360

Lebanon24
Alsumaria TV
Kwikmotion
Eurocross
UNDP – Peace Building Supplement
MideastB2C
Bridgestone Lebanon
Capital Insurance
Ticketing Box Office
Motor Show
Kafan Al Massih
Much more…

THE PROCESS OF TheWALL

Log in
Manage your content
Design
Audit
Publish
Update content
Re-Publish

FEATURES COMING SOON

Softimpact work continuously on providing its clients the best experience through continuous updates and new features. Here are some of the new features coming soon:

        Detect active users with Internal chat system capabilities

Face recognition for image tagging
Make Real-time Views in Analytics
Upload Videos directly from the platform to YouTube
Image editor studio including Filters, Transformation, Drawing, Stickers, Framing
Publish Articles via email
And much more…

ABOUT SOFTIMPACT

Softimpact has been a leading digital design & development company. Our bright solutions reached out to the MENA and beyond giving us the pleasure to work for clients in Africa and The Arabian Gulf extending our knowledge and experience since 2004.
TheWALL360 is a modern software, but its roots and development go back to 2004 when Softimpact first set its desire for an elegant and well-architecture system.

SERVICES OF SOFTIMPACT

Web Design and Development.
Tailor made solutions.
Mobile applications.
TheWALL360 - A primary service at Softimpact.
E-marketing social media.
Cubix ERP / CRM