



**ENTERPRISE
IRELAND**

Learn how pTools CMS helped Enterprise Ireland deliver its message worldwide.

“pTools significantly enhances our ability to engage online.”

Frank Ryan, CEO, Enterprise Ireland

Enterprise Ireland Brand & Business

The pTools CMS team worked proactively with us from the start of the project through to implementation of a new, technology-enabled and modern corporate website.

Enterprise Ireland (EI) is the government agency responsible for the development and worldwide promotion of Irish business and international trade.

EI's mission is to accelerate the development of world-class Irish companies to achieve strong positions in global markets resulting in increased national and regional prosperity. Through their extensive network of 10 Irish and 31 international offices, they work with clients to assist them to compete and to flourish.

EI focuses on achieving export sales; Investing in research and innovation; Competing through productivity; Starting up & scaling up; Driving regional enterprise; provide assistance to international companies who are searching for world-class Irish suppliers and helping international companies who want to set up operations in Ireland.

A continuing emphasis on delivery and promoting of these services online has meant that the requirement for effective web content management has increased and is set to increase in the future.

After an extensive and detailed procurement process and a shortlist that included both local and international CMS vendors, Enterprise Ireland selected pTools.

This initiative is part of a broader project to put forms and other paper-based services online and the new site pushes this forward in a way that saves time and money and is measurably more efficient.

'The pTools CMS team worked proactively with us from the start of the project through to implementation.'

The screenshot displays the Enterprise Ireland website interface. At the top left, the logo 'ENTERPRISE IRELAND' is visible. A search bar with the placeholder 'Enter Keyword or Keyphrase...' and a 'Search' button is located at the top right. Below the search bar, contact information includes '+353 1 727 2000' and 'Email Enterprise Ireland'. A navigation bar contains links for 'Reports & Publications', 'Contact Us', and 'News & Media', along with social media icons for Twitter, Facebook, LinkedIn, YouTube, and Google+. There are also links for 'Associated Sites' and 'RSS Feed'. A main menu features five blue buttons: 'Export INFORMATION & ADVICE', 'R & D RESEARCH & INNOVATE', 'Management STRATEGY & ADVICE', 'Productivity BUILDING COMPETITIVENESS', and 'Events CALENDAR OF EVENTS'. Below the menu, a section titled 'We Help You?' is partially visible, with a video player showing a scene with a bridge and the text 'Now is the time...'. The pTools Software logo is in the bottom right corner.

Business Rationale

Global brand continuity;
Multi-territory, multi-language content;
Rich media, video and social networking;
Event calendars and mapping;
Efficient publishing and workflow.

Enterprise Ireland required a high-level enterprise CMS for the redevelopment of the main business website and multiple international websites providing support, self-service customer pre-qualification, application procedures and services for Government supported entrepreneurial and start-up businesses under the direction of Department of Trade & Enterprise.

The website enables businesses to qualify for grant-assistance, business support programs, international research and direct engagement with EI, in addition to online interactive user tools providing information for business competitiveness, analysis and training and TV channel functionality for the delivery of online business support, videos, advice and courses.

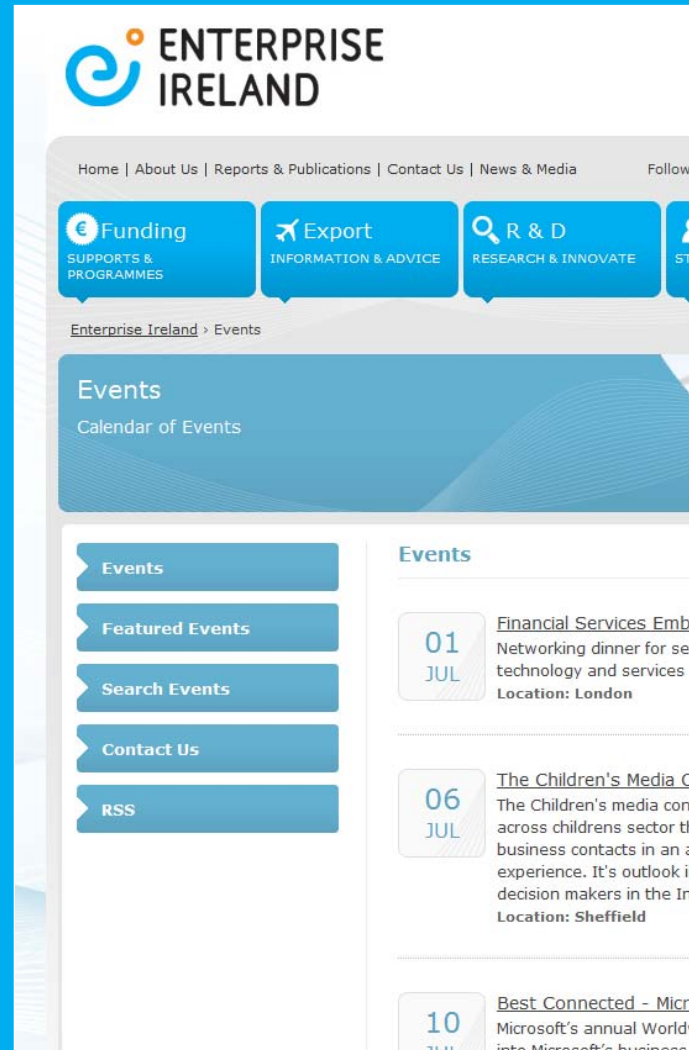
The screenshot shows the Enterprise Ireland website interface. At the top, there are social media icons (Twitter, Facebook, LinkedIn, YouTube) and a search bar. Below this is a navigation menu with three main sections: 'Management STRATEGY & ADVICE', 'Productivity BUILDING COMPETITIVENESS', and 'Events CALENDAR OF EVENTS'. A secondary navigation bar includes 'Associated Sites' and 'RSS Feed'. The main content area features a large banner with financial data and currency symbols (USD, EUR). Below the banner, there are three content cards: 'Upcoming Trade Shows and Events', 'Building Export Selling Capabilities', and 'Funding to Explore Export Opportunities'. Each card includes a brief description and a call to action.

'Enterprise Ireland's new website is a comprehensive single point of information on all of the services and supports that are available to export-focused Irish companies and entrepreneurs.'

'The successful completion of the project required a strong partnership approach between all members of the extended team and we are satisfied that the new website will significantly enhance our clients' ability to engage with us online.'

Project Objectives


- » Multi-server Enterprise CMS deployment.
- » Multi-language functionality for administration of international region content.
- » Multi-level workflow and approval for pre-publishing and sign-off.
- » Multiple user access levels, rights and user administration and audit trail.
- » Extensive publishing and management of multimedia files within the website:
 Syndication of video, News items syndicated across the site, including images, video, podcasts etc.,
 Multimedia libraries and gallery indexing for multimedia elements with searching and categorisation.
- » Complex multi-template information architecture with visual and information rich content.
- » Dynamic calendar output and mapping for EI event management.
- » Social networking and content sharing using 'Share this' features:
 Facebook, Twitter, LinkedIn, YouTube, RSS, Blogs and Forums.






Online Business Systems

Delivered on the Microsoft SQL database, the solution is designed to fit with Enterprise Ireland's overall IT strategy and Microsoft.net based architecture. Enterprise Ireland's corporate suite of business website services are delivered through the pTools multi-tiered distributed application model providing multi-site, multi-language, multi-point, multi-location publishing from a multi-author and editor base and includes future proofing for integration with Microsoft SharePoint and other framework solutions.

pTools delivers powerful content management that makes it simple for staff to manage content and support the strategic direction of the business online. Enterprise Ireland's local and international content is authored, approved and published by content owners, freeing-up valuable IT staff and resources.


START A BUSINESS. START WITH US. 

Do I qualify as a High Potential Start-up? Share:   

A High Potential Start-Up (HPSU) is defined as a start-up venture that is:

- › Introducing a new or innovative product or service to international markets.
- › Involved in manufacturing or internationally traded services.
- › Capable of creating 10 jobs in Ireland and realising exports of €1 million within three to four years of starting up.
- › Led by an experienced management team.
- › Headquartered and controlled in Ireland.
- › Less than six years old.

See our short introductory video below which will explain how we can help you start your business.

 **STARTING A BUSINESS? START WITH US**

pTools™
Software

Next Steps

[Demo System6](#)

Go to pTools.com to sign-up for a one-to-one demo of pTools and access to your dedicated pTools environment.

[Launch Cloud Manager](#)

Beta

See how you can provision hardware, software & infrastructure for your requirements using Cloud Manager.

[Contact Us Directly](#)

Go to pTools.com or use the contact details below for any other queries.

pTools Ireland

Content House
46 Stephens Place
Dublin 2, Ireland

(+353) 1 678 9311
dublin@ptools.com

pTools Canada

230 King Street East
Toronto, Ontario
Canada, M5A 1K5

(+1) 416 254 4129
toronto@ptools.com