

WEBRICKS
ONLINE PRESENCE PLATFORM
FEATURES OVERVIEW



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2. About Webricks

Webricks is a highly modular PaaS (Platform as a product) created to provide a solid foundation for building professional business solutions.

As such, Webricks provides essential functionalities out of the box such as support for multiple cultures, identity management with access control, document management, and various extensibility points as well as a large number of features related to content management and customer engagement that are further described in this document.

Webricks is mobile-ready so many features that are available for the web are also available for mobile apps.

The basic building element of Webricks is a component, that contains an encapsulated part of business logic and can be reused/embedded on different web portal locations.

Components that can be created during the solution development process can work seamlessly with existing pre-built component packs that Webricks offers.

Webricks is built on the technology stack assembled from frameworks and libraries provided by the most trusted companies in the software development industry, out of which the most prominent are:

- Microsoft .NET 8+
- Google Angular 17+
- Microsoft SQL Server 2019+
- Microsoft Xamarin Forms 5+

Webricks is actively maintained and upgraded to always be compatible with the latest LTS (long-term support) versions of external frameworks and libraries.

New releases of Webricks are deployed frequently to all customers with either an active subscription or support and maintenance contract.



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3. Features overview

Webricks has an evergrowing list of components organized in many feature modules.

Features overview is provided to allow a better understanding of the capabilities of Webricks and the value proposition it can bring to any business.

Webricks is continually upgraded and the features overview is updated with every new major release.



3.1. Content management

3.1.1. Core features

Content management in Webricks is built with best practices in mind. For the majority of the modules (where it is applicable) the following core features are implemented:

- **Search engine optimization (SEO)**
Through SEO configuration, you can set a title, cover image, a short description, and keywords for specific content or decide to use default web portal settings.
- **Classification via taxonomies (dynamic tags)**
By creating an unlimited number of taxonomies (tags), you can classify your content in detail, therefore, making it indexed for easier searching.
- **Visitor tracking**
Visitor tracking provides you with detailed information about content views. Webricks goes a step further allowing you to track what your registered members were visiting during their sessions on public-facing interfaces.
- **Sharing across multiple channels**
Content can be shared across 18 different channels, starting from Facebook, Twitter, and LinkedIn to SMS, print, and link sharing.
- **Discussions**
If enabled, comments can be created on content by registered members, which can evolve in discussions. As an administrator, you can moderate discussions and respond to complaints submitted by other members. Members can tag other members when posting a comment.
- **Reactions**
The like/dislike feature can be used to collect opinions from both registered and anonymous web portal visitors on published content.
- **Multilingual support**
Webricks has full multilingual support that allows content publishing in different languages. The following cultures are supported out of the box, but new ones can be added depending on the needs of your business solution:
 - English
 - German
 - Italian
 - Spanish
 - Bosnian (Latin)
 - Serbian (Cyrillic, Bosnia and Herzegovina / Latin, Serbia)
 - Croatian



3.1.2. News

The News module allows you to present recent valuable updates about your brand, products, and services in a visually appealing way, by adding the cover image, relevant documents, and photo galleries.

Highlighted news can be embedded on any page and a news archive with a detailed search is available that can be implemented as a separate page.

3.1.3. Articles

With the Articles module, different kinds of articles can be published that will bring more visitors to your web portal.

Articles can be linked into series for different purposes, i.e. for creating tutorial chapters.

Articles can be used for maintaining a blog, where author information can be provided in detail.

Highlighted articles can be embedded on any page and an article archive with a detailed search is available that can be implemented as a separate page.

3.1.4. Documents

The documents module allows you to publish various documents with additional descriptive information that can be searched and downloaded by web portal visitors.

Document archive is available and can be implemented as a separate page.

3.1.5. Promotions

The promotions module can be used to advertise a specific activity, product, or service.

Web portal visitors can request an offer directly from the promotion overview page.

Highlighted promotions can be embedded on any page and a promotions archive with a detailed search is available that can be implemented as a separate page.

Additionally, promotions can be further advertised through a popup that appears on the home page.

3.1.6. Photo and Video galleries

With photo and video galleries, you can visually enrich any content that is displayed on your portal.

Photo galleries can be linked to other types of content (i.e. news, articles, etc.) therefore making the whole web portal tour experience much more interesting.

A gallery overview component is available that can be embedded anywhere on the web portal, as well as a component with a list of galleries that can be implemented as a separate page.



3.1.7. Frequently Asked Questions (FAQ)

Provide a knowledge base for your visitors by creating frequently asked questions that are easily managed through the administration.

Questions can be grouped and embedded anywhere on the web portal. By using the FAQ module, you can greatly reduce the number of support requests made to your staff.

For large knowledge bases with hundreds of entries, integration with Microsoft Azure Language Service can be used to activate NLP (Natural Language Processing) searching, therefore allowing for more comprehensive and user-intuitive answers generation, with ordering by search relevance. A subscription for Microsoft Azure is required and is not included with the product license.

3.1.8. Glossary

The Glossary module allows you to create an alphabetical list of terms in a particular domain of knowledge with the definitions for those terms.

Terms can be grouped and easily searched through specially built interfaces that can be embedded anywhere on the web portal.

3.1.9. Calendar

The Calendar module allows you to enter various activities and share that information with visitors of your web portal in the form of an interactive monthly calendar.

Activities can be grouped by type and can contain rich information such as a cover image, a formatted description, and links to external resources.

3.1.10. Dynamic forms

The forms module allows you to create ad-hoc forms and embed them anywhere on your web portal.

Through the administration, you will have the possibility to analyze collected data in detail and make business decisions based on acquired information.



3.2. Community

The most important aspect of building an online presence is establishing an actively growing community of followers and members.

Webricks Community modules are specifically designed to provide features for members that are easy to access and use and that will incite them to spend more time on the web portal.

3.2.1. Members

The core feature of Webricks Customer management is the members' database.

Whether you are running a loyalty club, or have customers you want to engage with, the Members module will allow you to do just that in a very simple way.

By becoming a member, users of your solution will gain access to many different features.

As an administrator, you can fully configure the registration form by tuning about 40 different personally identifiable fields that users must submit.

Registered users have their account panel, with features that you can configure through the administration.

3.2.2. Groups

Community groups are an excellent way to provide members with the content they exactly need.

Whether you are running a community of practitioners or selling products for various purposes, you can use groups to drive users to a single source of information.

Groups can be managed by either global community managers, or by group leaders.

Content that is published on the platform can be optionally scoped to be visible only to members of specific groups.

If you want a group to be based on invitation only and visible to a subset of members, you can choose to create a private group.

3.2.3. Knowledge base / Q&A

A great way to bring your community together is to make it helpful so that members can see its value proposition.

Through the Q&A module, you can build a knowledge base that will be actively populated by your members.

Each member can submit a question to which other members can respond, and the author of the question can mark an answer as correct if it was most helpful.



Questions can be rated and can be configured with activity points so that both posting a question and providing an answer can be rewarded.

3.2.4. Meetups

With the Meetups module, you can organize online webinars and live gatherings for your users.

The module allows you to create your schedule with detailed descriptions of sessions and speakers.

Registrations can be tracked and moderated through the administration.

Highlighted meetups can be displayed anywhere on the web portal through a dedicated component, and the meetups archive component is also available that can be implemented as a separate page.

For every meetup, you can define sponsorships by specifying category and legal entity.

3.2.5. Forum

The Forum module allows you to create a forum where your members can exchange opinions on various topics.

Forum is created in a very innovative way with a discussion being the backbone of all member interactions, in a similar way it is done on the most popular social networks, such as Facebook and LinkedIn.

Forum members can engage in discussions, endorse the comments of other members and even submit complaints that can be easily moderated through the administration.

The forum is organized through categories and subcategories that can be dynamically added through the administration.

3.2.6. Activities

A reward program is something that can easily drive your member base to a high number.

The Activities module provides a way to specify rewards (activity points) that members can gain while making interaction with your platform, such as posting an article or answering a question submitted by another member, etc.

There are several built-in activities, but more can be added on request.

3.2.7. Achievements

If rewarding members with Activity Points is not enough, you can define special achievements that members can earn after collecting a certain number of points on a specific activity.

Achievements are a very nice way to show the effort of members which will make them more motivated to strive even more to be active in your community.



3.2.8. Skills

Knowing which members in your community are experts with specific skills can be quite useful.

When skills are defined and enabled, members can select skills they possess in their account panel.

Members with specified skills can be endorsed for those by other members.

3.2.9. Testimonials

Sharing enthusiasm and loyalty of community members can be done easily through the Testimonials module.

Testimonials can be entered either by members, through a personalized account panel, or by administrators.

Testimonials can be expressed in the form of a carousel or listed all at once on a standalone page.



3.3. Learning

3.3.1. Courses

Online learning has become the primary way to gain education on topics that are otherwise not available in formal education.

You can use learning courses to provide educational materials for your members.

Every course can have multiple lessons, whereas for every lesson an unlimited number of slides of different types (text, video, image, etc.) can be defined.

Member course participation can be tracked through administration and you can also decide to provide certificates to those that have completed courses.

3.3.2. Exams

As a learning management platform, Webricks provides you with a way to test your members for knowledge on specific topics.

You can create an unlimited number of exams, define questions and points earned for each, define the minimum score for passing, the maximum amount of time that can pass since the start, and schedule exams to be available when everything is set.

To make the exam a truly valuable aspect of your portal, you can define a certificate that members will be able to download upon successful completion.

3.3.3. Packs

Whether you are selling a product and want to distribute user manuals and guidelines, or you are making a community and want to share useful resources with your members, the learning packs module will come in handy.

In a single pack, you can share references to learning courses and exams, links to external resources, upload documents, and set links to video recordings with learning resources.

Packs act as a big bag of learning goodies that you can share with your knowledge-seeking members.



3.4. Communication

Direct communication with platform members as well as other anonymous portal visitors is crucial for an increase in the visibility of published content.

Webricks Communication modules provide various mechanisms for the delivery of information to both members and external users.

3.4.1. Contact form

When FAQs are not enough, you can always choose to embed a contact form on your web portal.

The contact form supports the categorization of requests as well as configuring the delivery of automated notifications to specific groups within your organization.

3.4.2. Surveys

The Surveys module allows you to create surveys for registered members of your solution.

Surveys support different types of questions such as single choice, multiple choice, free input, rating, etc. You can configure dependent questions, target specific groups of members, set prerequisites for completion, etc.

Inputs collected from the survey participations can be analyzed on administration in detail, providing you valuable insights on the needs and opinions of your members.

3.4.3. Feature proposals

With the Feature Proposals module, you can go one step further and collect opinions of your registered members on how should your solution look in the future and what new features they consider to be useful to add.

You can moderate submitted proposals and make them available for voting by other members.

3.4.4. App Inbox messaging

The App Inbox module provides you with a reliable way to deliver direct messages to your members that are always visible and cannot be missed.

Every registered member can access App Inbox in the account panel.

Templated automatic App Inbox messages can be implemented during the solution development process, allowing you to send information to your members based on the business logic triggers.



3.4.5. SMS messaging

The SMS messages module allows you to send personalized or group SMS messages to your members.

The SMS messaging channel is built in a way that it can be used during platform development to deliver automated templated messages triggered by your custom business logic.

To use this feature, a third-party SMS provider is needed. Currently, supported providers are Twilio and Infobip.

Account creation and expenses related to the SMS provider are at the customer's expense and are not included in the Webricks subscription/license.

3.4.6. E-mail messaging

The E-mail messaging module allows you to send custom or templated e-mail messages to your members.

Through template editor, you can style your automated e-mails to have a visually appealing appearance when delivered.

E-mails can be sent either through the standard SMTP server or by using an external SendGrid service. Solution owners must provide access to an SMTP server or SendGrid service.

3.4.7. Notifications / Newsletter

The Notifications module is one of the most powerful when it comes to the delivery of information to a large number of users.

Commonly known as “newsletter”, the Notifications module can deliver messages through all available channels: e-mail, SMS, push, and App Inbox.

Notifications can target specific user groups, based on gender, location, etc., and can be scheduled to be sent at a specific time.

You can extend the list of your newsletter subscribers either through direct entry or through the import of the existing list in Excel format.

Automatic notifications can be configured to be sent daily, weekly or monthly for content that you are frequently publishing, such as News, Articles, etc.

Through member clicks and content openings tracking, you can directly measure the delivery success of your newsletters.

3.4.8. Activity feed

Members have a personalized activity feed that displays important relevant information.

Custom activity feed entries can be developed to be automatically generated when specific business logic-related triggers are hit.



3.5. Human resources

Keeping organizational structure and employment registry up to date is crucial for effective presentation in online presence.

With the “Human resources” module, it is easy to describe the existing structure and keep it updated whenever changes happen, thus building a strong and reliable careers archive.

3.5.1. Departments

The organizational structure begins with the definition of departments that make the organization as a whole.

Departments can be organized in hierarchical order, therefore providing a clear chain of responsibilities, which can be displayed in public-facing interfaces with special built-in components.

3.5.2. Job classifications

Classification of jobs is done in a very comprehensive way, allowing for the creation of job titles (formal job descriptions), job roles (effective work-related assignments with configurable security settings), and job positions (used for seniority or leadership distinctions).

3.5.3. Employments

The employment of every individual in the organization can be tracked easily by providing job classifications and work start/end periods.

Employment suspensions, job title changes, re-employments, etc. are supported.

3.5.4. Recruitment

Recruitment is simplified through the job postings feature which allows for the creation of reusable public-facing content that allows users to submit their applications, where requirements for every application can be configured through administration.

Submitted applications can further be analyzed and processed in the administration, through the selection process that implements best HR practices.



3.6. Extensibility

Webricks is a highly extensible platform that allows you to create your design and content, or alter existing predefined components to match your specific needs.

3.6.1. Menu builder

Every web portal needs an easy-to-navigate menu.

With a menu builder available in the administration, you can decide how the menu will be organized by choosing different click actions, linking directly to pages and other content, and grouping options in sections.

You can decide to provide specific menu items only to users with specific authorizations.

3.6.2. Page builder

Page builder allows the creation of an unlimited number of pages through an HTML editor.

Pages can be created from a set of predefined templates (News list, Articles list, Contact Form, etc.) or can be written from scratch.

Autocompletion and document structure validation features are available through the editor.

Pages can be secured, can have multiple routes, and can be configured for SEO.

You can use standard HTML elements and combine them with a large set of built-in Webricks components, therefore creating live pages that pull data directly from your platform and display them in real-time.

3.6.3. SCSS editor

Webricks is fully open for theming and styling.

Through the SCSS editor available on administration, you can put your CSS skills to the maximum and change any aspect of your web portal to match your specific needs.

You can choose to use traditional CSS styles or use SCSS directives and functions from the latest SCSS specification.

You can use predefined SCSS variables to set your global color scheme or global font preference, and prebuilt components such as news highlights can be easily changed through the usage of SCSS variables.

3.6.4. JavaScript snippets

If you want to add your JavaScript code or integrate 3rd party plugins, you can use the JavaScript snippets module on the administration to either reference external script sources or provide your JavaScript code snippets.



Although Webricks already has a vast set of features, that are upgraded and extended continuously, you can still use this module to integrate with systems and add features that might not be supported at this moment.

3.6.5. File browser

The File Browser module allows you to upload any kind of files that can be used as assets while making your content, i.e. uploading images that can be placed within the HTML of a page you want to display.

The module allows you to browse and get the references to the assets uploaded through other modules as well, i.e. to cover images of news that you have created previously.

3.6.6. Webhooks

The Webhooks module is available for scenarios when you need to inform external systems about the change of data in Webricks.

Webhook events for current Webricks features are available, and additional events can be implemented through platform development.

Webhooks module allows you to register an unlimited number of subscribers and monitor data delivery in real time with configurable retry policies.

3.6.7. Integration with social networks

Integrating feeds of the most popular social networks is done through specially designed widgets that can be added anywhere on the web portal.

Currently supported social networks are Facebook, Twitter, and Instagram.

3.6.8. Component extensibility

Webricks ships with a large number of pre-built components that can be integrated into various places on the web portal.

Some components, such as the prebuilt sign-in interface can be extended by adding HTML content before or after the component.

This extensibility point can be used for adding custom notes specific to your business.

Additionally, labels on components can also be transformed either on the component level or globally.

3.6.9. Google Analytics

Activating Google Analytics is as simple as providing a unique web property identifier.



3.7. Security

3.7.1. Secure sign-in

Webricks supports sign-in via two different methods:

- **Sign in with an e-mail address and password**
The traditional method allows e-mail address verification and allows password reset.
- **Sign in with an external identity**

Currently, supported external identity providers are Facebook, LinkedIn, Google, Microsoft, and Amazon.

Additionally, if necessary, a MFA (Multi-Factor Authentication) can be enabled to further more elevate security level of the e-mail address + password sign-in flow.

3.7.2. Network security

The Network Security module allows you to monitor and administer network connections to your platform.

IP addresses are collected through various actions of members on the web portal.

IP addresses are geolocated automatically, allowing you to get detailed information about regions from which your web portal is visited. Warnings are sent to users if login from a different country is detected.

IP address overview will provide you with information about the usages of IP addresses, therefore allowing you to easily track any fake accounts or similar misusages.

Webricks provides a database of all current active TOR network nodes which can be used further to track fake accounts.

The built-in basic firewall allows you to block specific IP addresses from connecting to the platform.

3.7.3. Auditing

Data changes done by either members or administrators are monitored and logged by the auditing subsystem.

As an administrator, you can see detailed information about the user, the timestamp, and the scope of data that has been changed.

A detailed audit log can give you better diagnostics in cases where you need to know when, how, and by whom was specific change was introduced and you can also access the data before the change, therefore having the option to restore it to the previous state.



3.7.4. Legal agreements

The Legal Agreements module allows you to define the contents of three documents that must be accepted during the member's registration:

- Privacy policy
- Terms and conditions
- Code of conduct

The module allows the versioning of agreements and provides detailed information about the consent provided by members.

Implementation of legal agreements is the first and most important step in making your web portal compliant with the EU GDPR directive as well as other best practices related to privacy, security, and transparency over the usage of personally identifiable information (PII).

3.7.5. Access control management

Webricks allows solution owners to directly manage access control for administrative staff.

Several premade security groups are available for use, such as Administrators, Editors, Support, Marketing, etc.

Administration allows you to create your custom security groups with fine-grained policies and therefore grants access to a limited set of administrative features.

3.7.6. Incident management

Webricks tracks all security-related incidents, from failed logins to unauthorized access to administration.

Incidents are available for further analysis in administration, with classifications by type and severity and detailed information about the user and/or IP address from which the incident has occurred.

3.7.7. Web crawlers detection

Web crawlers (Google bot, Facebook Crawler, etc.) frequently visit public-facing web portals to obtain and data mine data.

With an extensive database with more than 500 web crawlers, Webricks can easily differentiate between genuine users and automated scripts/bots.

3.7.8. Detection of blacklisted domains

With a database of over 35.000 blacklisted domains, Webricks can easily prevent the creation of accounts with fake/temporary e-mail addresses and therefore protect against malicious users.

Every attempt to create an account with a fake/temporary e-mail address is logged for further analysis.



3.8. Document management

Webricks provides secure document management for business processes executed within the application. Whether it is customized reports or purchase orders, with Webricks you can have everything in one place, highly styled and customized, with versioning and archiving capabilities.

3.8.1. Preset documents

Preset documents are automatically generated by the platform, whenever a specific event is triggered by business logic. Some events are generated by Webricks, while others can be defined and generated by solution-specific business logic. Documents are versioned and secured to be accessed only by the designated staff members.

3.8.2. Custom documents

With a module for the management of custom documents, a set of dynamic templates can be defined, each of which can leverage data placeholders, which will be replaced by actual data once the document is generated. Similarly as with preset documents, versioning and security are essential characteristics of this module, with the difference that custom documents are generated manually and on a per-need basis.



3.9. Mobile features

Webricks is built with best practices for web development in mind which allow mobile apps to connect and use the same set of services that are used for the web interfaces.

Some of the features that exist on the web are already supported and available as part of the Webricks mobile package.

New features with custom business logic can be added on top of the Webricks component, providing one unique look and feel.

User accounts are shared between the web and the mobile, therefore allowing users to have a seamless experience and access to personal data.

Mobile apps are released exclusively on the Google Play Store and Apple App Store. Support for other app stores is currently not available.

3.9.1. Shared features

The following web features are also available for the mobile apps:

- App Inbox
- Activity feed
- News
- Documents
- Surveys
- Feature proposals
- Frequently asked questions

Additional shared features will be added in the upcoming releases:

- Articles
- Promotions
- Contact form
- Member Registration
- Member personal data form
- Forum

3.9.2. Mobile-only features

3.9.2.1. Push notifications

With the Push Notifications module, you can deliver messages directly to mobile users that are displayed in the smartphone tray. Push notifications are made in a way to send the user directly to the App Inbox where more detailed information can be found.



During the solution development process, automated templated push notifications can be implemented that can be triggered by business logic processes.

3.9.2.2. Styling

Mobile apps have a generic look and feel that can be changed directly through the administration. You can change the color scheme, font size, shadow, etc., and view changes in real time in your mobile apps.

3.9.2.3. Automated versioning

When new versions of Android/iOS apps are released, the rollout strategy can be set to either manual or forced.

With forced strategy, all users are redirected to the update page with new versions available for download as soon as the mobile app is started, therefore allowing you to enforce mandatory updates on all users.

3.9.2.4. Analytics

Mobile app analytics allows you to have detailed information about all installations of your mobile apps, including the device models, users, app versions, and more.