



The Best Ways to Work with 1up!

With any new project there comes a new set of operating parameters, and your new 1up! website launch project is no different.

These are a few guidelines that we'd like you to share with your staff to make the project go more smoothly.

The following list 1up! has compiled to help take some of the ambiguity out of your staff's work with our software and systems:

Support

What is an emergency?

The web site is down.

The email server is not downloading email to my client or browser.

Ecommerce transactions are throwing errors.

Upload parsers/harvesters are throwing errors.

And how do I get emergency support?

www.going1up.com/emergency

When and how is support available?

Standard support: 8a – 5p Eastern
Call: 765 . 452 . 3936
Email: support@going1up.com

Emergency support: Any time, any day
<http://www.going1up.com/emergency>

Why don't you readily offer desktop support?

1up! really can't effectively offer desktop support because it cannot be physically present to check or make adjustments to the computer causing issues.

Special arrangements might be available – ask for details.

Training: how do I get it, what does it cost, when should I request it, can I get it any time?

Contact your launch coordinator (prelaunch) or the Support staff to schedule webcast-based training.

No cost for webcast-based training (up to 10 people). If you require on-site training then your company is required to cover all travel expenses.

Training – webcast-based or on-site – is only provided during business hours.

The 1up! resources web site can help with self-training:

<http://resources60.going1up.com/>

How best to submit a support request?

Examples and any illustrative documentation...all in written form, with screen shots, error codes, etc.

Site Building Process

There is a significant number of items 1up! will need to begin building your web site. To make it easy for you to send these items, 1up! has built an online form for you to complete:

<http://www.going1up.com/launch>

If you have staff changes

Have your new staff contact 1up! as soon as they start working for your company to schedule training.

The 1up! staff will also bring your new staff up-to-speed on how to best work with 1up! to ensure the most efficient use of their valuable time and effort.

Bandwidth & network issues that impede your use and management of your site, email.

It is possible that your local network and 1up!'s could have a cross-network bottleneck.

Running a traceroute (yes, ask us and we can explain what it is and how to do it) will show where slowdowns are happening.

Sometimes sites are attacked. If your web site gets slow and a trace doesn't show a problem then there is a chance that someone on the internet may be performing a "Denial of

Service" attack – which floods your site with too many requests for it to reasonably handle.

Call 1up! or send an Emergency Page as soon as you see a slow down (more than 20 seconds for your browser to load your web site) in your site.

Site content

You own what you post, and you must be certain to not steal someone else's content and post it to your web site – bad things can happen if you do.

Can more than one publication post to our 1up! licensed website?

Yes & No.

Don't post sister publications, weeklies, flip books or e-editions without discussing this with the 1up! sales staff first.

Not all production content is guaranteed to work.

Items, like PDFs, are not guaranteed to work in the site as any file's construction is beyond the direct control of 1up!.

That isn't to say that 1up! can't make it work.

It is simply that 1up! needs to see files that haven't yet been vetted to ensure their proper function during the upload process. After vetting, 1up! may request changes to files to ensure compatibility.

Third-party tools and scripts must reviewed

Like production files, all third-party items going into the site must be reviewed to ensure their proper function. Unlike production files, third-party tools and scripts have the potential to bring down the site, the servers and to spread viruses to the visitors of your site.

1up! is very happy to work with the staff to review anything they're interested in placing into the site.

Third-party tools and scripts that the staff places in the site that were not reviewed that cause issues may incur costs for your publication to remedy any technical issues they cause – this could include hour support rates, which cannot be quoted.

1up! can not in any way guarantee the long-term function of third-party tools and scripts in your web site.

Site security

Don't hand out the newspaper's user account information (user name and password). If the staff does hand this information out then you risk having someone change the site as the staffs' user accounts, generally, have super user access rights – allowing them to do anything in the site software. The software allows the staff to set up user accounts for anyone at no cost, so don't risk the security of the site by handing out super user access to non-staff.

Electronic commerce

Fraud attempts are guaranteed daily with online ecommerce transactions. Watch your transactions closely and contact 1up!'s business office if you see anything suspicious.

FTP (the FTP directory with your web site, on 1up!'s servers)

What it isn't for:

- transferring files to the production center or with advertisers
- transferring files home or storing music & movie files for personal use
- storing unlicensed electronic editions of your publication
- storing other web sites you've developed for your customers

What it is for:

- website work that compliments your site's features and content
- transferring files to/from the 1up! staff (mockups, export files, graphics, archives)

Email

It is never guaranteed. Why?

There are a substantial number of items outside 1up!'s control, and so 1up! cannot guarantee every email gets to you. For example: maybe your ISP doesn't support a port number or they have a SPAM filter that intercepts an email.

What can I use it for? What can't I use it for...or what is email not the best solution for?

Sending email, of course, but it isn't the best solution to send spec ads back and forth to customers with (ftp is a much better solution...if you need, ask 1up! why).

Why shouldn't it be used to transfer large production files?

- The files are located in just one person's email box, so others on your staff won't have access to the file(s).
- There isn't a back up of the files.
- You will hit your email account storage limits very quickly, and therefore will start to suffer delivery denied messages.

Feature and functionality change requests

If you want a new feature ask 1up! if it can be done. The work we do is very complicated and we've been doing it for almost two decades, so chances are we can provide any new feature or function that you want in your site.

Mobile app: 1up! isn't accepting custom feature or functions requests, but feel free to email our Support staff your ideas.

Quotes: 1up! has three tiers for pricing customer programming requests

- Totally custom idea

You pay full price, for the full project.

The timeline is quoted, too, and expedited.

- A great idea, but not one else has requested it

1up! splits the price 50/50.

The timeline is quoted, too, but not expedited.

- A great idea, and many are requesting it

1up! is building the feature and will install it in your site at not cost.

The project is done on 1up!'s production timeline.

Changes beget changes

If an internal system changes (classifieds, circulation), and these system export files for your website, then you must resubmit an export file example to 1up! Technical Support to review if there were any changes in the file that might affect how the file is processed into the website.

Computer processes work on a very tight set of specifications, so if the input information changes then there needs to be a change to the process to ensure the output information is handled as expected.

The reasonable delivery of your online effort's content

No, smart phones aren't the best way to view flip books and electronic editions.

Photos that haven't been processed for online may be very slow to download.

1up! can't fix other companies' software or services...usually.

Something like a Google notice that your site was hacked is an issue 1up! can help with, but cannot guarantee a resolution to.

Marketing and FAQs on your site

If new features are coming:

roll them out in stages for max effect and best absorption by your readers, it also softens the reader's resistance to change

keep a list of commonly asked questions and answers on your site to more quickly help readers and to mitigate the effects of support your reader's on your staff's time