

### A LETTER FROM THE MARKETING DIRECTOR

In 2007, Sudan's capital city, Khartoum, has never quite been this technologically advanced, this varied in its means of attracting new customers and of course, this aware of the internet and its unparalleled advantages in business growth.

Over the past 8 months, SHUGUL Solutions has played an impressive role in that tech realization. By successfully beating our milestone of 10 corporate websites and working with an impressive 12 of the country's leading business establishments (please visit our portfolio: [www.shugul.com/portfolio/index.html](http://www.shugul.com/portfolio/index.html)), SHUGUL has effectively raised the bar of Sudanese presence on the internet. Through consultation and compilation of corporate websites (as well as other identity packaging), global exposure – hence global business opportunity – for Sudanese business, has become widely available.

Saying that, there is still a long way to go, and that is where YOU and SHUGUL come together. There has never been a better time to expose your Sudanese company, brand and/or product to the world than TODAY. Booming economies, growing international investments and a general business buzz indicates for greater things and we're here to make sure you take advantage of that.

Take a look at some of the services SHUGUL has to offer in our 4<sup>th</sup> edition of **FORWARD**. You'll also find some useful FAQ's on website content: What kind of information should you have on the web? How do you keep customers coming back? The answers are here, at SHUGUL, your Creative Partner.

Mrs. Omer Abbas  
Marketing Director  
SHUGUL Solutions Co. Ltd.



### WHERE DO I BEGIN ??

Here are some typical scenarios that SHUGUL is often faced with:

- You're an established, profitable company with many lines of work and lots of services to provide, but, you have no web presence. You want a website but the information you carry is simply too much! What do you do?
- OR
- You're a new business and realize the growing usage of the internet. You decide that a website would be the ideal exposure tool, but, you have no content. Plans are scattered and you have no idea how to put it all together - in English as well as Arabic?
- OR
- Your business level is somewhere in the middle. You understand a website is highly necessary in this super developing time of Sudan, but, you just have too much work to do, so?

### THE ANSWER... SHUGUL SOLUTIONS

#### Why?

SHUGUL is the FIRST Sudanese company to offer FULL Corporate Identity Packages (CIPs). That means we take care of your website and ALL other identity products from start to finish. Our expert team will sit with you, consult, advise and eventually construct a complete and tailored package to suit all your desired requirements.

#### But I have too much/too little information? How can I decide on what to include?

Simple. Think of your website as an introduction to your company: What is your unique quality? What are the most important facts you want exposed to the most amount of people? Focus on achievements and future prospects. Your personal SHUGUL consultant will ensure maximum impact both in website design and content.

#### For how long? How can I keep customers coming back?

Just like you'd keep someone interested in a conversation, a website must continue to engage, provide NEW information and constant appeal. There are many ways in which to do this, and depending on particular needs, SHUGUL will work with you in the development of just that: a new, engaging and appealing website, in English AND Arabic!

#### What about design of the website?

We take care of that too. Our first class graphic designers will not only build the website, incorporating your vision and turning it into life, but the whole company identity. You can compliment the website and seal-proof your logo/brand with corresponding company folders, business cards, letterheads and compliment slips! See our website, <http://www.shugul.com>, for more info. It really is that easy.

### I don't have a logo yet. Can you help?

YES: All you need is a registered business name. Through your ideas and our team of top designers, SHUGUL can construct the perfect logo for your company image. We like to work on a 'less in more' philosophy of logo development: simple yet creative designs that ultimately speak volumes.

### Sounds like just what I need. How Do I get started with the 'SHUGUL'?

Even easier: Click on to <http://www.shugul.com> and send us a message. You can also e-mail us at [info@shugul.com](mailto:info@shugul.com) or call +249 – 155295397



## 10 ESSENTIAL TIPS FOR A GREAT WEBSITE

- **KNOW** what you want from it
- Make it **EASY** to get around
- Use lively and **RELEVANT** content
- ...and **UPDATE** it regularly
- Keep it **SIMPLE** and consistent
- **NO** need for all the flashy animations
- **CHECK IT** on slow connections and all other platforms
- **AVOID** annoying pop-up windows
- Make sure the **LINKS WORK!**
- Gets users **INVOLVED** through forums and other interactive outlets



## SSL NOW AVAILABLE AT SHUGUL SOLUTIONS!

### WHAT IS SSL?

The Secure Socket Layer (SSL) protocol ensures secure transactions between web servers and browsers. The protocol uses a third party, a Certificate Authority (CA), to identify one or both ends of each transaction. Like an e-mail address, the certificate contains information about the owner, it also contains encryption keys to ensure that the certificate has not been tampered with.

### WHY USE SSL?

Without SSL encryption, packets of information can travel through networks in full view (imagine sending mail through the postal system in a transparent envelope). Anyone with access to it can see the data. If it looks valuable, they may steal/change it. An SSL certificate helps web site visitors protect sensitive information and get a better idea of who they're trusting with it.

### HOW DOES IT WORK?

An SSL Certificate consists of a public key and a private key. The public key is used to encrypt information and the private key is used to decipher it. When a Web browser points to a secured domain, a Secure Sockets Layer handshake authenticates the server (web site) and the client (web browser). An encryption method is established with a unique session key. Then, they can begin a secure session that guarantees message privacy and message integrity.

### YOU NEED SSL IF:

- ...you have an online store or accept online orders and credit cards
- ...your business partners log in to confidential information on an extranet
- ...you have offices that share confidential information over an intranet
- ...you process sensitive data such as address, birth date, license, or ID numbers
- ...you need to comply with privacy and security requirements
- ...you value privacy and expect others to trust you**

## AND NOW, SHUGUL CAN PROVIDE IT ALL FOR YOU!

SHUGUL is proud to announce the availability of 128-bit SSL Certificates! Provided in affiliation with GeoTrust™, SHUGUL, alongside all our existing services and packages, can now ensure security and integrity of your business data and clients' information.

Read more about SHUGUL's new benefits of SSL by visiting <http://www.geotrust.com>

Please subscribe online at <http://www.shugul.com/forward>, to regularly keep yourself updated on all the latest SHUGUL news.