

How much is *really* spent on an in-house website?

There is a common misconception that creating, hosting and maintaining an in-house website is free. Actually the cost is much higher than a SOCS license. Here's why:

Time is Money

Your technical professional's time is valuable and should be calculated into the overall cost of your website. When you add up the time to:

- research and purchase components
- design the layout and navigation
- write the code
- perform ongoing maintenance and updates
- post new articles and update content

... all while redirecting resources from other priority projects, you'll realize how much is actually spent on an in-house website.

SOCS saves time by providing professional graphic design and ongoing maintenance. SOCS is so easy to use that any staff member or student can add content.

Position	Nat'l Salary Avg. [†]	Hourly Rate
Technical Director (Administrative)	\$65,500	\$32/hr
Technical Coordinator/ IT Supervisor	\$50,000	\$25/hr

If a technical professional in a district with 300-2,500 students spends only an hour a day on your website, that equals \$6,000-7,680 a year.

[†] Technology & Learning Magazine: *Help Wanted: Hiring Your Tech Team*, April 23, 2009

Hardware/Software Components Avg. Cost*

HP ProLiant DL350 G6 Server, 4GB	\$1,600.00
HP 160GB SATA 7200 Hot Plug 3.5 ETY Hard Drive	200.00
HP Single Channel U320 SCSI**	209.00
Windows Web Server 2008 R2**	469.00
Microsoft Expression Studio 4	149.00
Adobe Creative Suite Web Premium 5.5 - New***	2,000.00
APC Smart-UPS 1000VA LCD 120V (18 min)	459.00
Norton Antivirus (Annual)	45.00
L-Soft Listserv**	500.00
External Tape Drive	900.00
Total:	\$6,551.00

* Base-model pricing of system components to support 1,000-2,000 students.

** Several options exist, but priced at medium range.

***If only upgrade to Adobe Suite Web Premium, the total would be \$5,301.

Included in a SOCS license:

- easy content posting
- professional site design
- redundant server
- unlimited content
- unlimited contributors
- state-of-the-art security
- disaster recovery
- ADA compliance
- auto-photo formatting
- literal translation
- plus, much more

Plus, there are other expenses ...

- Technical Support
- Upgrades for System Software
- Training
- Disaster Recovery

All these services are included in a single SOCS license.



Simplified Online Communication System

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