

# Defence Teaming Centre

## *Website Development and PulseRate*

### Quote

*"The website developed by Deadline is a tool that integrates social media and collates dynamic updated information to provide market intelligence and collaboration within the defence industry. Through the website, the DTC keeps members informed of current news items, events and vital information pertinent to their success in the defence industry. It also provides a tool for members to collaborate through providing valuable information on members' capabilities and the defence industry in South Australia. The website is a key marketing tool for the DTC and defence industry in SA and continues to be a portal into the state of defence in South Australia."*

Holly Caruso

Marketing and Communications Manager

### Project Snapshot

- Deadline overhauled the DTC's website to make it an interactive tool with regular updates for greater communication among its members and the defence industry in general.
- A key feature on the DTC's website is PulseRate, an online software creation, which aggregates online content.
- PulseRate is used in conjunction with DTC's in-depth member database providing member access to relevant industry information and contacts.

### Project Description

The Defence Teaming Centre (DTC) is South Australia's defence industry association. Its 240-strong membership consists of multinational defence companies, SMEs and professional organisations in the defence industry. The DTC's vision is to be nationally and internationally recognised as a model industry body that is relevant, responsive and reliable to its members. It has a mission to support its members to develop, maintain and represent their capabilities to maximise opportunities in the defence and security related industry sectors.

To help it achieve its mission, the DTC saw a need to provide a simple and easy-to-use service that could be accessible not only to its members, but also for those interstate or overseas interested in finding out more about SA's defence industry.

To meet the DTC's needs Deadline saw a great opportunity to overhaul one of its major communication tools - its website. Deadline made the website more dynamic by incorporating more interactive and updated content including news, events and industry related information. In addition, two significant features were added including PulseRate, an online software created community hub, as well as a capability catalogue, which serves as an in-depth member database.

To help create greater connections, PulseRate, pulls together a range of online content sourced from social media sites as well as information uploaded by the DTC, or others - essentially a community dedicated to the defence industry.

The DTC's PulseRate includes a locality map with interactive pins locating members, organised into industry sector, that when clicked provide informative briefs and contact information, Twitter feeds, Linked In profiles and a tag cloud. One of the greatest advantages of PulseRate is that the DTC can view all content before it is uploaded, including Twitter feeds, giving ultimate control in what gets posted online.

Used in conjunction with the DTC's capability catalogue - an in-depth member database - PulseRate is an engaging and simple to use technology than goes one step further than a traditional website. It meets the DTC's objective to strengthen connections within the South Australian industry.

The DTC's strengthened online presence has become a popular hub for members and is the go-to point for South Australia's defence industry. The DTC has been pleased with Deadline's innovative approach and the custom features of the software, making it an invaluable tool for its members.

Visit the website [www.dtc.org.au](http://www.dtc.org.au)

[deadline.net.au](http://deadline.net.au)