The IK Oskarshamn is backed up by WP4

Thanks to WebPublish 4.0, the IK Oskarshamn can offer their fans and sponsors facts, comments and much more throughout the season.
An updated website gives us an advantage.

In today's world it is almost mandatory for all associations, organizations and companies to have a website. The hard part is to get enough time and resources to keep it updated.

Maintaining a website well updated and interesting requires a huge amount of work. If the resources are limited, it is even more important that time is dedicated to producing material, which is what the visitors come for, rather than on fixing technical issues.

The ice hockey association IK Oskarshamn was first to use the new version of Artologik's web publishing program, WebPublish 4.0. This brought them to take part in the development of a new tool that is easy to use and at the same time complex enough to hold all the features that they, as a top-level ice hockey team, need on a website.

Martin Svenson works as a coordinator at the IK Oskarshamn's office and is responsible for the website. "I definitely use the "News" and "Event" modules most, even though we have a specially developed Roster Administration Tool. Many supporters visit the website at least once a day and expect updated information." Even though a website can contain almost unlimited amounts of information it is important that the visitors easily find what they are looking for. It is dangerous to lack structure, since it could therefore make visitors think the association is messy.

Martin Svenson and the general manager Dag Larsson agree on the fact that the website is an important display of the association to reach out to a large number of people and also for raising an interest in the team. "It is a way for us to give another picture of us than the one that the newspapers give, and since we can update the website before the newspaper comes out it gives us an advantage," says Dag Larsson.

WebPublish gives the administrator the right to delegate parts of the website to different departments, or in this case different coaches. They get the right to administrate their own sites, but nothing else. There is no risk of changing or spoiling anything they don't have the right to do.

The IK Oskarshamn has recently carried out training for all the coaches for the youth teams so that they also can work with the website and give each youth team a site with updated information. "Even though the general public is mostly interested in the team, parents and youth need updated information about youth hockey as well. There are not enough resources to keep that much information updated other than if each coach can update their own team-site," says Dag Larsson.

The team plays in Allsvenskan, the Swedish 2nd division. The coach is Charles Fransson. The home arena is the Arena Oskarshamn. The association was formed in 1970 as a merger of the Oskarshamns AIK and the IFK Oskarshamn. The team has twice tried to qualify for Elitserien, the top division of the Swedish ice hockey league. Official website is www.ikoskarshamn.se

Facts IK Oskarshamn
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WEBMASTER WITH A GREAT INTEREST IN HOCKEY
Anders Granberg, 29 years old, from Oskarshamn
Our in-house webmaster

What are your tasks at Artisan?
I am responsible for our public websites and the intranet. Besides that I also work as a software developer for our Artologik products, among others WebPublish 4.0, and some project based consultant solutions for our customers.

What are you working with right now?
I am working on keeping our websites updated and making sure they come high on the search engines. This is a never-ending task! In addition to that I am right now working with a web based course catalogue for Teknikcentrum Kronoberg that are to be integrated within their WebPublish license.

Anders has, for many years, been involved and working as a volunteer for the ice hockey team IK Oskarshamn. “My interest in ice hockey started when I was very young and has grown stronger over the years. I got involved with the IK Oskarshamn about five years ago and started with taking care of their website – at that time located on www.svenskafans.se. Later I became the editor of their official website. I have also been involved in developing their present website, and even if I am not as active as I used to be I keep on designing and programming for them when needed.

WHAT'S GOING ON

New version of EZbooking
We now release version 3.2 of EZbooking, and with that we also introduce an all new plug-in, EZ-Equip, that you can read more about below. The booking software EZbooking has been on the market since the year 2000 and has for more than seven years simplified bookings for our customers. New in version 3.2 is among other things a new role, object administrator, which can administrate the objects and users allowed to book that specific object. Also the possibility to get e-mail reminders about bookings and the function of getting excel-files of the users is new improved functions in the new version. In addition to this, it is now possible to control the color settings in the application. Contact us if you want to know more about new functions in EZbooking 3.2.

EZ-Equip
The new plug-in EZ-Equip let your EZbooking help you even more. EZ-Equip makes it possible to affiliate equipment to your booking. It can be anything from booking a projector to the conference room to needing a trailer for the company car. No more runs to the storage rooms in the last minute or double bookings, thanks to EZ-Equip.