

HEAMEDIA Portal Framework

Orderly Sharing — Cold & Clear

What is HEAMEDIA Portal Framework

Self-hosted customer portal and archive— beyond a traditional content management system (CMS)

HEAMEDIA Portal Framework (HPF) unifies file storage, databases and publishing in a single system. Originals stay protected; only selected content is exposed. You control where it runs and what is visible. The framework has been proven in international use for over a decade.

The Problem We Solve

The everyday obstacles for small and mid-sized tech companies

Customer and product data sit across multiple tools, and accounts/permissions are handled ad hoc. It's unclear who should access what. Files are shared as bare links with no traceable receipt, creating version confusion and extra support. Meanwhile, licenses and subscriptions accumulate—costs rise while control over data and access declines.

How It Works in Daily Use

A simple flow that carries customer and partner communication

Daily use follows a simple path. Public pages stay open and untracked; no pop-ups, no third-party scripts. Public pages require no cookie banner because there is no third-party tracking; consent is captured at registration/download only. When someone chooses to download protected material, they register or log in, accept the **General Data Protection Regulation (GDPR)** notice, and their access is defined by role. Downloads are password-protected, and from that point a clear record (log and receipt) shows who retrieved what and when — but only after explicit consent*. Sensitive materials remain behind login; public items remain public. Administrative functions can be restricted to a **virtual private network (VPN)** so configuration and uploads are only possible from approved locations. Originals live in the non-public back-end; the public site exposes only virtual ‘catalogs’ of what you choose to publish.

* Public pages: no third-party tracking. Consent and individual logging only at download.

Customer Database at the Center

One place for accounts, access and history (Customer Relationship Management (CRM) light)

At the center is a simple customer database — **customer relationship management** (CRM) in a light, practical form. Accounts, roles, consents and access levels live in one place so you always know who a person is and what they are allowed to see. A clear history records key events such as registrations, logins and downloads, which makes follow-up straightforward. Updates and materials can be sent to exactly the right group without exporting lists to other tools. Compliance is built in: consent is captured and stored, and a consent log is kept under the **GDPR**.

Controlled Sharing Outward

The right file to the right person — without leaking links

Files can be shared through accounts and roles, not public links. Each customer tier sees exactly the materials they should — no manual emailing required. Every download creates a receipt showing who, what and when. And if the day comes to move, you can export everything. The customer owns the content throughout.

Traceability & Trust

Visible order reduces uncertainty and support load

Trust grows when order is visible. The portal keeps a clear record of logins, downloads and key actions—who did what, and when. At any time you can export this history as a simple **comma-separated values (CSV)** file for analysis in your own tools. The portal also surfaces practical signals, such as activity by customer and the time from an update to the first download, so you can see whether information reaches the right people quickly. The same records make audits straightforward and support steady, continuous improvement over time.

What the Customer Experiences

A clean, fast and trustworthy place for materials and updates

For customers, the portal feels clean, fast and dependable. There are no confusing plugins to learn and no ambiguous links to chase; the same place always holds the latest materials. Finding things is straightforward—what they need is where they expect it to be. Updates are posted as clear release notes on the site, so people don't have to dig through long email threads. The experience is consistent and professional from page to page, which builds trust and reduces the need for support.

Proof From the Field (Qulsar, etc.)

Practical use in international collaboration

The portal proved to be an asset in day-to-day work. Customers could self-serve docs, software and SWM keys, which reduced back-and-forth. Inside sales valued the automation and ease-of-use in the CMS (Content Management System). Operation was stable across Sweden, the United States and India. Most importantly, the system grew in small, concrete steps from real requests—keeping adoption smooth and focused on outcomes. As a refinement, we now keep releases clean with a clear “Recommended · Latest · Archive” pattern for easy navigation.

Pilot Setup (12 Months)

Small steps that deliver real value and a clear evaluation

The pilot runs for twelve months and moves in small, practical steps. We install in the customer's own environment—either an on-premises server or a customer-owned virtual private server (VPS)—so ownership is clear from day one. If preferred, a HEAMEDIA-hosted server can also be used during the pilot period. Scope: three core flows (registration and roles, password-protected downloads, and release notes). Admin work can be limited to a virtual private network (VPN). Daily backups are configured with a tested restore. The pilot is offered at cost (SEK 25–35k excl. VAT¹; ≈ €2.5–3.5k / \$2.5–3.5k). All content and data remain with the customer. We kick off with a Letter of Intent (LOI).

¹ Scope: 1 domain, 3 core flows, ≤2 admin users, basic design skin, VPN admin, daily backups, export.
Excludes: email hosting, heavy rebranding, custom integrations.

Why Now & Next Steps

From subscriptions to ownership — Cold & Clear

From subscriptions to ownership — Cold & Clear. Running the portal in your own environment brings data sovereignty and a predictable cost curve, instead of stacking licenses that don't add control. Risk goes down because sharing is deliberate, logs are clear, and export is always possible. If the approach resonates, the next steps are simple: a 20-minute walkthrough to see the flow, a short demo with your use case, and then a Letter of Intent (LOI) to start the twelve-month pilot.

Next steps: 20-minute walkthrough → demo → LOI (Letter of Intent)

Contact: info@heamedia.com · heamedia.com/hpf-pilot