



Ektron CMS Software Overview



INTEGRATING STRATEGY
with DESIGN & TECHNOLOGY

Falcon-Software Company, Inc.

800-707-1311 USA/Canada

250-480-1311 Local

250-480-1322 Fax

www.falcon-software.com

FEATURES AND FUNCTIONALITY OF EKTRON CMS

Falcon-Software offers a unique combination of deep technical expertise, eBusiness leadership, and creative thinking. Our company has over 15-years of experience developing complex B2B oriented eBusiness solutions. We specialize in deploying eBusiness solutions using web content management software (WCMS) on Microsoft's .NET platform. Falcon-Software is a certified partner of Ektron, a leader in .NET based WCMS Solutions.

Ektron CMS400.NET is an all-in-one web content management platform that enables organizations to rapidly create, deploy and manage interactive Web, intranet and extranet sites using its extensive out-of-the-box functionality. With one easy-to-use, cost-effective application, organizations can do what they want on the Web, including developing rich, dynamic sites for personalized, two-way communication with visitors, building their brand and online presence, fostering community and attracting more repeat visits to increase business. Business user's benefit from an intuitive user interface for managing their Website's content and messaging. A comprehensive SEO Toolkit makes sure people can find your site. Memberships, personalization, subscriptions, geomapping and Web alerts keep your site visitors coming back and social networking and Web 2.0 tools (including wikis, blogging, polls, and forums) grow your online communities.

Public Facing Websites

Allow business users and non-technical personnel to add, author, and update Web content using our WYSIWYG editor and put your web messaging control directly in the hands of your subject matter experts. Editing content becomes as easy as editing a Word document. Translate content on-the-fly with the best-in-class automated localization support, allowing you to easily deploy in a multi-lingual environment. Apply workflows, approvals, and permissions as well as maintain a complete history of content changes.

Corporate Intranets

Turn you intranet into more than just an information repository and make it into a true collaborative environment. An intranet built with CMS400.NET can boost productivity, raise employee morale and improve a company's bottom line. The Intranet provides all of the necessary tools for you to reach those business goals. Empower your employees with a complete and agile collaboration, communications, and distribution platform that takes advantage of CMS400.NET's signature technologies.

Open Architecture

Ektron CMS400.NET ships with a deep set of out-of-the-box functionality that addresses most of the common needs for your Web site project. These built-in options don't "box in" developers, though. Ektron's open architecture supports flexible customization. This powerful platform approach lets developers customize both presentation and functionality while integrating Ektron CMS400.NET into their existing IT environment. Take some time and check out how open we have built this system.

Building, deploying and managing your digital marketing strategy

In addition to building your brand, Ektron CMS400.NET give you and your marketing team all of the necessary tools to build, deploy and manage your marketing strategy from the first campaign to the final conversion. SEO tools, URL Aliasing, extensive metadata and taxonomy controls combine to give you a toolbox that aligns with your needs, whether you have a push, pull or viral marketing strategy.

Content Management

Allow business users and non-technical personnel to add, author and update Web content anytime and from anywhere. Translate content on the fly with best-in-business multilingual support. Put messaging in the hands of the people who know it best. Apply workflows, approvals and permissions as well as maintain a complete history of the changes. Editing content is as easy as editing a Microsoft® Word document.

Document Management

Ektron's document management engine allows users to interact with the DMS system within a familiar folder structure on their local machine, navigate the information architecture folder structure from their Web browser or work directly from their Microsoft® Office toolbar. Map network drives right to the Web, apply permissions, workflows, approvals and maintain a complete history of changes over time. Auto-generate PDFs or publish to HTML on the fly. The result is improved performance and user experience, reducing the learning curve and increasing user adoption.

Search

Always find the document that you need quickly and easily with the complete, built-in search engine. Searching is faster with the help of complete content indexing and results are more accurate with powerful options such as synonym and suggested results.

Social Networking

Make your site an online destination! Increase site "stickiness" by giving visitors their own place to create an online persona, establish groups and invite their friends to join. Participation in your Web site's social network encourages the type of interaction and viral marketing that has real business value. Social networking is also a powerful collaborative tool for your business' intranet, allowing coworkers to create project workspaces through which others can efficiently find information and work together, regardless of your industry.

eSync

Prior to eSync, deploying or updating a Web site was a complex, risky process of moving data, templates and code from the development environment to production servers. eSync revolutionizes the process, providing whole site synchronization with the click of a mouse. Now, you are able to move only the changes you want to move, from a single piece of content to an entire Web site, making updates efficient and eliminating site downtime.

Taxonomy

Ektron's hierarchal taxonomy classifies and structures Web pages and managed documents into logical groupings based on their content. Using any number of taxonomy trees predefined by CMS administrators, content can be categorized into structured parent-child navigation. Ektron's taxonomy provides the option of tagging one piece of content with many different category associations; the benefit is your ability to repurpose content in many areas of your site. Taxonomy can be used to filter searches, focusing results and providing a very powerful site navigation tool.

Blogging & Forums

Build online communities with forums and blogs, and bring them alive with powerful enterprise- level enhancements. Commenting, calendars and RSS feeds can all be automatically generated with no additional code.

Membership Subscriptions and Web Alerts

CMS400.NET's membership model is the key to building interaction and relationships with your Web site visitors and members. Visitors can register to become a part of your membership base. Once registered, they can subscribe to content on your site, personalize Web pages and even have HTML forms auto populate their information.

eCommerce

No matter what kind of sales you need to support, Ektron eCommerce is brings you all of the functionality you need, giving you an entire toolset for building out the online marketplace you want. Completely integrated into CMS400. NET, eCommerce gives you the advantage of complete CMS features and functionality for managing online sales.

GeoMapping

Using Ektron's GeoMapping functionality, content can be tagged with longitude and latitude coordinates to leverage Microsoft® Virtual Earth™ and Google Earth. By inputting specific address information, the coordinates are formulated automatically in the content's metadata, enabling you to plot the coordinates on a dynamic AJAX-enabled map mash-up, and display and search the content based on map category and map navigation, which is optimized with the Ektron's taxonomy.

Wiki Directory Content

By adding CMS400.NET's wiki capabilities to your public Website, you encourage site visitors to participate in your online community and promote openness in reading and authoring content. Start sharing information through an online encyclopedia, a site for frequently asked questions, a knowledge base or a simple message board where visitors contribute to articles and content. Anyone visiting the site's wiki-defined pages can edit, update and add web pages quickly and easily and with no knowledge of HTML or wiki syntax.

Personalization

Let your site visitors build customized views of your Web pages. You provide and manage their options, allowing customizations that are straight forward for site visitors. Expose Ektron controls, such as threaded discussions, blogs, calendars and content lists. Users can drag-and-drop these into template-style "drop zones" to personalize their Web site experience. Your designers can also build "shared views" of your pages using the same functionality but changes are viewed by everyone.

Search Engine Optimization

CMS400.NET also includes all the tools for creating a Web site that is fully optimized for search engines with complete metadata support for all Web content. Enhanced URL aliasing auto- creates SEO-friendly, human-readable URLs, and SEO server.

Advanced HTML Form Builder

CMS400.NET makes it easy to create a two-way dialog with site visitors by enabling them to submit information, data and questions via Web forms. A new wizard-like tool lets marketers and others build forms and form-based applications, and route the data collected to the right individual or group for processing.

Polls & Surveys

Encourage interaction with your Web site visitors with online polls and surveys. Questions are generated easily with CMS400.NET's built-in form wizard. Overall results can be displayed instantly when submitted. Use for market research, customer satisfaction and other feedback.

508, W3C Compliance & Broken Link Checker

Automatically ensure content is 508 and W3C compliant, identify the level of compliance predetermined by you and establish content publishing guidelines, which could restrict content publishing if compliance levels are not achieved. Built-in link checking validates all templates, content, menus, CSS and even JavaScript.

Ektron Markup Language (EKML)

Ektron Markup Language (EKML) makes it easy for Web developers and site administrators to manage the formatting and presentation of dynamic content elements using simple and familiar HTML markup. These files handle the formatting of dynamic tag elements related to the controls. Now, anyone with basic HTML skills can apply dynamic formatting without using an XSLT.

Falcon-Software brings a wealth of experience deploying CMS solutions and can serve as an invaluable partner in determining which CMS best meets your business, technical, and functional requirements. To find out which web content management solution will best suit your company's needs consult with one of our CMS specialists. Please email us at general@falcon-software.com or call our international toll-free 1-800-707-1311.