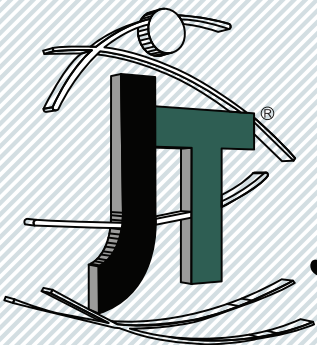


# RedDot Web Content Management



**JAMES TOWER**  
Simple. Sensible. Effective.



# Web Content Management

## Use RedDot CMS to:

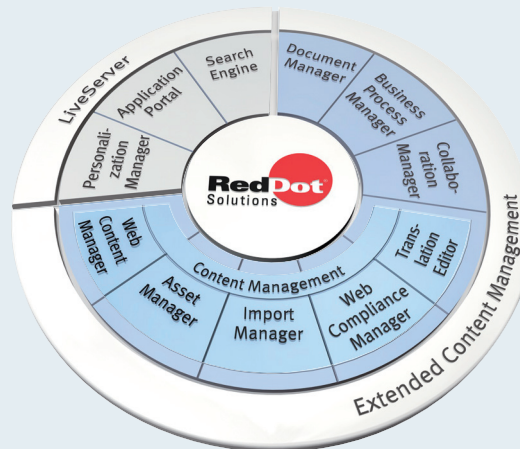
- Implement complex Web projects quickly, in a matter of weeks, then expand and maintain them easily
- Offer potential customers comprehensive, easy to find information about your business
- Repurpose your content across intranets and public-facing Web sites
- Automate content approval processes with easily defined workflows
- Prepare your online brand and business for the global marketplace

## WEB CONTENT MANAGEMENT BY REDDOT SOLUTIONS

Your Web site is often the first place customers go to learn about your company. Your employees use your intranet to find and exchange corporate information. Partners use your extranet to gain knowledge and understand your offerings. Managing a consistent flow of relevant information to every online channel is critical. Placing the ability to update your intranet, extranet and Web site into the hands of your content contributors is essential. But how can you consistently publish up-to-the-minute news and information about your organization to the Web when your IT staff is already stretched to their limits? RedDot CMS™ provides the power to change the way you communicate over the Web.

## HAVE CONFIDENCE IN YOUR CONTENT WITH REDDOT CMS

Ensure that your content is relevant, current and actionable to your customers, employees and partners. RedDot CMS supports the demands of your business today, with the power to meet your future challenges. Our solution offers the easiest-to-use, browser-based interface capable of supporting your global business initiatives, and allows you to communicate more effectively over the Web without straining your IT resources or budget. Is RedDot CMS right for you?



RedDot's integrated enterprise content management suite

- Do you still spend too much time and money on maintaining your Web sites, intranet and extranet?
- Is the information on your Web site relevant and current?
- Can you easily enforce the consistency of your brand on a global basis?
- Can you add, resize and update images on your sites, regardless of file format?
- Do you reach your international customers in their local language?
- Is your IT team responsible for updating content?

# Web Content Management

## REDDOT CMS - FLEXIBILITY AND POWER

RedDot CMS offers a set of powerful modules. Select only the capabilities you need now, and add other modules as your business needs change.

Modules available for RedDot CMS include:

### Web Content Manager

Includes SmartEdit™, RedDot's award-winning editing interface that allows content contributors, business managers, writers and editors to easily create and update the content of all your online channels and publications, without technical skills or specialized training. SmartTree greatly simplifies the administration, configuration and maintenance of complex Web sites, intranets and extranets.

### Translation Editor

Manage your localization processes efficiently. Update content in one language and submit the changes directly to your content translators automatically. Shorten your time to Web for all localized content, and prevent constant retranslation of the same content with out of the box integration to the Trados Term Management System.

### Asset Manager

Store images used on your Web site in a central location where they can be easily retrieved and modified. Make quick modifications, like cropping and resizing easily or allow RedDot CMS to automatically adjust your images to pre-defined areas on your Web pages.

### Web Compliance Manager™

Assures your Web content is free of spelling mistakes, complies with Section 508 and W3C accessibility standards and can support your own corporate styles and standards. Ensure that your Web content meets these standards automatically by making compliance enforcement an integral part of your approval workflows.

### Import Manager

Automate the integration of content from internal applications and databases, and even external syndicated content providers. Incorporate data from all structured sources seamlessly into your Web content, with automatic updates every time you publish.

## Features

- Scalable solution grows with your business
- Add modules as you need
- Legendary ease of use with flexible administration

# Web Content Manager

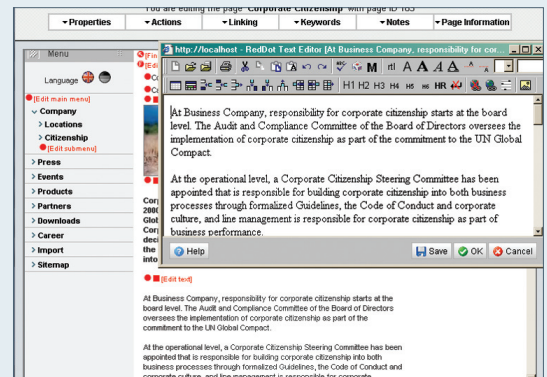
Manage your complex Web sites, intranets and extranets efficiently, with a system that is exceptionally easy to use

## SEPARATE CONTENT FROM LAYOUT

RedDot CMS separates design from content, allowing updates to your online content without altering the branded design of your site. Site Manager makes updating your site easy, allowing you to change the look and feel of your site by modifying a few templates, instead of modifying hundreds or even thousands of pages without affecting page content. Online content remains unchanged until modified by your authors and editors.

## ALLOW EMPLOYEES, BUSINESS MANAGERS AND CONTENT CONTRIBUTORS TO EASILY CREATE AND CHANGE ONLINE CONTENT

SmartEdit lets anyone change the way you communicate through the Web, without a learning curve. Authors and editors can create, edit and update content wherever “red dots” appear. Content editors can even use Microsoft Word to update online content. RedDot CMS also allows you to reach editors on the Apple Macintosh™ and Linux platforms with a text designed specifically for Mozilla Firefox. With SmartDrop™, your content editors can instantly swap out content by simply dragging and dropping images, MS Word™ and MS Excel™ files from their desktops right into RedDot CMS. Editors can immediately preview their changes and initiate the content review process within an online workflow. SmartEdit workflows allow employees to quickly and independently update Web sites, intranets and extranets, from around the world or around the corner, while enforcing your content approval processes and the integrity of the branded design.



SmartEdit – Editing text directly on the Web page

## EXPEDITE THE CONTENT RELEASE PROCESS

SmartEdit offers unique redlining functionality that highlights all changes to Web pages, similar to the “Track Changes” mode in Microsoft Word, while in workflow. Combined with version management, automated escalation rules and e-mail notifications, SmartEdit applies a fast and transparent review and release process for your online content.

## PERMISSION-BASED ACCESS TO CONTENT

Easily define who is authorized to read, create, change or delete content on a specific area of a Web page or site. User administration is securely centralized, and allows administrators to create customized authorization packages that determine the rights specific users have in the system.

## AUTOMATIC CREATION OF ONLINE LINKED ELEMENTS

News lists with brief abstracts, breadcrumb navigation, and site maps can be automatically created. Categories and keywords can be assigned to pages to automatically create lists of similar topics.

## ELIMINATE ERRORS AND OUTDATED INFORMATION

The RedDot CMS Site Manager helps you ensure the quality and integrity of your Web site structure and content. Links are automatically created and checked before the pages are published, so dead links will not appear on your live site. Workflows, an integrated spell checker, and automatic publishing schedules ensure that content is always up-to-date.

### Features

- Manage foreign language versions of your online channels
- Automate complex processes with multilevel workflows
- Create lists, breadcrumbs and site maps instantly
- Reach editors in your global office with a user interface available in 12 languages (including Japanese and Greek)
- Ensure your site is free of broken page links
- Publish content in any format (i.e. XML, WML, PDF)
- Securely manage users and the ways they update content

# Asset Manager

Ensure the brand consistency across every online channel

## WEB-BASED ACCESS TO A CENTRAL DATA STORE

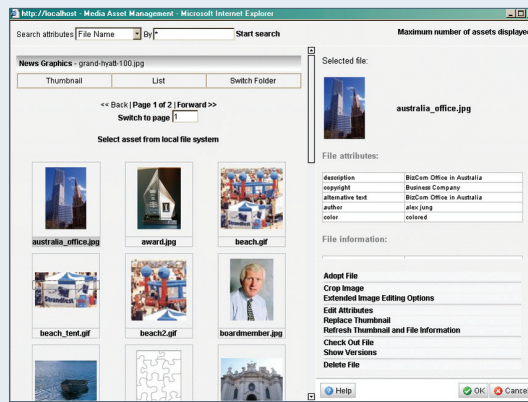
The RedDot CMS Asset Manager™ provides a centralized location, using either a file system or database, to enforce the standard use of images that identify your business and products. Properly using these assets helps guarantee a uniform design and availability of the latest images to support and protect your brand.

## INTEGRATED IMAGE PROCESSING FUNCTIONS

Large, high-resolution image files are difficult or impossible to use on Web sites. Asset Manager can automatically convert and scale these original files to Web-friendly and optimized sizes. Your assets remain in their original format and are dynamically adjusted during publication to the Web site.

## EXTENDED SEARCH FUNCTIONALITY

Web sites with several localized variants can easily contain thousands of individual assets. Information provided with a thumbnail view of your graphical asset helps you locate relevant assets quickly. You can also manage individual asset versions to ensure that only the most recent version is always in use.



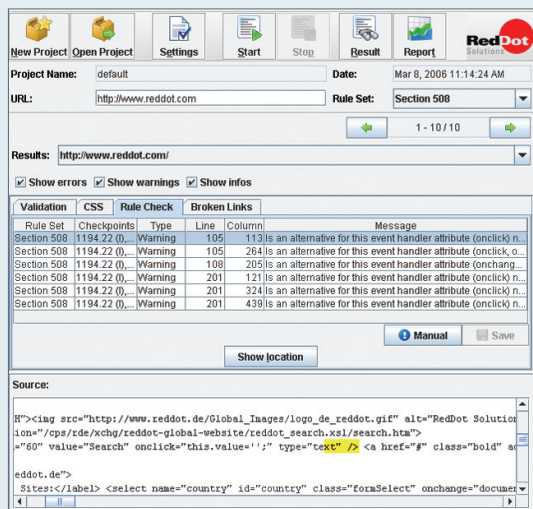
Use images uniformly and correctly

## Features

- Automatically scale and convert images
- Assign custom and meaningful metadata
- Easily manage each version of every asset
- Securely manage all images used on your Web sites in a file system or database
- Display detailed file information for all JPG, GIF, DOC, XLS, PPT, PDF and MP3 assets

# Web Compliance Manager

The best and only integrated quality and Web hygiene solution available



Identify problems easily with intuitive reports

## PREVENTION, NOT CORRECTION

Imagine automatically insuring that your online content is free from spelling mistakes, adheres to your corporate branding standards and is Section 508 compliant before your customers, partners and employees see it on the Web. RedDot Web Compliance Manager can allow your editors and administrators to obtain reports on potential problems with your Web site either manually or automatically as part of your workflows.

## A SOLUTION TO GROW WITH YOU

RedDot Web Compliance Manager has a flexible architecture allowing your organization to apply its own quality standards. Live Web sites are protected too: RedDot Web Compliance Manager ensures that hard-coded pages and content from external systems meets the same level of quality as your RedDot CMS content with ad hoc reporting capabilities.

## Features

- Easily measure quality while updating content in SmartEdit
- Receive e-mails with RedDot Web Compliance Manager reports
- Ensure content quality automatically with integrated workflow functionality

# Translation Editor™

Bridge cultures and prepare your business for the global marketplace

## Features

- Split-screen view for easy and instant localization
- Unique redlining highlights updated content
- Automatically enforce localization within an online workflow, and model it graphically
- Automatically notify translators of new and updated content

## AUTOMATICALLY ENFORCE YOUR LOCALIZATION PROCESS

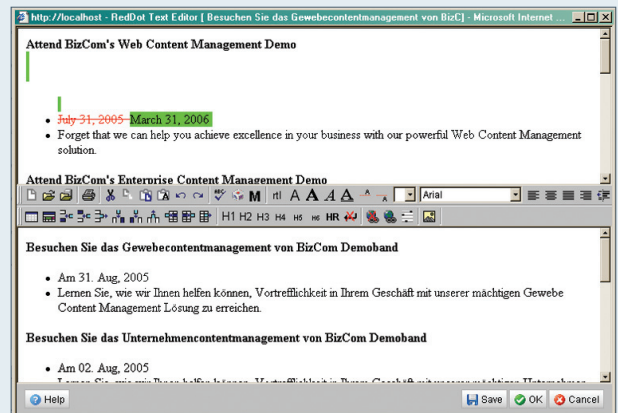
The RedDot CMS Translation Editor makes it simple for you to model each step of your localization process, from entering or changing content to translation and release. Included as part of an online workflow, the Translation Editor considerably reduces the time and complexity needed to localize your online content.

## LOCALIZE AS YOU UPDATE

Automatically notify your translators through e-mail when content on any online channel is created or updated. The Translation Manager split-screen mode supports the actual translation process, using redlining functionality to ensure updated content is properly localized. Translators can even allow specific content to display in its original language.

## INTEGRATION OF TRANSLATION SOLUTIONS

Translation memory products such as TRADOS® can be quickly and easily integrated in the translation process. In Translation Manager's XML-based interface, editors can generate files from RedDot CMS and automatically submit them to a localization agency. Once returned, the localized text is then easily assigned to the appropriate language variant.



Translation Editor – Easily make localization part of your content update process

# Import Manager™

Automatically bring vital and relevant information from external systems to any online channel.

## Features

- Automatically import data from ERP, CRM, PPS systems
- Imports of HTML, SGML, XML, NITF, newsML and Microsoft Excel formats
- Create predefined import profiles

## EASILY MIGRATE EXISTING WEB CONTENT

The RedDot CMS Import Manager makes it simple to migrate existing content from your previous Web sites, online handbooks and online documentation. Create profiles to format content imported from HTML, XML and even Excel files, and publish it to specific areas on your Web site, intranet or extranet. Use profiles to migrate content from any structured data source, to make it a permanent addition to your content repository.

## IMPORT CONTENT FROM EXTERNAL SOURCES AUTOMATICALLY

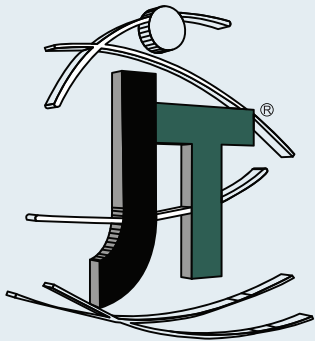
Use Import Manager to integrate data from your own enterprise systems and even content providers, such as the Associated Press (AP) and Bloomberg. Predefined profiles for online syndication services allow content to be easily assigned to a specific location on a page where it is automatically formatted. The content itself can also be automatically updated, creating a dynamic place on any online channel for the most relevant and current information.

# Facts and Figures

Server Prerequisites	<ul style="list-style-type: none"> <li>■ MS Windows 2000 from Server version, MS Windows 2003 from Standard Server version</li> <li>■ Microsoft Internet Information Server (IIS)</li> </ul>
Client Prerequisites	<ul style="list-style-type: none"> <li>■ SmartTree and ServerManager                             <ul style="list-style-type: none"> <li>– MS Internet Explorer from version 5.5 SP2 (Windows)</li> </ul> </li> <li>■ SmartEdit                             <ul style="list-style-type: none"> <li>– MS Internet Explorer from version 5.5 SP2 (Windows)</li> <li>– Mozilla 1.6* (operating system-independent)</li> <li>– Netscape 7.x* (operating system-independent)</li> <li>– Opera 7.x* (operating system-independent)</li> </ul> </li> <li>■ Screen resolution: At least 1024x768 pixels</li> </ul>
Supported Web Servers	<ul style="list-style-type: none"> <li>■ All</li> </ul>
Project Database	<ul style="list-style-type: none"> <li>■ Microsoft SQL 2000</li> <li>■ Oracle 8/8i/9/9i/10</li> </ul>
Database Connections	<ul style="list-style-type: none"> <li>■ All ODBC-Databases, Microsoft SQL 7/2000, Oracle 8/8i/9/9i/10</li> </ul>
Data Import / Export	<ul style="list-style-type: none"> <li>■ ASCII/ANSI formats with any structure via RedDot Import Manager</li> <li>■ Instance export via FTP or directly to a folder</li> </ul>
Programming Interfaces	<ul style="list-style-type: none"> <li>■ RedDot Query Language (RQL), XML-based</li> <li>■ Plug-in interface for program add-ons</li> <li>■ Web Services (SOAP)</li> </ul>
Client/Server Communication	<ul style="list-style-type: none"> <li>■ HTTP, upload also via HTTP</li> <li>■ Only one port required</li> </ul>
Transaction Security	<ul style="list-style-type: none"> <li>■ SSL encryption</li> <li>■ For logon only or for complete communication</li> </ul>
Scalability	<ul style="list-style-type: none"> <li>■ RedDot Cluster Server</li> </ul>
E-mail Notifications	<ul style="list-style-type: none"> <li>■ Simple Mail Transfer Protocol (SMTP)</li> </ul>
User Administration	<ul style="list-style-type: none"> <li>■ Integrated directory service</li> <li>■ Import and authentication of Windows/LDAP user information</li> </ul>

\* Site Manager may only be used with Internet Explorer





James Tower is a technology and marketing solutions provider offering customized and innovative business solutions for Fortune 500, medium, and small companies across the country. With offices in North Mankato, Minn., Milwaukee, Wis., and Omaha, Neb., James Tower has helped its customers use technology to drive down costs, improve efficiencies, and increase growth. James Tower's extensive knowledge in bridging marketing and technology, along with its intimate customer focus, allows them to deliver superior results while forging lasting partnerships.

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