



## The Benefits of the Fusepoint Content Management System

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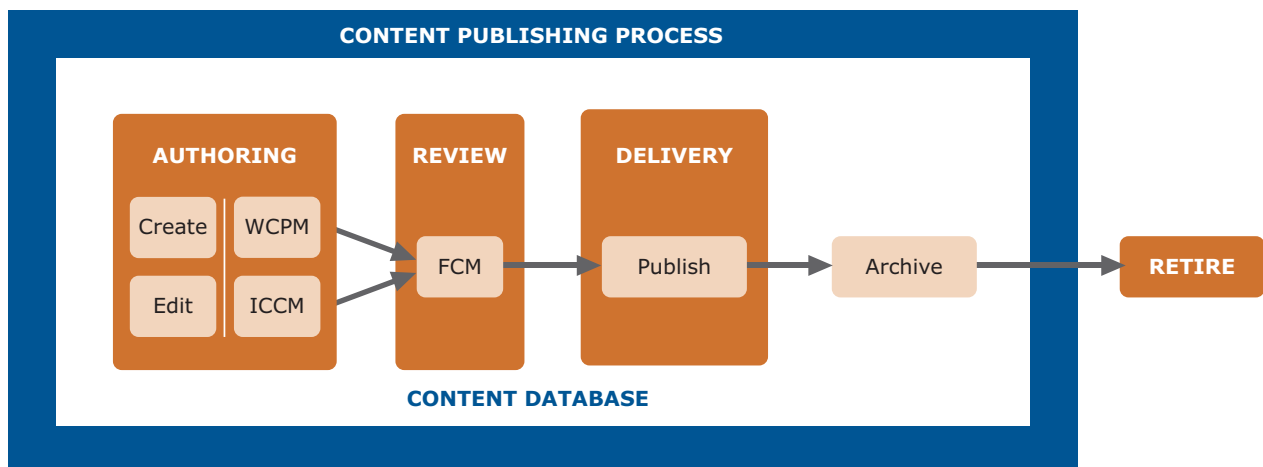
In simple terms, a CMS (Content Management System) is a system used to manage the content of a website. It allows content owners to create, modify and remove content without requiring knowledge of programming, html or relying on the expertise of a webmaster.

A CMS also supports an organization's business processes for acquiring, filtering, organizing and controlling access to web content.

## Content Management System

Most companies today have a web presence of some kind – either an informational site used to promote their company’s products or services, a transactional site which is the heart of their on-line business or an intranet used to share information across the organization’s various departments and geographies. Regardless of which type of site you have, the challenge of keeping your web application content accurate, reliable and secure can be daunting.

The Fusepoint CMS was built using our unique Framework as the foundation. Using C# and .NET technology, this robust development platform enables you to dynamically manage your web application content either through the Web Control Panel Module (WCPM) to the production site or directly on the live site through the Integrated Content Management Module (ICMM).



**Web Control Panel Module (WCPM)**  
Production Server

**Integrated Content Management Module (ICCM)**  
Live Site

**Flow Control Module (FCM)**  
Approval

In addition, The Flow Control Module (FCM) offers the ability to view content changes and streamline approval processes before deployment. Because the Fusepoint CMS is a web-based application, as long as you have access to the Internet and the required security rights, non-technical users are able to edit content quickly and easily wherever they are.

## Benefits

### Take Control

The Fusepoint CMS team can create a system for you which will support your organization's process for acquiring, filtering, organizing and controlling access to web content.

### Enable Faster Updates

CMS content owners can update web information quickly and easily – without relying on IT resources. Built-in approval processes help streamline productivity and allow you to get content published faster and remove dated content quickly.

### Reduce Costs

Getting your website up and running can be costly, but the real expense comes in maintaining it. Fusepoint's intuitive interface enables non-technical staff to create, edit and publish content without any knowledge of programming or html. This can reduce the need for training and also cuts back on the number of calls to your IT department. In addition, integral to a CMS is the ability to "create once" and "publish often" allowing you to deliver the same content to multiple locations in multiple languages; saving time and money.

### Protect your Brand

The Fusepoint CMS template environment establishes standard design throughout your website and helps maintain your corporate identity. You can also mandate specific content such as privacy statements or contact information which helps support compliance with security and legal standards.

### Remain Competitive

Because it is easy to update information about new products or services, you can keep pace with your competition by staying relevant without having to wait for the next website redesign. And our search-engine friendly website design will help drive more traffic to your website and make it easier for people to find the information they are looking for.

### Guarantee Security

You can take advantage of Fusepoint's reliable and secure development platform and be assured that you are receiving the highest levels of application security, scalability, availability and performance.

### Relax

If you decide to host your CMS solution with Fusepoint, we will offer you complete management of your environment; take care of back-up and recovery, ensure complete security and fully manage the operating system, web and database application infrastructures.

## Features

### Product Overview

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#### Technology:

- License – Free
- Type – General CMS
- Platform – Windows – .NET
- Web Server – IIS
- Application Framework – .NETCMS
- Framework – Fusepoint
- Languages – .NET, (C#, ASP.NET), AJAX, JavaScript, CSS
- Databases – SQL Server
- Remote access
- Cross browser support (Firefox, Internet Explorer, Safari)

#### Implementation:

- Certified experts design, develop and implement customized applications
- Project manager assigned for span of project
- Phased implementation
- Quality Control team conducts systematic testing and reviews

#### Support:

- User training
- Documentation

#### SLA (Fusepoint Hosted):

- System-level SLA guarantees availability of the:
  - Application
  - Facility
  - Network level infrastructure

### Content Creation

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#### Acquisition:

- Native support for filetypes
- Multiple file transfers (FTP)
- Conversion tools (e.g. Word to XML “chunks”)
- Rights management
- Mandatory metadata tagging (force structure and semantics)

#### Indexing:

- Ability to add meta data tags at page / site levels:
  - Content object uses templates
  - Media asset repository (images, sounds, Flash, video, etc.)

#### Authoring (Editing, Templating, Tagging, Tools):

- Content Element Editors (Native and Power Users)
  - WYSIWYG Through-The-Web Editor
  - Source Editor
  - Structured Fields Editor
  - XML Editor
  - Spell Checker

#### Content:

- Content can be edited / modified directly on any page of the site (where access is allowed)
- Ability to add hyperlinks, images or links to other documents
- Allows for approvals
- User’s choice of editing content with html or a WYSIWYG html editor
- Pages & site structure:
  - Add or move pages easily
  - Format pages as per predefined templates
  - Ability to modify the site navigation
  - Dynamic site map
  - Print friendly functionality (every page)
  - Instant page rendering
  - Content & data replication (custom)

#### Aggregation:

- Metadata management

#### Help Online:

- Context-sensitive help

## Features

### Content Management

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#### Workflow:

- Access permission levels:
  - Number of levels
  - Per user, per folder, per page, per file, per role, per content element
  - Flexible assignments (users or administrators) to workflow
- Audit trail (workflow log)

#### Versioning:

- All elements, templates date / time stamped
- Actions tracking

#### Search:

- Ability to integrate search engines into site
- Out of the box integration capability with Google

#### Localization:

- Multilingual server
  - Respond to browser language requests
- Supports 100+ languages

#### Reporting (Custom)

#### Backup (Fusepoint Hosted):

- Automatic back-up and restore services
- Daily incremental, weekly full backups
- Tape removal and offsite storage
- Disaster recovery plan

#### Security:

- Automatic Managed firewall, VPN and intrusion detection services (Fusepoint Hosted)
- Scalable, secure, single repository for organizing and sharing Web content
- Scalable for concurrent users
- Registered access – ability to manage user's access by establishing password requirements and "timeout" thresholds
- Integration with active directory
- Secure integration to 3rd Party Systems (custom)

### Content Delivery

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#### Modules:

- News: Press releases, news
  - Scheduled publishing
  - Can publish active or archived postings
- Job Postings: job postings, forms, human resources information, or any other intellectual property
  - Allows creation of dynamic job postings as per posting date
  - Scheduled publishing
  - Easily add, edit or remove new, active or archived postings
- Flow Control Module (FCM) allows you to flow content before deployment

#### E-mail (Custom):

- E-mail notification
- E-mail a friend capabilities

To find out more, please visit our Web site at:  
[www.fusepoint.com](http://www.fusepoint.com) or call 1.877.387.3764