

Ektron CMS300 is a revolutionary, standards-based solution that is redefining the content management industry. CMS300 integrates the latest Web technologies in an easy-to-use and easy-to-integrate solution—while still being affordable! With Ektron’s highly acclaimed XML editor—eWebEditPro+XML—CMS300 enables anyone to author and manage both XML and XHTML content on Web sites, intranets, extranets and portals and syndicate information to multiple devices.

Top reasons to choose Ektron CMS300:

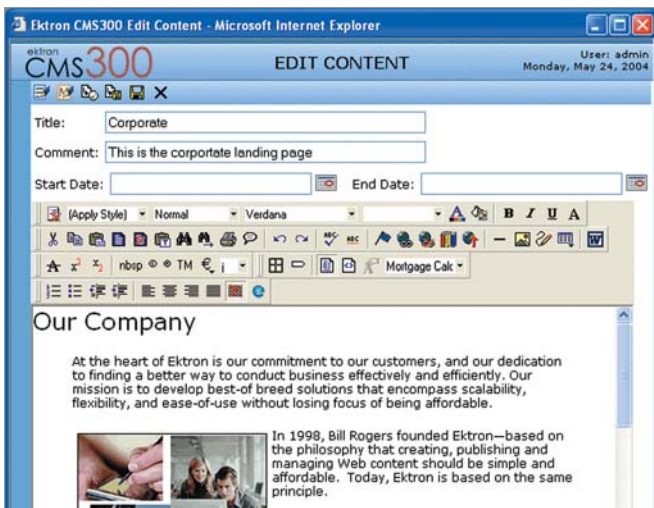
- **Empower business users** to take an active role creating and managing Web content; relieve content bottlenecks.
- **Generate rapid ROI:** Results show in months, not years; cut your costs and add value to Web strategies.
- **Streamline Web processes:** Automate content management activities and keep sites up to date.
- **Easiest integration:** CMS300 can be up and running in days, sometime hours, avoiding costly integrations.
- **Strictly enforce content and page layout** with content validation, Smart Web forms, and the best CSS support.
- **Seamless Active Directory integration:** Centrally manage users and user groups and use a single point of authentication.
- **Deliver content to multiple devices (e.g., PDAs, mobile phones, other Web servers):** XML technology, Web Services, and RSS syndication make it possible.
- **Robust content management functionality:** Intuitive work area, WYSIWYG editor, flexible workflow, advanced Web publishing, site navigation API.
- **Advanced XML authoring:** Ektron's XML editor hides XML tags from content authors within a WYSIWYG editing interface.
- **Component-based CMS:** Ektron CMS300 can be easily integrated—even if your site uses complicated business logic or 3rd party components (i.e., ecommerce and personalization).
- **Replace 'Homegrown' CMS:** Eliminate costly development projects; standardize on a refined solution that works out of the box.
- **Reuse Web Information:** Create content once and reuse it across multiple sites and among partners.
- **Price-performance leader:** Integrate a robust CMS at an affordable price.

CMS300 includes Ektron’s browser-based XML editor

Ektron’s eWebEditPro+XML editor, embedded in CMS300, enables anyone to create HTML and XML content. Beyond making it easy to create Web site content, it revolutionizes how organizations design and deploy XML “smart” forms and reducing development costs. It makes it easy to capture data and documents critical to your business strategy, and extend the data across applications and other channels.

eWebEditPro+XML lets you create limitless types of forms, deploy them to internal users, and manage them in CMS300. Examples include:

- Intranet-based HR forms: Expense reports, purchase requests
- Government: Convert paper-based forms
- Healthcare: Patient records
- Insurance: Claims forms
- Catalog retailers: Product listings



The graphical user interface and word processor-like editor in Ektron CMS300 is intuitive and easy to use.

New features in Version 4.5 include:

Web-based form capabilities: CMS300 makes it easier for your marketing staff to create and deploy Web-based XML and HTML forms. Plus, users can apply out-of-the box validation rules to HTML form fields, ensuring that data collected meets specific criteria. Once collected, data can be exported to a third-party application (i.e. Microsoft Excel), for further analysis, and used for marketing campaigns and other business processes.

Calendar enhancements: Improvements to CMS300’s web-based calendar enable events to span multiple dates; events can be created once and set to recur on a regular schedule; and ability for Web visitors to view similar events on a calendar in a single view.

User-friendly user interface: Ektron has improved the CMS300 user experience by giving it the familiar look and feel of Microsoft Outlook 2003.

Menus: CMS300 allows business users—not only developers—to maintain and control navigation menus, and include items such as content blocks, library assets, external hyperlinks, forms, and other menus.

Improved Workarea performance: Workarea performance speed has been greatly optimized by reorganizing and restructuring CMS300’s folder tree.

“Content Not Searchable”: This functionality prevents specific content blocks from being returned in Web site searches.

Require metadata: Now CMS300 can be set up to require users to associate metadata with a content block before it can be submitted, optimizing search engine strategies.

Intuitive user interface:

CMS300's intuitive user interface ensures that it will be rapidly adopted and used by content contributors. Our browser-based solution includes the world's leading WYSIWYG HTML and XML editor, empowering anyone to create, manage and publish Web-ready content. Updating a site is as easy as browsing to a page, logging in (or accessing content via a familiar folder tree) and typing or pasting content in the editor to create well-formed Web content. User interface features include:

- 100% browser-based
- Familiar, rich authoring environment
- 'Smart desktop' displaying tasks, content awaiting approval
- Library thumbnail images
- Microsoft Word filtering
- Locate content by navigating site
- User-maintained site navigation
- Add content with single-click
- Search and replace
- Hide XML tags
- Spell check
- Configurable cleaning levels
- Commenting and collaboration

Content delivery:

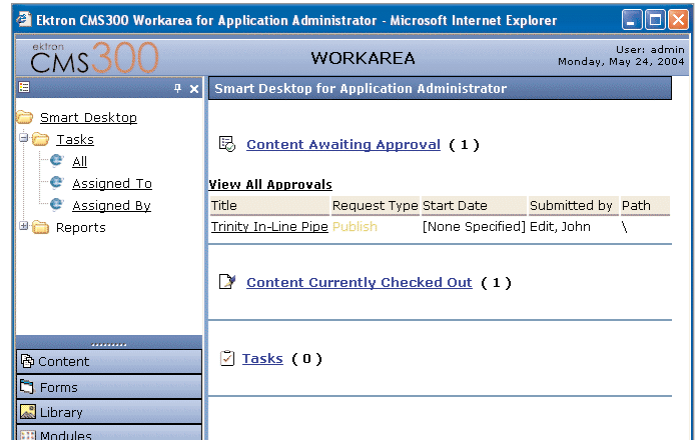
With a Web Services API and support for RSS (Really Simple Syndication) and Javascript syndication, as well as integration with Microsoft SharePoint and Plumtree portals, CMS300 makes it easy and efficient to get the right content to the right people through the right channel. Content delivery features include:

- Web Services API
- SharePoint portal integration
- Plumtree portal integration
- RSS and JavaScript syndication
- Extranet support
- Distribution to multiple devices
- Content randomization

Workflow control:

Administrators can selectively add "approval" permissions on a per-user basis, assign tasks to users within the CMS, and centrally manage users and users groups with the Microsoft Active Directory integration. Users can check in content, schedule content to go live and expire on a particular date and time, view or restore any previously published version of content, and preview staged content before publishing. Workflow features include:

- Flexible approval chain
- Library overwrite permission
- Task assignment
- Active Directory integration
- Flexible user security
- Content check in/out
- Collaboration
- Schedule content to go live and expire
- In-depth content reports
- Preview staged content
- Virtual staging server
- Content history tracking / audit trail
- Site rollback



The Windows Explorer-like interface in CMS300 allows easier navigation to content for editing.

Content control:

CMS300 delivers all the tools your organization needs to control content presentation, access and more. Site administrators can determine and maintain a site's "look" by applying style sheet specifications to content. CMS folders allow administrators to organize and control access to your content to specific user groups (such as partners). Content control features include:

- Move content to/from folders
- Membership users and groups
- Redlining to compare content changes
- Link checking
- Purge content history
- "Smart Web Forms"
- Unlimited folders and subfolders
- Style sheet support
- Simplified file uploading
- Branding
- Extensible API
- Calendar Module
- Forms Module

Advantages of XML:

Ektron CMS300 lets you leverage the power of XML (extensible markup language) to enhance your information strategies. Create more powerful, flexible, searchable information. Share it across applications and platforms. Our XML editor allows you create Web "smart" forms, deploy to internal users, capture XML data and documents and manage them within our CMS – while hiding XML's complexities. Save time and money by converting paper-based forms to Web-based forms. XML features include:

- eWebEditPro+XML v4.1 editor
- Content collaboration
- XML indexing (optional module)
- Distribution to multiple devices
- Facilitate B2B transactions
- Multi-language support
- Schema validation
- Dynamic content within content

Technical environment and capabilities:

Ektron content management solutions can be used as a core CM component, either in a pure plug-and-play capacity or within more complex sites incorporating e-commerce, personalization, advanced business logic, or other customization. CMS300 currently supports Microsoft ASP, Microsoft .NET, Macromedia ColdFusion, and the PHP Web application server platforms. Features include:

- Extend the API to build dynamically-generated DHTML menus
- Out-of-the-box intranet
- Macintosh OS X support
- Multiple dynamic Web server support
- Macromedia Dreamweaver Extensions
- Load balancing support distributes traffic among network servers
- Deployment using MS Application Center
- Component-based solution—integrates with 3rd party components
- Advanced navigation using Flash MX
- Industry-specific demo sites

Interoperability:

Ektron CMS300 will easily scale to match your growing needs. Migrate from another Ektron CMS or integrate with your site easily. Plus, you can easily integrate with WebImageFX, allowing users to manage images directly through a Web browser with more than 20 image editing tasks. Interoperability features include:

- Migration path from Ektron CMS200 or CMS100
- Integration with WebImageFX for image editing within the CMS

Enhanced searchability:

CMS300's built-in search enables visitors to locate relevant content quickly and efficiently and our highlighted search feature enables them to easily locate relevant keywords within a search-returned page. An XML indexing module delivers an index search option, enhancing users' ability to find information. Internal searches for content and library assets allow site managers and business users to locate and update content more efficiently. Finally, CMS300 delivers full metadata support to make your Web site search engine friendly. Features include:

- XML indexing for highly relevant search results
- Highlighted search results
- Metadata support for search engine optimization
- Advanced search
- Internal search of content and library assets

Visit
<http://www.ektron.com/cms300-features.aspx>
 for an animated Feature Tour
 of Ektron CMS300.

System requirements

Supported browsers

- **For Viewing:** All major browsers (e.g., Netscape Navigator version 3.0 or higher, Microsoft Internet Explorer version 3.0 or higher, Mozilla)
- **For Editing:** Internet Explorer 5.0 and higher; Netscape Navigator 4.7x, 6.1 and higher

Server Operating System: MS Windows, NT/2000/XP (NT server MUST be running service pack 6), Windows 98 (with PWS)

Hardware: Any IBM-PC compatible system, MAC OS (suggested minimum requirements: Pentium 166 MHz or faster with at least 64MB of RAM)

Web Development Tools: All the latest tools (e.g. Macromedia HomeSite, ColdFusion Studio, Dreamweaver, Microsoft FrontPage, NotePad)

Web Application Servers: Microsoft Active Server Pages (ASP) 2.0 or higher, ASP.NET, Macromedia ColdFusion Professional Server 4.0.1 or higher using Microsoft IIS or PWS, PHP now with ColdFusion MX support!

Web Server:

- Microsoft Internet Information Server (IIS) 4.0 or higher with NT; SP6 Microsoft Personal Web Server
- Personal Web Server

Databases supported:

- MS Access, MS SQL 2000
- MS SQL 7.0/2000
- Oracle 9i
- MySQL (built and tested on version 3.23)

Pricing and licensing

For pricing or licensing questions, contact Ektron at sales@ektron.com or + 1 (603) 594-0249.

More information

To learn more about Ektron CMS300, visit:
<http://www.ektron.com/cms300>



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