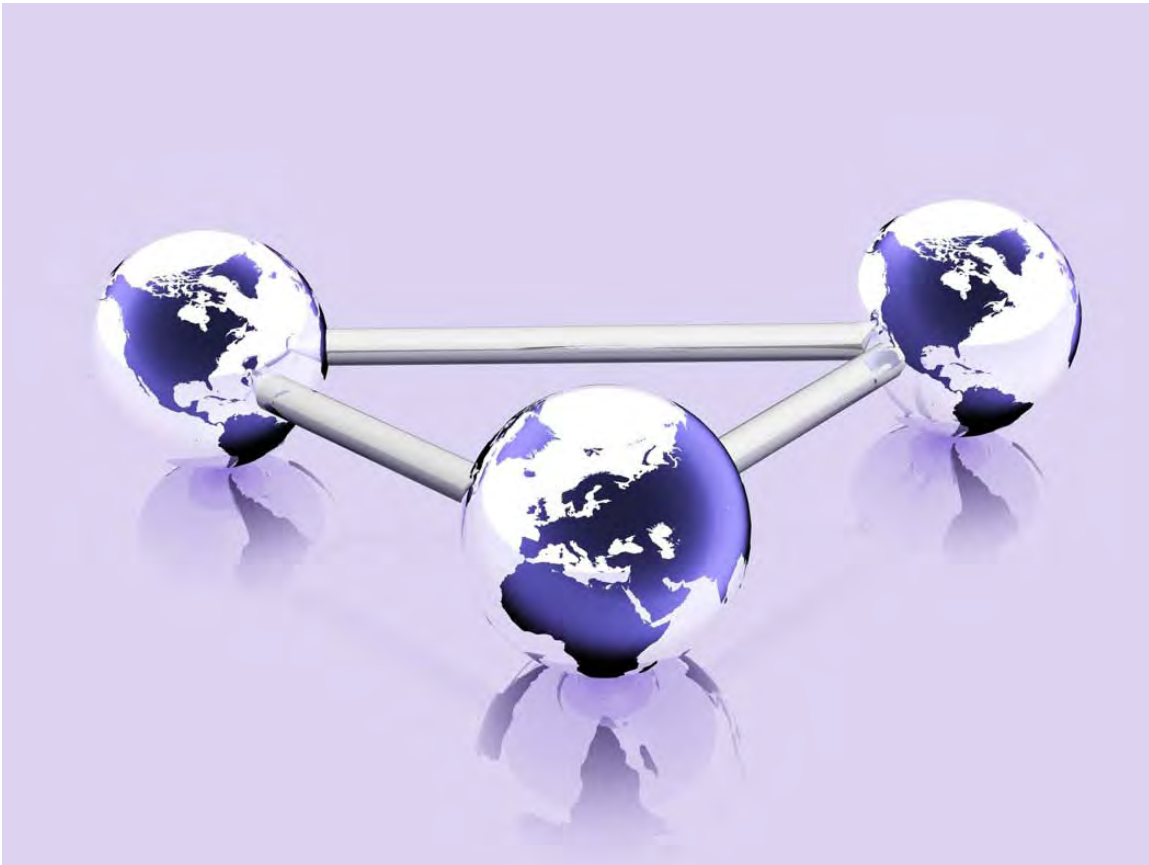




ARCHITECH

Content Management System

Web Site Solutions: CMS



Product Datasheet
May 2009

Can you afford to continue doing web development using the old school approach?

Who's Managing Content on Your Web Site?

With the old school approach, web site control was very manual with lots of staff involved, from administrative assistants to developers. All working on individual pages using editing packages such as FrontPage or Dreamweaver. Many of the pages were mediocre in design and the hours spent developing the user interface for the web pages was significant. Larger organizations adopted in-house teams to work on lots of requests from all areas of the business. Control over the look and feel, as well as the content of web sites, was lost as each work group developed their own look and made up their own rules. Common old-style site problems include:

- Inconsistency and bad brand representation
- Out of date material
- Poor design
- Lack of authority and approval
- Bottleneck of updates

In fact, many companies are drowning under huge amounts of electronic data. They find it increasingly difficult to maintain their sites.

Today the solution and sensible approach is to take away the mundane work and allow organizations to utilize their in-house teams to enhance their sites rather than just to have huge amounts of electronic data that needs to be archived (and then typically forgotten or lost within those massive archives).

What Is A Content Management System?

Business strategy or just maintenance of your site?

A content management system allows you to have in-house control of the content and framework of your site. It avoids the need for day-to-day external assistance from your web site developer or from an in-house technical team. Initially, a CMS may be introduced to control your Internet site, intranet site, or extranet¹ - or a combination of these.

Content management makes collaboration easier, enforces design standards, enhances user-interface consistency and reduces confusion and training costs. The reason most organizations begin to consider a CMS is based on their past experiences.

Content management in the truest sense can be seen as a concept and business strategy rather than just a piece of software. It can and should be strategy-driven.

This approach should be seen as the modern way of controlling content. It is empowering the content creators to populate the CMS while making sure that approval and recovery mechanisms are in place. It is using technology to organize data in intuitive ways, publish across platforms, and it allows for scalability.

¹ **Extranet:** The extension of a company's intranet out onto the Internet, e.g. to allow selected customers, suppliers and mobile workers to access the company's private data and applications via the World Wide Web. Generally an extranet implies real-time access through a firewall of some kind.

A content management system is a system used to manage and publish web content, i.e. the content of a web site, without having to manually edit HTML code.

A CMS can be a custom built system, template sites, site builder sites, or blogs. Wikipedia is a good example of a site that uses a content management system.

Pros and Cons of a CMS

The Benefits:

- Sets the stage for uniform pages, so multiple users don't stray from the overall look and feel of the design. Ability to lock down design elements (colors, fonts, navigation, etc.) and allows limited access for content contributors to manage text and images, providing a more consistent look and feel throughout a site.
- Provides a central hub so all users can keep up to date on site changes. Ability to share information among many sites within the content management system.
- Users don't need to be able to write code. Ability to delegate the responsibility for maintaining the content on the site to non-technical staff.
- Ability to conduct "scheduled" publishing. Allows for frequent updates; reminders to perform scheduled reviews of copy published to the Web site.
- Store content once, use multiple times.
- Central calendaring feature.
- Built-in features which include accessibility checker and spell checker.
- Information can be delivered in multiple formats such as .PDF and Word documents, mobile applications and RSS feeds.

The Downside:

- The CMS will not assume the responsibilities or judgment of humans.
- The CMS will not make good writers out of bad writers.
- The CMS will not make decisions that replace human decisions.
- The site design will only reflect the design skills of the developer; the CMS has no role in determining design. (Conversely, the upside to this is that CMS does not hinder the creativity of the designer.)
- The organization of information on the site is still managed by people; the CMS will only reflect what it's instructed to reflect.
- There may be training required for the web development staff and this may be a financial burden for some departments.
- For continuity of service and content management, departments will need to identify a primary person responsible for content publishing and a secondary in case the primary is not available or leaves the department.
- All users of the content management system will be required to apply and abide by consistent procedures for content life cycle management.

“Electronic document management (EDM) systems evolved to where the system was able to manage any type of file format that could be stored on the network. The applications grew to encompass electronic documents, collaboration tools, security, and auditing capabilities.”¹

So Many Choices

Content Management Systems vary dramatically in both features and price. There are literally hundreds of providers all offering different systems of varying cost and functionality.

CMS Offers 4 Clear Functional Divisions

What should you look for in a content management system?

Authoring: The mechanism of placing and styling the digital content into the database

Workflow: The approval route the content is subject to

Storage: The way the data is held within the system and the ability to reference it

Publishing: The mechanism and options of displaying the digital content from the database

“Privacy, data protection, and identity theft have become issues of interest for records managers.”

Digital Records Management

“The general principles of records management apply to records in any format. Digital records (almost always referred to as electronic records) raise specific issues. It is more difficult to ensure that the content, context and structure of records is preserved and protected when the records do not have a physical existence. ...Particular concerns exist about the ability to access and read electronic records over time, since the rapid pace of change in technology can make the software used to create the records obsolete, leaving the records unreadable. ...While government, legal, and healthcare entities have a strong historical records management discipline, general record-keeping of corporate records has been poorly standardized and implemented.”²

Primary Categories

There are three primary categories of CMS:

- **Enterprise CMS**
- **Web CMS**
- **Component CMS**

Enterprise Content Management Systems (ECM)

The enterprise content management systems deal with content, documents, details and records for the organizational processes of an enterprise. The ECM purpose is to manage the organization's non-structured information content, with diversity of format and location.

Web Content Management Systems (WCM)

A web content management system is a management system designed to simplify publication of Web content to Web sites, in particular allowing content creators to submit content without requiring technical knowledge of HTML or uploading of files.

Component Content Management System (CCMS)

Component Content Management Systems manage content at a granular level (component) rather than at the document level. Each component represents a single topic, concept or asset (e.g., image, table, product description). Components are assembled into multiple content assemblies (content types) and can be viewed as components or as traditional documents. Each component has its own lifecycle (owner, version, approval, use) and can be tracked individually or as part of an assembly. CCM is typically used for multi-channel customer-facing content (marketing, usage, learning, support). CCM can be a separate system or be a function of another content management system type (e.g., Enterprise Content Management or Web Content Management).

Sample Components:

- Metadata
- Integration
- Capture
- Indexing
- Storage
- Document Retrieval
- Distribution
- Security
- Workflow
- Collaboration
- Versioning
- Publishing

Some of the benefits of managing contents at the component level:

1. Greater consistency and accuracy
2. Reduced maintenance costs
3. Reduced delivery costs
4. Reduced translation costs

Solutions for Content Management and Workflow Collaboration

Today, one of the most critical challenges businesses face is accessing and managing data - information knowledge.

Transform your content from a liability to an asset.

CBOSS has evolved from being an ISP (Internet Service Provider) to being an Application Solutions/Service provider offering business performance tools such as ArchITech, that deliver the necessary elements to build a powerful web presence. The ArchITech CMS –offered as a software-as-a-service (SaaS) - gives our customers the freedom to maintain and manage their own web site – with the same ease as creating a word document.

The ArchITech Content Management System from CBOSS gives business and government customers the flexibility to develop web-based solutions (portal environments²) that manage and organize data and information, and open up new ways to engender collaboration. These solutions allow customers to manage and share content, information, and knowledge with employees, customers or the general public.

Whether you're a small or medium-sized business, healthcare provider or government agency looking for a solution to easily manage content, and share documents and information via your web site, or find new ways to engage with your customers, CBOSS has the solution that will meet your needs. Tailoring your communication to meet the ever-changing desires of your customer base and help your employees be productive has never been easier.

For over 10 years, CBOSS has been providing web-based software solutions that solve our customers' most critical business challenges.

² An **enterprise information portal**, also known as an *enterprise information portal* (EIP) or *corporate portal*, is a framework for integrating information, people and processes across organizational boundaries. It provides a secure unified access point, often in the form of a web-based user interface, and is designed to aggregate and personalize information through application-specific 'portlets.' One hallmark of enterprise portals is the de-centralized content contribution and content management, which keeps the information always updated. –

Common Applications

- Content Management System
- Document Management System
- Collaboration Software
- Customer Relationship Management
- Business Intelligence
- Intranet

http://en.wikipedia.org/wiki/Enterprise_information_portal



Using the ArchITech CMS as a portal solution to build a web site does not require any programming skills.

What's key to the ArchITech CMS is that it is an incredibly cost-effective solution - user friendly and feature-rich.

What Can the CBOSS ArchITech Content Management System Do For Your Business?

The ArchITech CMS is a superior web portal solution which provides a set of features and tools that allow full control of the creation and maintenance of a dynamic web site including content management, graphics, roles, permissions and security. The ArchITech CMS is capable of providing solutions for organizations of all sizes.

The ArchITech CMS is designed to make it easy for users to manage content. The ArchITech CMS features a very accessible user interface that allows for the addition and deletion of site pages, content, images, and documents.

Using the ArchITech CMS as a portal solution to build a web site does not require any programming skills. What's key to ArchITech CMS is that it is an incredibly cost-effective solution - user friendly and feature-rich.

The ArchITech CMS comes with a set of built-in tools that provide powerful functionality. Content, security, graphics and membership options are easily managed through the use of these tools. CBOSS will work with you to ensure your site reflects your unique look and feel using design templates and associated elements.

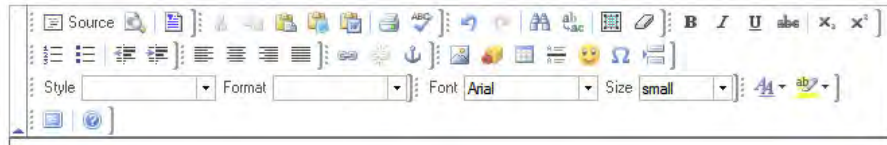
The internal CMS tools are known as modules. These modules provide building blocks for creating a web site or intranet to achieve a dynamic and interactive web presence. The modules provide a new set of functionality which allows your business to generate loyalty and engagement with customers and stakeholders - in fact, shaping what is today's 'social' web culture.

So what kinds of modules are available with the ArchITech CMS? What are these tools that will create an enhanced B2B and B2C experience with business customers or consumers, or the general public?

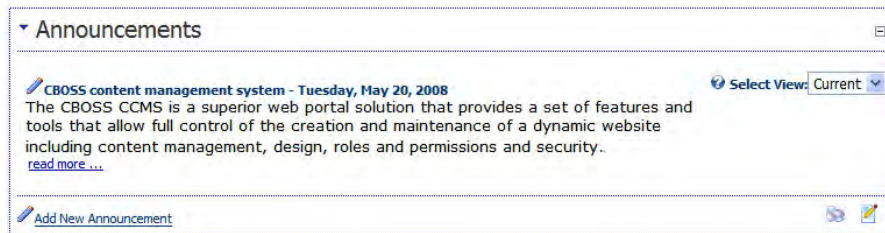
*These **basic modules** provide the tools to create dynamic web presence simply and quickly. Your web site will be operational in no time!*

ArchITech Basic Modules

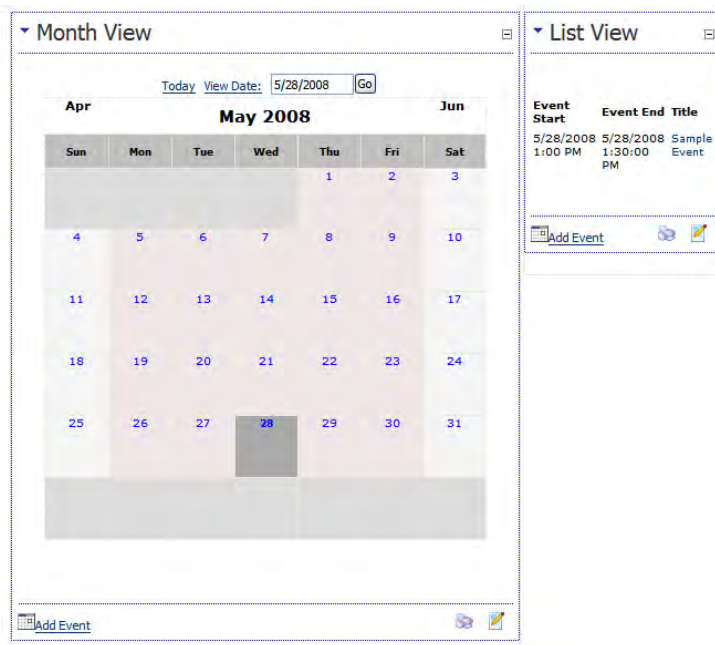
HTML Content Editor – This module allows content to be easily added and edited using an easy-to-use “what you see is what you get” WYSIWYG ‘Word’- style editor.



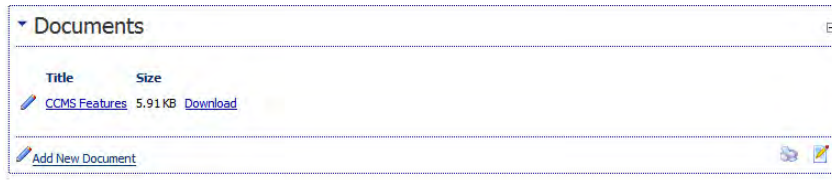
Announcements – This module allows you to create news items or announcements, referencing the document’s title and ‘read more’ link.



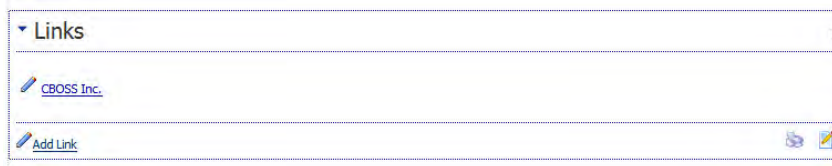
Events – This module enables the ability to display events in a calendar or list view. This includes event enrollment, recurring events and event notifications.



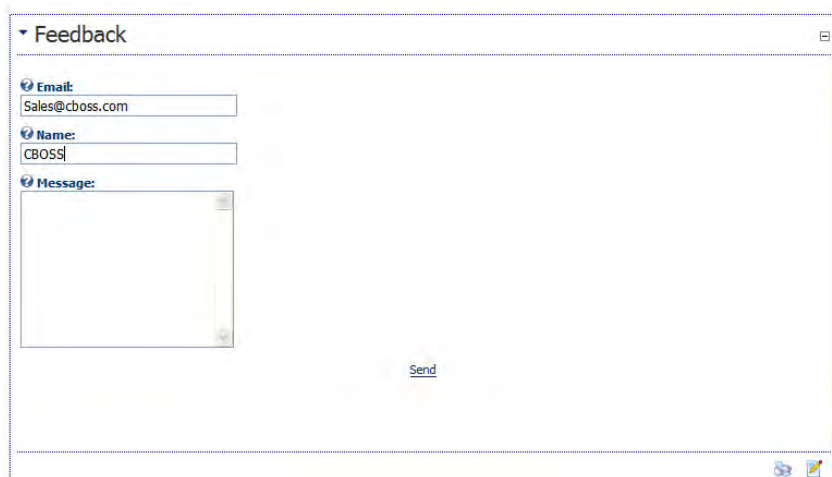
Documents - This tool provides the ability to create a library of documents – PDF, Word, Excel, etc. - and display links to browse or download the document.



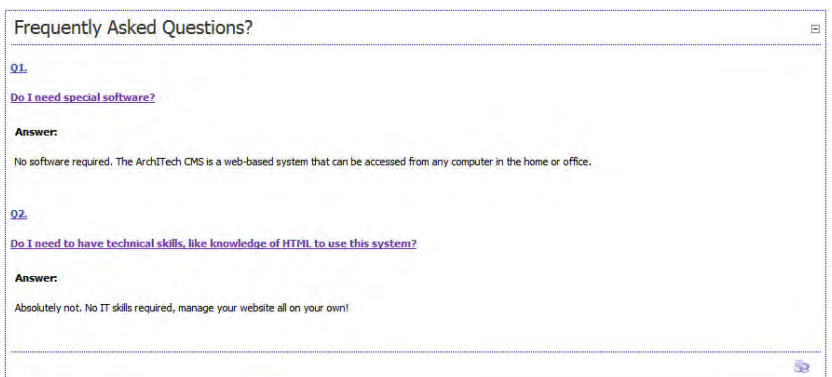
Links – This module enables the creation of clickable web site links – both internal and external.



Feedback – This module allows site visitors to send messages to the site administrator by filling out a simple form.



FAQ's - Every web site with a product or service usually has a Frequently Asked Questions (FAQ) page. FAQ pages relieve the support department from repeatedly having to answer the same questions.



Premium modules provide the tools that deliver the Web 2.0 experience for enhanced social networking and building connected communities of employees, customers or publics.

ArchITech Premium Modules

Banners – This module provides a simple and organized way of conducting banner advertising. This module allows for easy administration of advertisers and ads, potentially providing additional means of generating revenue from your site.

Surveys – The survey module allows for the ability to easily create and post customized surveys, a handy tool for getting closer to understanding customer needs

Dynamic Forms Service – The Dynamic Forms service can be used if you want customized, editable forms which allow for easy segmentation of data collection. Forms have a wide variety of uses, from ordering and invoicing, to scheduling and registration, and can be integrated into your currently practice management/EMR system.

Job Postings – This module will enable you to post employment positions available in your business. Each position can be easily applied for online and user may also attach a resume and/or cover letter. The application generates an email to the person responsible for the advertised position.

BLOG (a.k.a. web log) A BLOG is one of the most popular social web tools in use, the blog module provides a business or government agency with a vehicle to allow a team of experts or your own customers or constituents share opinions, experiences or knowledge. This is the tool that can truly enhance and improve your relationships with your most important stakeholders.

Forums – The forums module can provide your business with new perspectives about your customers and give them an enhanced experience by conversing with others about particular topics or ideas.

News Scroll – This module provides the ability to have clickable text or images scroll horizontally or vertically across a page on the web site – an excellent way to convey up-to-date news and information easily.

CBOSS provides 24/7 product support.

CBOSS ArchITech customers receive customized logins to the ArchITech Support web site. CBOSS provides 24/7 product support for the ArchITech CMS product. In addition to live support, online help is available in a variety of formats:

- online quick reference guides
- online video tutorial clips
- FAQ's

References

1. http://en.wikipedia.org/wiki/Content_management_system
2. http://en.wikipedia.org/wiki/Records_management
3. <http://webcom.missouri.edu/community/meetings/cms-pros-and-cons.pdf>

