

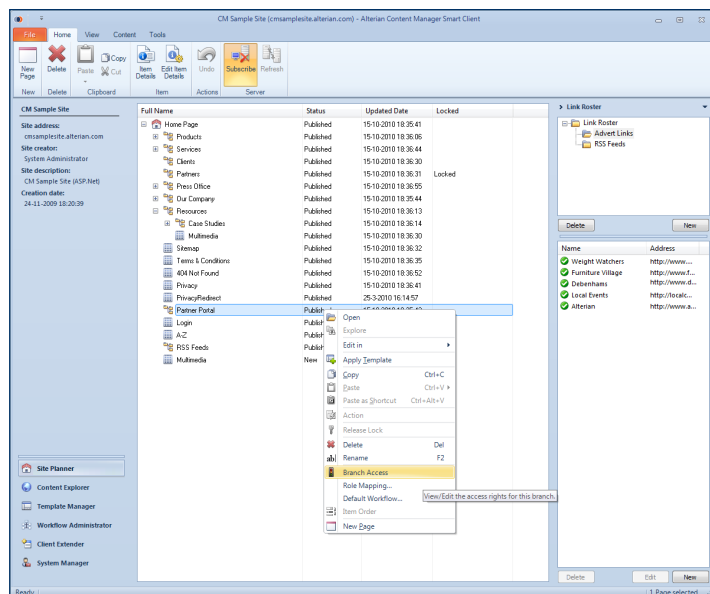
# Alterian Web Engagement Solutions

## Alterian Content Manager v7

Bring your brand to life with the world's most powerful Web Content Management System. Manage internet, intranet and extranet sites, email, social media messages and all other digital channels from your desktop or any browser and empower everyone in your organization to take responsibility for your online presence.

### Introduction

Alterian Content Manager is Alterian's award-winning content management system. It is designed for organizations which need a compelling and engaging online presence. It gives control of the website to the people who need it, eliminating IT bottlenecks and empowering everyone in the organization to take ownership of the web.



Alterian Content Manager has been designed to meet the needs of all types of companies and is available in various editions, covering an extensive range of web requirements and deployment options. Companies ranging from relatively small to ultra large are using Alterian Content Manager to manage their online presence, engaging with their audiences by providing relevant and up to date content.

**Web Content Management is not important in the overall goals of the company. Having a world-class website is, and Alterian helps us to achieve this goal.**

Thomson Reuters

Built for non-technical content contributors, Alterian Content Manager is very intuitive and has a familiar, Windows-based interface which means that little, if any, training is required for the business user to start working on web content immediately.

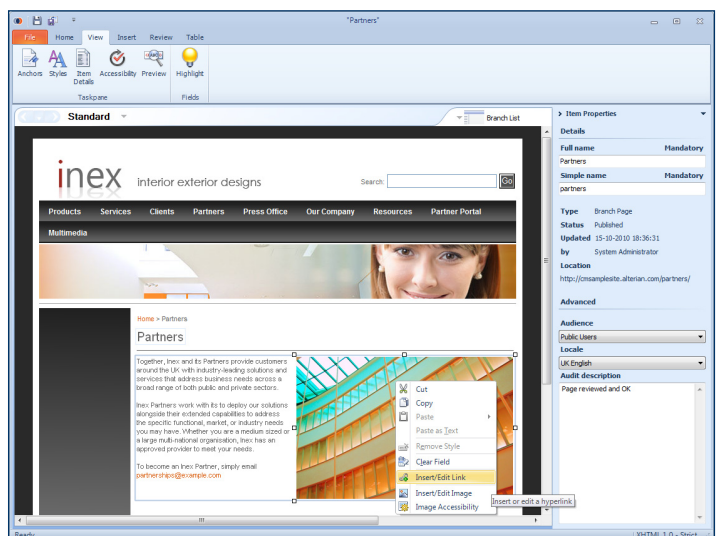
### Benefits

- Alterian Content Manager is available as a desktop 'Smart Client' application as well as browser based 'Web Client' which allows content contributors to work wherever they like using Internet Explorer, Firefox, Safari or Google Chrome
- The user interface is easy to navigate and has a familiar Windows look and feel, meaning your content contributors will intuitively understand it and can start to be productive in no-time
- By utilizing a common content repository, Alterian Content Manager enables content to be shared across multiple sites, ensuring automatic content consistency and a single source for future amendments and changes
- Users can drag and drop anything – from a single page to an entire section – and the site will be dynamically restructured in a single click, with all links and navigation updated automatically
- A centralized 'Link Roster' allows all website links to be managed in one place, with changes automatically propagated throughout the site. Link validity is checked so that any external broken links can be identified and rectified immediately. Internal links can never be broken. So no more frustrating dead links lurking on your pages!
- Rest assured that the correct approval processes are followed for your content, as the workflow engine steers and tracks everything that needs doing, populating people's to-do lists and triggering automatic actions while supporting branching and parallel sign-offs
- Available in various editions to meet your budget, requirements and the scope of your web project.

### Features

#### In context editing

Alterian Content Manager offers its users a flexible choice between a forms-based and a true in-context way of editing content. In-context means that they can see exactly where and how their content appears on the website, even before it is published. Both methods of editing can be quite useful, depending on the situation; therefore users can swap between them to suit their needs with a simple mouse click.



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### Fade down

Alterian Content Manager's 'fade down' function is an indispensable visual feature in the in-context view which gives authors the ability to instantly see the parts of a web page they are able to edit (or not, as the case may be). Elements that cannot be edited are simply faded out and unresponsive to mouse clicks. This prevents, for example, a corporate brand being removed or altered or an unsuitable image or logo being uploaded to the wrong place.

### Separation of content and structure

By separating the content from the structure of the site, Alterian Content Manager enables the user to work in the way which best suits them. Content can be uploaded using the Content Explorer into a file structure which mimics existing organizational processes. This means your site structure no longer dictates the way you have to organize your content.

Content can then be used and re-used as many times as necessary by simply using the Site Planner to publish it at the required locations on various sites. Changes made to the original content item are reflected in every instance of the item automatically.

“Building the site with Alterian Content Manager has meant we are enjoying the benefits of content management description tagging and clean URLs so that now we are seeing the site gain higher places in search engine rankings.”

Hitachi Capital

### Workflow

Alterian Content Manager has a very powerful workflow engine that ensures the correct internal processes are adhered to. It supports linear as well circular and branching workflows, whilst also supporting things like parallel sign-offs.

It allows Users and User Groups to be mapped onto Roles. Workflow transitions are allowed to be carried out by people with a specific Role only. A library of workflows can be created and then assigned to certain branches in the site and to specific types of content. This model enables unprecedented granular control over content creation, approval and archiving.

In addition, the workflow engine has been designed to carry out any activity when it transitions from one step to the next, allowing full automation of crucial tasks.

### To-do list

Alterian Content Manager provides users with a To-do list that gives clear insight into the tasks at hand. The To-do list is populated automatically by the workflow engine. New items that need attention will appear as Pending tasks in the To-do list of all users that have the same Role (e.g. "editor") in the system. As soon as a user with that Role accepts a pending task, it will move to the Accepted status for that user and it disappears from other people's lists in real-time. And of course someone that acts as supervisor has access to all task lists, so that items can be reassigned when needed.

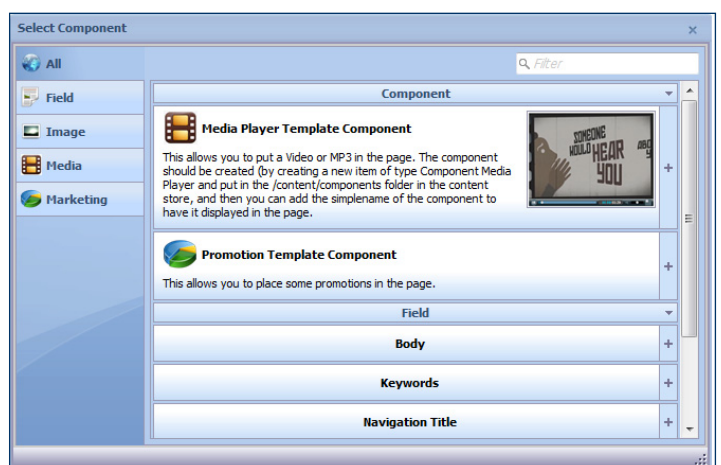
### Personalization

Personalization is a key feature of Alterian Content Manager. It can be set up as either being explicit or implicit – both of which provide a personalized experience to the user. The ability to construct easy-to-understand Rules

to drive personalization makes it easy for business users to increase site visitors' engagement with your website, and as a result with your brand.

### Page Studio

No longer do you need to go to IT to ask them for a template change. The Page Studio feature takes gives non-technical users the ability to design their own page layouts by simply dragging and dropping parts of a page around. To enhance your pages, first you can choose where text, headings, images and other page elements should sit. Then you can start to add fancy functionality to your site using 'Components'. How about a Google Map on your page? Or an RSS or Twitter feed? With Page Studio you can build engaging web pages – in just a few mouse clicks.

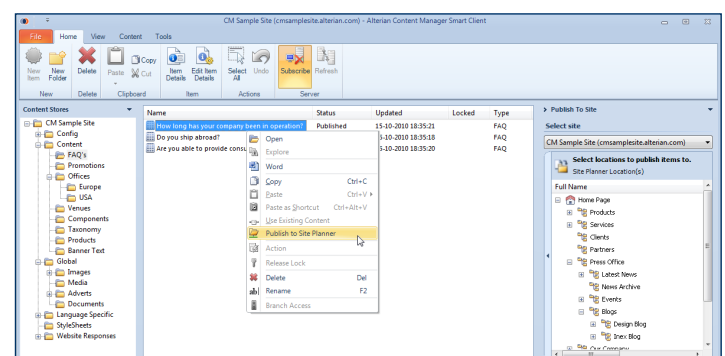


### WCAG 2.0 Accessibility checker

Alterian Content Manager is equipped with a WCAG 2.0 accessibility checker that gives you peace of mind by automating the checks required to achieve single-A, double-A or triple-A standards for compliance to accessibility standards. It lists known or potential accessibility violations on the page and displays easy-to-understand messages to help you fix those issues before your pages go live.

### Multi-site management

Alterian Content Manager is built to be able to support sophisticated multi-site installations. It is used by organizations round the world for managing corporate websites, country sites, microsites and much more. Access rights and permissions are easily configured to prevent unauthorized access by content contributors to specific sites, sections, pages or types of content. And a unique 'Publish To Site Planner' feature allows content authors to publish a single item of content to multiple sites simultaneously, saving time and simplifying the process.

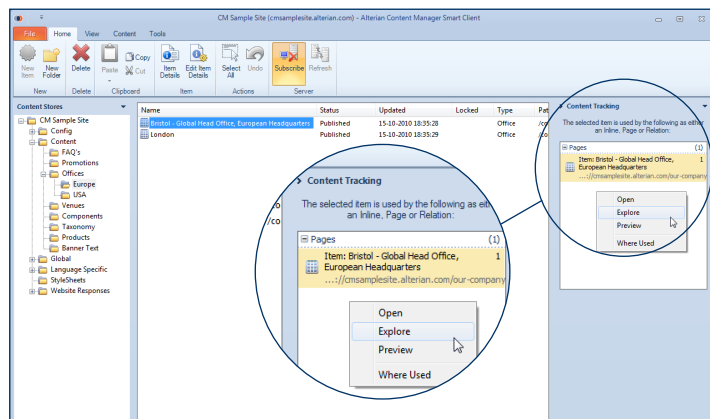


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### Content tracking

Content tracking is a nifty feature that highlights where on which sites any particular item of content is being used. This is particularly valuable when considering updating or removing a content item, as users can clearly see which pages are impacted by such an action. Never again do you have to be in the dark about the potential side-effects of your changes.



### Multi-lingual sites

Alterian Content Manager supports a large number of foreign languages, including those of different alphabets such as Chinese and Cyrillic. Additionally, it offers features for the translation process such as the option to maintain a mother-child relationship on content, which means that when an original version is changed, authors/translators can be notified and appropriate action can be taken to ensure that all language versions of a content item are always current.

The powerful workflow engine of Alterian Content Manager can be configured to support the precise translation process that you would like to follow, sending tasks, emails or content items to internal or external people involved in the translation and approval process. So no more headaches... multi-lingual sites become manageable.

**Jaguar Land Rover uses Alterian Content Manager to manage its global websites, using the platform to support its global markets, giving communications professionals editorial control over local website copy to engage customers and generate increased sales.**

Jaguar Land Rover

### Microsoft Office – online, offline, anytime

No longer do occasional content contributors need to learn a new user interface. They can simply use Microsoft Word to take part in the content creation process, saving content items straight from Word into the repository. And what if you want to work on your site when you're offline? No problem either. Simply check out your content and edit it in Microsoft Word for as long as you need to. Meanwhile, no-one else is able to change it, so there won't be any clashes. When you are back online, you can check it

back in and Alterian Content Manager will automatically update the content as per your edits.

Once content has been created or updated, Alterian Content Manager's powerful workflow engine will automatically create an Outlook task for the person that needs to approve your work. It even allows your work to be previewed in Outlook or changed with a single mouse click, all from within Microsoft Office. And if that person is on the road, no problem either, the system creates a preview image of any item that needs to be signed off, so why not view it using your iPhone to make the final call?

### SharePoint Connector

Alterian Content Manager can be extended with an optional SharePoint Connector which can be easily configured through the SharePoint Connector Wizard without any technical expertise. It allows users to pull content straight from existing SharePoint installations for use on one or more Alterian Content Manager powered websites. Once the item has been 'synchronized' with SharePoint it can be used as a normal piece of content across any site. Changes made in SharePoint will automatically be inherited by the content on the website. This way you can uniquely combine the power of SharePoint for collaboration with the flexible delivery and branding features of Alterian Content Manager.



### Content re-use for web, email & social media engagement

Content can be re-used and re-purposed to suit a wide range of digital channels. For example, a news release can be issued onto a public website and a staff intranet, as well as to suit iPhones, BlackBerrys and other handheld devices.

But Alterian Content Manager goes a lot further, allowing you to easily re-use digital assets for email deployments as well via Alterian's powerhouse email solution, thus saving time and effort otherwise needed to manually upload HTML, images and so forth to your email system.

And through Alterian's Social Media Publisher you can even leverage your approved digital assets across social media channels such as Twitter, YouTube, Facebook and Flickr. Moreover, you can immediately track responses, sentiment and other important statistics that give you direct insight into the effectiveness of the information you sent out with Social Media Publisher. So you can finally add a layer of control and governance to your social media strategy, whilst staying agile and responsive.

That's what we call proper content re-use.

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### Extensibility

Alterian Content Manager allows you to add functionality that provides added value to your organization. It offers the ability to:

- Extend the workflow engine: you can plug pieces of functionality (called "Tools") into the workflow engine that automate specific tasks for you, such as sending a content item for translation to an external agency and relating it back to the original item.
- Extend the user interface: you can add your own functionality and even entire applications inside the user interface. For that an extensibility framework is available. Also you have control over the ribbon bar, so that you can easily add buttons and features that you'd like your users to have access to.
- Extend Page Studio with new Components: you can add extra Components to Page Studio so that your users can plug all sorts of exciting functionality straight into your web pages without having to bother IT to do that for them.

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**Alterian Content Manager is an alternative to outsourcing. We are no longer dependent on third-parties, such as advertising agencies and IT service providers. The bottom line is that we can now do more and do it faster because we can build and maintain sites more quickly and easily.**

AEGON

### Scalability

Regardless of the size of your project, Alterian Content Manager provides a robust and proven backend with advanced built-in caching features, ensuring proper system performance for content authors as well as site visitors. Depending on your needs, Alterian Content Manager scales from small single server installations up to ultra large configurations with separate staging servers and multiple geographically dispersed live servers, failover and hotspare facilities, a development and test environment and advanced load balancing.