

Asera™ Content Management

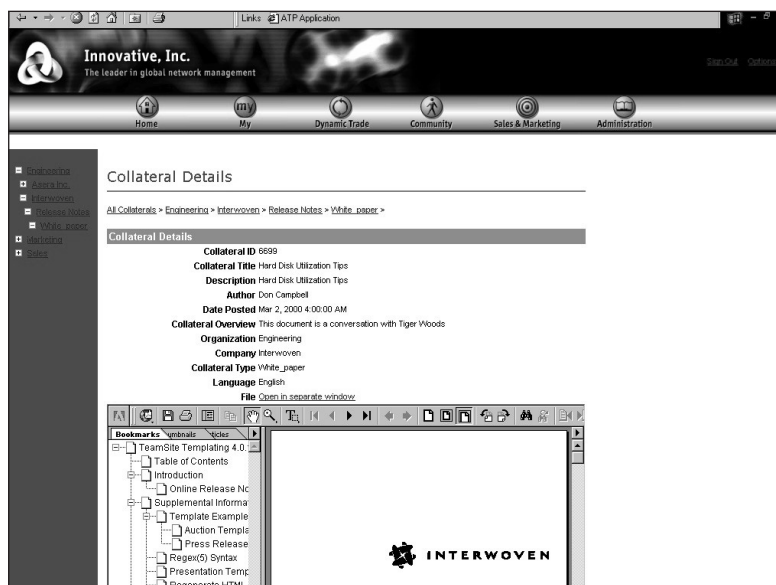
Businesses can reduce their cost of operations, increase sales and enhance user satisfaction by providing their suppliers, partners, customers and employees with rapid access to the value-added content they need to do business more effectively. Instead of sending users untargeted and outdated content, recreating the same content for multiple implementations or developing content with a look and feel that is inconsistent across your organization, the Asera™ Content Management service allows you to quickly and easily edit, manage and deliver targeted content to your audience using leading content creation, workflow, publishing and delivery features.

The Asera Content Management offering is fully integrated with other Asera Sell-Side Applications™ and can be tightly linked to your existing systems using standard XML-based interfaces. Because the Asera Content Management functionality is adaptive, you can add, remove or extend application functionality at any time, and rapidly evolve your technology to meet changing business requirements.

Benefits

With the Asera Content Management functionality, you can:

- Dynamically create, manage and disseminate content from internal, external and syndicated sources.
- Rapidly create and display content with your standardized branded look and feel.



Asera's Content Management application supports multiple types of content such as documents, Web page formats or images.

- Dynamically modify content to reflect changes in your eBusiness strategy and product offerings.
- Ensure that content is accurate, refreshed and available.

Features

The Asera Content Management product contains the following features:

Content Creation

Browser-Based GUI and Data-Entry Templates

Technical and non-technical users can easily create, edit and contribute structured and unstructured content via easy-to-use data-entry templates. The data-entry templates separate how the data is formatted from the content itself, enabling rapid content development and a standardized look and feel.

Private Work Areas

Publishers can have private work areas where they create and edit content before it's published. Each work area contains a virtual copy of the content entitled to the publisher, enabling changes to be made without impacting production sites or other contributors' content.

Multiple Content Types

Users can create, publish and manage all types of content, including data sheets, sales presentations, white papers, FAQs, job postings, event calendars, press releases and company news. Content can be published in multiple formats, including plain text, HTML and Adobe as well as Microsoft Word, Excel and PowerPoint.

Metadata Support

Content contributors can capture and organize content into logical categories and subcategories. These metadata can be searched to locate content based on relevant characteristics such as author, content type, date or product family, supporting advanced search capabilities and content navigation.

Content Workflow and Publishing

Task-Based Workflows

Content can be routed through specific workflows for editing, approval and publishing. Different workflows can be specified for various user roles (e.g., departments) and a variety of content types.

The screenshot displays the Asera Content Management web application interface for Innovative, Inc. The interface is organized into several sections:

- Navigation:** Home, My, Dynamic Trade, Community, Sales & Marketing, Administration.
- Welcome back, innovativemgmt:**
 - Personalize Layout
 - Personalize Style (.JS)
 - Choose Style Set
- Catalog Search:** Keyword search box with a search button and default search options (Products, Services, Enterprises).
- Marketing Collateral:** A table listing collateral items.

Collateral ID	Collateral Title	Author	Date
123456	Latest Technology	Joe Parker	Mar 2, 2000 4:00:00 AM
5481	IP Best Practices	Joe Parker	Mar 2, 2000 4:00:00 AM
9899	Hard Disk Utilization Tips	Don Campbell	Mar 2, 2000 4:00:00 AM
555	Innovative Corporate Overview	Joe Parker	Mar 2, 2000 4:00:00 AM
444	CPU Performance Tips	Joe Parker	Mar 2, 2000 4:00:00 AM
- Frequently Asked Questions:** Question of the Week: "Where is the company headquarters?" with a "Browse FAQ" link and a list item "Belmont, CA".
- Career Opportunities:** A table listing job openings.

Job ID	Title	Location
H99151A	Director, Quality Control	Sunnyvale, California
634	Web Development Engineer	Redwood City, California
PV4H023	Marketing Assistant	Irvine, California
- News Front Page:** March 19, 2001.
- Discussion Forums:** No topics are available.
- Notes:** A section for user notes.

Asera's Content Management provides personalized content with automatic updates of the content based on time, new information or other business rules.

Email Notification

Content workflow participants can be automatically notified of outstanding tasks that need to be performed via email, resulting in reduced inefficiencies and errors.

Content Preview

Content publishers and approvers can preview content prior to approving the content and submitting it to production Web sites.

Content Versioning

Versions of all content (e.g., files and databases) are automatically tracked, allowing users to roll back to previous content versions and eliminating unnecessary rework.

Content Lifecycle Management

Content creators can specify “effective dates” and “expiration dates” for different content and create usage reports on all published content.

Content Delivery

Presentation Templates

Content can be structured and displayed within predefined presentation templates, allowing an enterprise to enforce a standard, company-branded look and feel. These presentation templates can be easily configured to meet the look and feel requirements of the enterprise. Different templates can also be created for different content types.

Entitlement-Based Access

Asera’s content publishing offering is tightly integrated with Asera’s Personalization functionality, allowing administrators to strictly control access to content and personalize content delivery.

Content Browse and Search

Users can browse through content hierarchies and categories as defined in metadata to find relevant information. Navigation “breadcrumbs” and imploding/exploding menus enable users to easily navigate through content and track content hierarchies. Users can also perform searches across all database fields and files for easy content retrieval.



eBusiness Operating System

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