



Enterprise Content Management  
made simple ●

# RedDot Extended Content Management Server



# Extended...

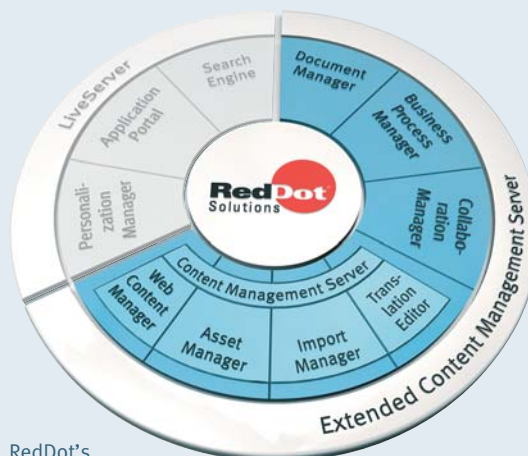
When information processes are as efficient as manufacturing processes, ...

## RedDot XCMS lets you...

- Implement, expand and maintain complex Web projects quickly
- Impress potential customers with a comprehensive, clearly structured collection of information
- Minimise manual activities involved in maintaining your online media and automate workflows
- Integrate content from a wide range of sources in your Web site automatically

## ENTERPRISE CONTENT MANAGEMENT

Sooner or later, most companies not only face the challenge of having to administer ever larger amounts of content for Web sites, intranets and other media, but also to utilise the torrent of documents more effectively. Moreover, many also want to manage projects, processes and teamwork more efficiently. The objective is to “save time”. Our enterprise content management suite gives SMBs and SMEs the tools to achieve this very goal.



RedDot's integrated enterprise content management suite

## CONFIDENCE IN THE FUTURE, MADE BY REDDOT

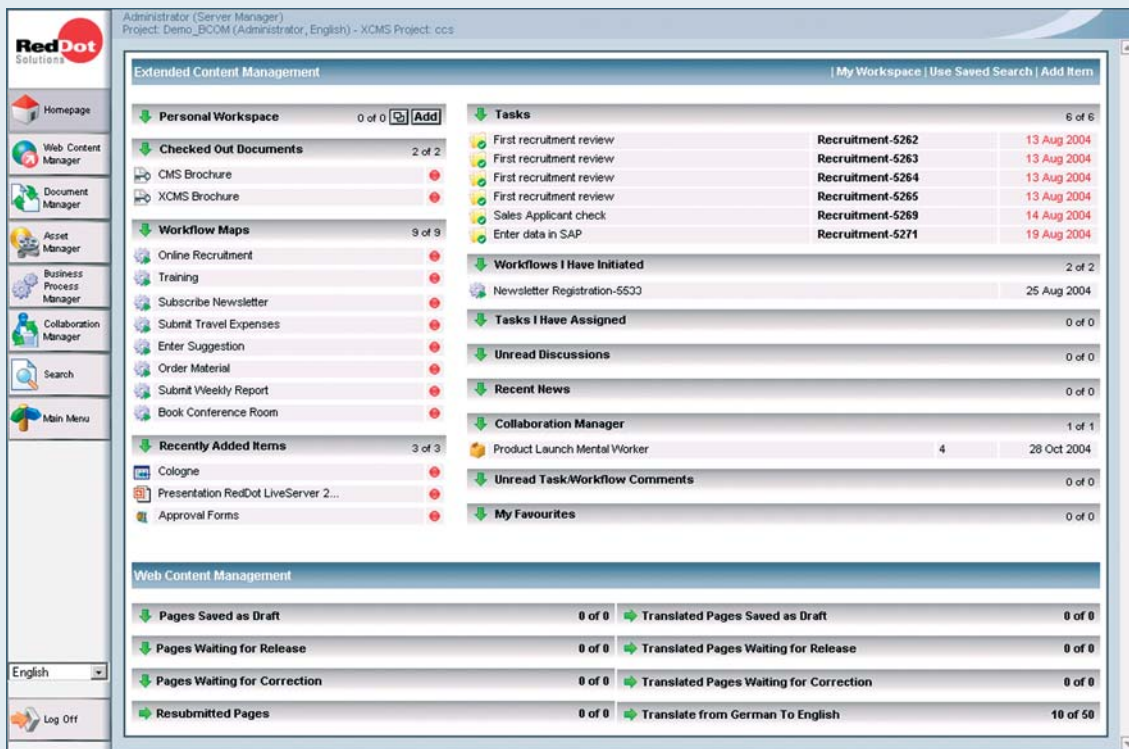
Our modular, fully integrated ECM suite is designed not only to solve present problems, but also to master future challenges. An easy-to-use, browser-based, multi-lingual software interface provides all the Enterprise Content Management functions you need. You can start off with any configuration of the Extended Content Management Server and expand your system incrementally as needed. The LiveServer takes care of personalisation and integration. Key features shared by all modules include ease of use, enormous flexibility and vast potential for savings.

## PROBLEMS AND CHALLENGES

- Do you still spend too much time and money on maintaining your Web sites and intranet?
- Do you need to involve technically trained staff with HTML/Web skills to update and expand your Web presence?
- Are you certain that your corporate design is used correctly in all online media?
- Are all your Web authors capable of quickly adding images and charts to the appropriate Web pages, without having to worry about formats or image sizes?
- Do you offer your international customers detailed information in their local language?
- Do you know whether all the content in your multi-lingual Web sites is up-to-date?
- Can you find your important presentations and quotations in the familiar folder structure in all of your offices?
- Do you trust your document management system with sensitive business documents?
- Do you want to speed up your ordering processes?
- Would you like to eliminate unnecessary paperwork from your travel expense processing?
- Do you want to import relevant data into your accounting system directly, without intermediate stops?
- Do you think that communication among and within your employee teams is always on target?
- Can your staff avoid time-consuming, resource-wasting e-mail “ping-pong”?
- Do you have seamless, systematic access to previous meeting minutes?

# ...Content Management Server

... enterprises have much more time for what's important.



RedDot XCMS – Web projects, documents and processes at a glance

## RedDot XCMS lets you...

- Manage all kinds of documents centrally
- Utilise enterprise knowledge more effectively
- Control and manage processes enterprise-wide
- Optimise staff teamwork in projects
- Improve information flows between employees, customers and vendors

## REDDOT XCMS MODULE

### Web Content Manager

The Web Content Manager lets your staff maintain and expand Web sites, intranets and other publications simply, without requiring any special training. This module greatly simplifies the administration, configuration and maintenance of complex projects.

### Import Manager

The Import Manager automates the integration of content from both internal sources and external providers.

### Asset Manager

The Asset Manager saves your image files in a structured data store, where they can be retrieved quickly, edited easily, and used uniformly.

### Translation Editor

The Translation Editor automatically records changes in one language and submits them to the assigned translators.

### Document Manager

The Document Manager is responsible for managing the increasing flow of unstructured information – in the form of documents, e-mail messages, Web pages, etc. – and turning it into added value. It manages documents uniformly, enabling you to find the correct version quickly and use it for the required target group.

### Business Process Manager

The Business Process Manager enables you to represent the corresponding workflows graphically and optimise them. Combined with data from other RedDot modules and integrated third-party applications, your workflows become more transparent, more automated and more traceable enterprise-wide.

### Collaboration Manager

The Collaboration Manager provides discussion forums, task lists and project folders, and represents a ready-to-run yet freely configurable infrastructure for team collaboration.

# Web Content Manager

The efficient operation of complex Web sites and intranet demands a system that is exceptionally easy to use.

## Features

- Prize-winning, intuitive RedDot SmartEdit technology
- Language and project variants
- Multilevel workflows
- Automatic creation of breadcrumbs and site maps
- 12 user interface languages (including Chinese and Arabic)
- Automatic link consistency check
- Output in any format (XML, WML, print...)
- Central user administration

## SEPARATION OF CONTENT AND LAYOUT

RedDot CMS separates design from content, letting you change one without having to change the other. Consequently, to redesign your Web site, you merely have to change a few templates, instead of modifying hundreds or even thousands of pages with the new design. In contrast, authors can only change content, not the basic design.

## THE RESPONSIBLE EMPLOYEES AUTHOR AND EDIT CONTENT DIRECTLY

Wherever a RedDot appears, your authors can change all content directly in the Web site layout and see the results immediately in a preview mode. Sign-off processes, combined with the easy-to-use SmartEdit technology, enable your staff to update your online media quickly and independently, regardless of their location.

## SPEEDING UP THE SIGN-OFF PROCESS

A redlining function highlights all changes to Web pages, similar to the “Track Changes” mode in Microsoft Word. This feature, combined with version management, automated escalation rules and e-mail notifications, facilitates a fast, transparent sign-off process to approve changes.

## REUSING EXISTING CONTENT

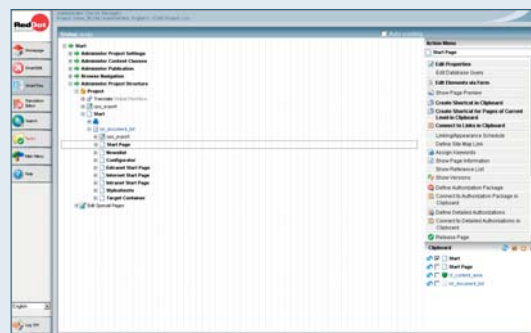
Because content and layout are handled separately, you can create other text-based output formats besides HTML (for example, XML, ASP, PHP, DHTML, SGML, WML, etc.). Different template formats let you create project variants, to use the content in different versions simultaneously – for example, as a print version, in WAP pages, on CD-ROM, etc.

## AUTHORISATION-DEPENDENT CONTENT DISPLAY AND EDITING

You can define who is authorised to create, read, change, or delete the elements contained in a given Web site. Central user administration and authorisation packages determine the rights that specific users have in the system.

## AUTOMATIC CREATION OF LINK STRUCTURES

News lists with brief introductions, breadcrumb navigation, and site maps can be created automatically. You can assign any number of categories and keywords to pages, to create lists of similar topics automatically.



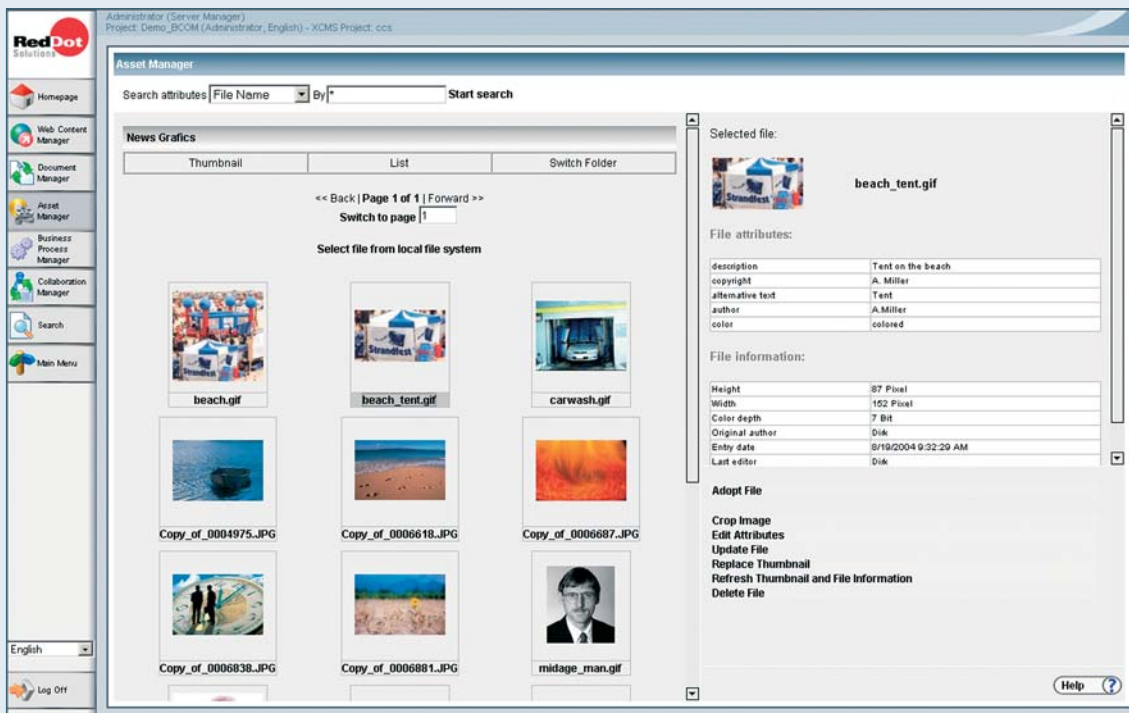
Site Manager – Transparent administration in the RedDot SmartTree

## ELIMINATE ERRORS AND OUTDATED INFORMATION

The Web Content Manager helps you ensure the quality of your Web site structure and content. Link structures are created automatically and checked before the pages are published. Workflows, an integrated spell checker, and appearance schedules ensure that information is correct and up-to-date.

# Asset Manager

Powerful brands depend on a uniform corporate design in all media.



Asset Manager – Use assets quickly, uniformly and correctly

## Features

- Automatic scaling and conversion of images
- Meta information for publication
- Version management of assets
- Single-source usage of assets
- Selective storage of files in file system or database
- Display of file information for JPG, GIF, DOC, XLS, PPT, PDF and MP3

## WEB-BASED ACCESS TO A CENTRAL DATA STORE

The Asset Manager features a centralised repository for cross-location, standard use of assets (image, video and audio files), which guarantees a uniform design with the latest graphics throughout. You can choose between file system or database for file storage.

## INTEGRATED IMAGE PROCESSING FUNCTIONS

Large image files are difficult or impossible to use in Web sites. The Asset Manager can automatically convert and scale these original files to Web-enabled formats. In this approach, the assets remain in their original state and are only adjusted during publication to the Web site, in accordance with the default settings.

## USE OF META INFORMATION

To optimise the organisation of your images, charts and logos, you can assign freely-definable metadata to your assets during the upload process, such as a certain keyword to list a series of images. Information such as file size, author, date, etc. is saved automatically for each asset.

## EXTENDED SEARCH FUNCTIONS

Projects with multiple, country-specific Web sites can easily contain thousands of individual assets. Supplemental information and a thumbnail display help you find the relevant assets quickly. You can also manage asset versions, ensuring their timeliness and letting you trace their use at all times.

# Translation Editor

Capturing new markets requires communication in many languages.

## Features

- Comprehensive display formats for translation activities
- Graphical highlighting of changes (redlining)
- Processing dialogs display the source and target languages (split-screen)
- Graphical display and editing of the translation workflow
- Notification of changes to the corporate Web site

## REPRESENT TRANSLATION PROCESSES

The Translation Editor makes it simple for you to represent all the involved steps from entering or changing content to translation and release. Translation processes are executed in a single system, systematically, reproducibly and without media fragmentation. As a result, you can speed up uniform updates of your international Web sites considerably.

## OPTIMISATION OF THE TRANSLATION PROCESS

New and changed content in a project is submitted to the translator automatically, via a notification process. A split-screen mode in the Translation Editor supports the actual translation process. Changes are highlighted with redlining in the top half of the screen, while the appropriate translation can be entered directly in the bottom half. If the corporate Web site is changed, the translators are notified automatically.



Translation Editor – The change mode is a useful translation tool

## INTEGRATION OF TRANSLATION SOLUTIONS

Translation memory products such as TRADOS can be integrated in the translation process quickly and easily. An XML-based interface lets editors generate orders from RedDot and submit them to a translation agency automatically. The translated text is then assigned to the appropriate language versions.

# Import Manager

You can make your Web sites and intranets more interesting by integrating different sources of content.

- Import data from ERP, CRM, PPS systems
- Support for HTML, SGML, XML, NITF, newsML and Microsoft Excel formats
- Predefined import profiles

## SIMPLE MIGRATION OF EXISTING WEB CONTENT

The Import Manager makes it simple to migrate existing content from your previous Web sites, online manuals and documentation. Profiles are available to import formats such as HTML, XML and even Excel files, and integrate them at defined points within the Web site. These import profiles can be defined freely and modified to meet the individual requirements of the content to import.

## AUTOMATIC IMPORT OF EXTERNAL CONTENT

The Import Manager helps you integrate data from both your own enterprise systems and content providers such as Associated Press (AP). This content is imported into your Web site and automatically assigned the correct format. You can also configure the RedDot Import Manager to import and process data from your ERP, CRM and PPS systems – either as a one-off or continuously (content syndication).

# Document Manager

A major portion of enterprise knowledge is stored systematically in your employee's heads. The rest is scattered over countless documents.

## CHECK-IN/CHECK-OUT

Documents and files stored in the Document Manager are available to any user with the appropriate access rights. When editing a document, you can protect it from being overwritten inadvertently by other people by using the check-in/check-out functions. You can display an overview of all checked out documents at any time in the Document Manager.

## CATEGORIES AND ATTRIBUTES FOR DOCUMENT INDEXING

Use pre-defined categories and attributes to standardise document management enterprise-wide. Once your documents and their metadata have been indexed, easy-to-use search functions give your employees full access to your company's "knowledge base".

## SEAMLESS INTEGRATION WITH MICROSOFT OFFICE

You're working on an important presentation and want to save the current version fast and secure in the document vault? Save your Office documents in the defined Document Manager structure directly from the Microsoft Office environment. RedDot XCMS also supports e-mail integration with Microsoft Outlook.

## GRANULAR AUTHORISATION SYSTEM WITH INHERITANCE

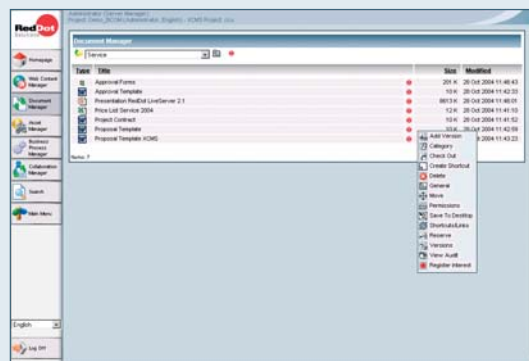
To protect the precious enterprise knowledge spread among your documents, the Document Manager features detailed access control and logging. You can define who is authorised to create, read, change or delete each individual document, which isn't as complicated as it sounds: any authorisations you assign to a folder are inherited automatically by all subordinate folders and documents.

## COMPREHENSIVE SEARCH FUNCTIONS

The Document Manager gives you fast access to all your documents. A comprehensive set of full-text, category and attribute search functions helps you find saved documents, forum contributions and Web pages almost instantly, as well as save frequent search options. You can also navigate through the folder hierarchy.

## USAGE AND ACCESS STATISTICS FOR EACH DOCUMENT

The Document Manager lets you display current access and editing information for each managed document, showing you how important a document is or how often a file has been accessed.



Document Manager – Concise management of all documents

## VERSION MANAGEMENT FOR DOCUMENTS

An integrated version management function gives you access to the content of earlier document versions. You can track changes and undo them if necessary, helping you keep on top of things even under the tightest of deadlines.

## Features

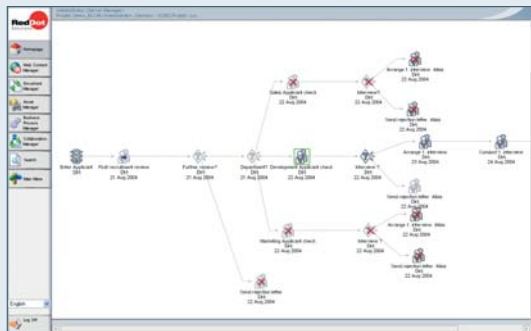
- Custom-tailored overview page
- Easy-to-use Web-based user interface
- Document publication on Web sites and in intranets
- Freely definable attributes
- Automatic document import
- Access logging
- Hierarchical folder structures
- Access to e-mail and file servers

# Business Process Manager

When a customer contacts you through your Web site and you have to print out his inquiry, something is seriously wrong.

## Features

- Assignment of tasks to users and groups
- Browser-based graphical workflow designer
- Custom-designed forms
- Workflow authorisations
- Automatic monitoring of task deadlines
- Input validation
- Internal and external workflow initiation
- Integration of attachments in workflows
- Import and export of workflow data
- Interactive integration of external systems



Business Process Manager – Clear display of business processes

## INTEGRATED GRAPHICAL WORKFLOW DESIGNER

The Workflow Designer helps you to represent the structures of your business processes. An extensive, yet easy-to-use tool lets you represent the identified enterprise processes in graphical form and run them more efficiently.

## AUTOMATIC FORM GENERATOR

The Business Process Manager helps you efficiently reorganise your internal process flows – with automatic generation of forms and the associated documents, tasks and comments. The forms support automatic validation of user inputs, as well as user-specific display of processes and all process data.

## VISUAL DISPLAY OF ACTIVE PROCESSES

The integrated, graphical Workflow Viewer shows you the status of all active workflow processes, including history information, the current processor, and all future steps required for completion.

## INITIATION OF WORKFLOWS FROM WEB SITES AND INTRANETS

A trend that started with online job applications can now be applied to other processes as well: Full electronic processing. When a form is sent from your Web site or intranet, it automatically starts an internal workflow – with the entered data and attached documents – which you can process systematically. When you start a promotion on your Web site, you can be sure that your prospects receive the right information fast.

## PERSONALISED VIEW OF PROCESS DATA

You can grant read and/or change authorisation to individual users or entire user groups to enable authorisation-specific display of each workflow step. As a result, no matter how much data and how many sensitive attachments a workflow process involves, the current processor can still only see what you want him to see.

## INTERACTIVE INTEGRATION OF EXTERNAL SYSTEMS

RedDot XCMS can interact with external applications and integrate them in your workflows. An order process, for example, can import master data for your vendor and integrate it in the workflow automatically. You can even integrate the workflow with your vendor's system, ensuring an efficient, uniform order process.

# Collaboration Manager

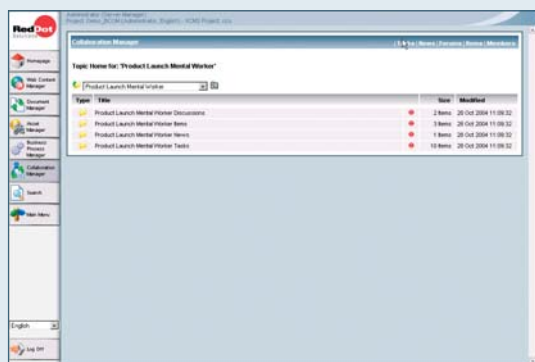
Effective teamwork requires structured, targeted information flows.

## SIMPLE CREATION OF VIRTUAL WORKSPACES

The rapid, directed exchange of information is an essential prerequisite for successful projects. The Collaboration Manager automatically creates the necessary infrastructure, while comprehensive permission settings protect your sensitive data against unauthorised access. You can build virtual teams and let them communicate through a standardised platform. Discussion forums, news libraries and a clear folder/project structure form the foundation for reliable, cross-location communication.

## ASSIGN TASKS DIRECTLY TO PROJECT TEAM MEMBERS

The Collaboration Manager lets you coordinate activities flexibly, yet bindingly. You can assign tasks directly to project team members to define clear areas of responsibility and ensure transparent information flows. In addition to project team members, you can also integrate external users, creating a centralised, comprehensive and reusable knowledge base.



Collaboration Manager – Forums, news, tasks and documents at a glance

## REDUCTION OF E-MAIL “PING-PONG”

Does teamwork at your company involve time-consuming e-mail “ping-pong” – as is the norm? The Collaboration Manager gives all team members instant access to all relevant information in one place. Meetings are documented, objectives are defined, and deadlines can be tracked.



Collaboration Manager – Efficient teamwork

## SECURE INTEGRATION OF EXTERNAL PARTNERS, VENDORS, CUSTOMERS

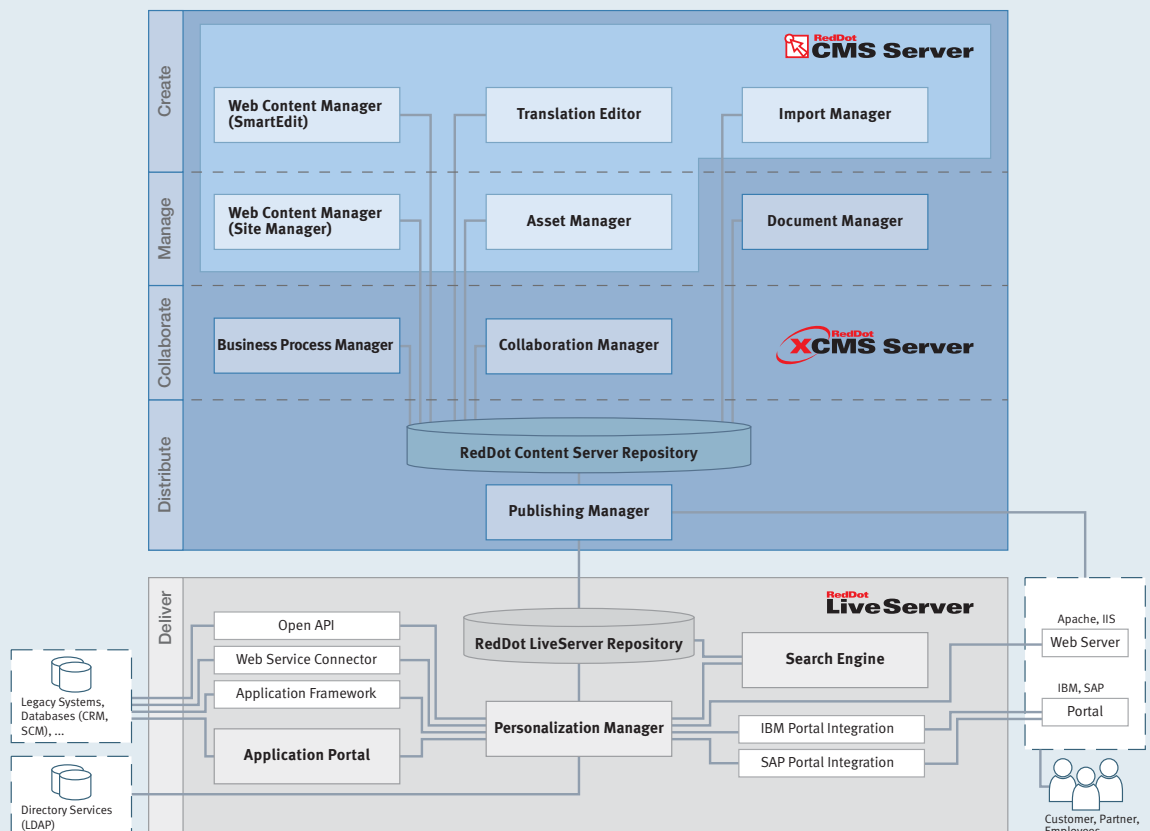
Close coordination with partners, vendors and customers is an important goal at every company. The Collaboration Manager gives you the technical means to cooperate with your business partners in virtual project teams.

## Features

- Creation of virtual project teams with their own document libraries, news and forums
- Integration of external users as guests
- Automatic creation of forums and news libraries
- Assignment of tasks
- Automatic e-mail notification in case of absence
- Clear display of discussion threads
- Authorisation levels for projects

# The RedDot product architecture

In well-designed complex systems, users don't even realise how many different elements they are using at any one time.



## REDDOT – A SOLUTION FOR THE ENTIRE CONTENT LIFE CYCLE

We offer effective, easy-to-use modules for all stages of the content life cycle – create, manage, collaborate, distribute und deliver – letting you utilise the increasing volume of information at your company faster and more profitably. You can start with any configuration – such as Document Management – and expand

your system incrementally, e.g. with personalisation and Web content management, as required. Instead of implementing a stand-alone solution, you get a smart, future-proof solution with vast potential for optimisation in both the short and long term.

# Facts and Figures

Server requirements	<ul style="list-style-type: none"> <li>■ MS Windows 2000 from Server version, MS Windows 2003 from Standard Server version</li> <li>■ Microsoft Internet Information Server (IIS)</li> </ul>
Client prerequisites	<ul style="list-style-type: none"> <li>■ SmartTree and ServerManager               <ul style="list-style-type: none"> <li>– MS Internet Explorer version 5.5 and higher SP2 (Windows)</li> </ul> </li> <li>■ SmartEdit, Document Manager, Business Process Manager, Collaboration Manager               <ul style="list-style-type: none"> <li>– MS Internet Explorer version 5.5 and higher SP2 (Windows)</li> <li>– Mozilla 1.6* (operating system-independent)</li> <li>– Netscape 7.x* (operating system-independent)</li> <li>– Opera 7.x* (operating system-independent)</li> </ul> </li> <li>■ Screen resolution: at least 1024x768 pixels</li> </ul>
Supported Web servers	<ul style="list-style-type: none"> <li>■ All</li> </ul>
Project database	<ul style="list-style-type: none"> <li>■ Microsoft SQL 2000</li> <li>■ Oracle 8/8i/9/9i/10**</li> </ul>
Database connections	<ul style="list-style-type: none"> <li>■ All ODBC databases, Microsoft SQL 7/2000, Oracle 8/8i/9/9i/10</li> </ul>
Data import/export	<ul style="list-style-type: none"> <li>■ ASCII/ANSI formats with any structure via RedDot Import Manager</li> <li>■ Instance export via ftp or directly to a folder</li> </ul>
Programming interfaces	<ul style="list-style-type: none"> <li>■ RedDot Query Language (RQL), XML-based</li> <li>■ Plug-in interface for program add-ons</li> <li>■ Web Services (SOAP)</li> </ul>
Client/server communication	<ul style="list-style-type: none"> <li>■ HTTP, Upload also via HTTP</li> <li>■ Only one port required</li> </ul>
Transaction security	<ul style="list-style-type: none"> <li>■ SSL encryption</li> <li>■ For logon only or for complete communication</li> </ul>
Scalability	<ul style="list-style-type: none"> <li>■ RedDot Cluster Server</li> </ul>
E-mail notifications	<ul style="list-style-type: none"> <li>■ Simple Mail Transfer Protocol (SMTP)</li> </ul>
User administration	<ul style="list-style-type: none"> <li>■ Integrated directory service</li> <li>■ Import and authentication of Windows/LDAP user information</li> </ul>

\* With some restrictions for SmartEdit

\*\* Oracle 10 only for Web Content Manager, Asset Manager, Translation Editor, Import Manager



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