

Ektron Features and Benefits

Content Management

A “What You See is What You Get” editor provides an interface familiar to anyone who has used Microsoft Word. Authors working in the editor have access to an array of word processing features and can publish their final content to the Web with one mouse click. Dependent on an organization’s needs, content developers can also take an active role in website management, including workflow control, page design and publishing approval.



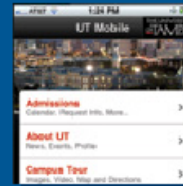
Document Management

Managing documents is as simple as managing web pages with Ektron. Any type of file that can be placed on the Web – MS Office files, JPEG or other graphic files, WinZip archives, video, MP3 sound files – can be managed through the Ektron platform.



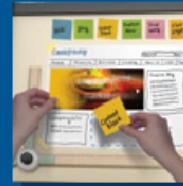
eMobile Tools

Guarantee that you’re offering your audience the best web experience possible. With Ektron’s eMobile tools, built into the Ektron web content management platform, create engaging online experiences for your audiences and enhance your customers’ relationship with your online brand, whether they visit your site from their desktop or mobile device.



PageBuilder

PageBuilder brings a new level of simplicity to the process of creating pages and websites. Developers build out page templates, “wireframes,” for site content. Content providers simply enter in their text, imagery and any other material. “Widgets,” mini-applications such as calculators, calendars, search fields, social software, RSS feeds, video displays, clocks and more can be applied to a page by technical and non-technical resources alike through a simple drag-and-drop.



eSync

Ektron’s eSync technology helps administrators keep websites up-to-date efficiently, providing a level of control that makes it simple to synchronize a single piece of content or an entire site. Whether single sites, global multi-sites or server farms, eSync provides scalable synchronization capabilities that allow administrators to easily update content efficiently with minimal downtime.



Search

Ektron’s URL Aliasing automatically generates descriptive, human-understandable and search engine-friendly page addresses using words and phrases that actually define the page. Faceted Search allows visitors to visually explore information. With Federated Search visitors can search multiple repositories with a single click and view the results in a single list. Search Analytics Reports help marketing teams measure and ensure the success of their web search strategy.



Ektron Features and Benefits



eCommerce Web Shopping

Ektron eCommerce brings all the functionality you need to create an online marketplace. Powered by the same content management system behind your website, Ektron eCommerce provides complete control of your online sales. eCommerce takes advantage of key Ektron technologies, including Smart Forms and categorization for effective search. Product information, attributes, and descriptive text are entered into the Smart Form and saved into the content management database as structured XML data, simplifying the process of repurposing product content as needed.



Multilingual Capabilities

The Ektron web content management system provides a comprehensive solution to create and manage all aspects of a multilingual web site. With Ektron, text, images, site navigation, forms, content collections, metadata and search functionality all can be customized specifically for every language presented on a site. Even the Ektron user interface itself can be customized to reflect the content contributor's native language.



Taxonomy

Easily categorize any piece of content – a taxonomy that auto-generates site navigation. With Ektron taxonomy tag any content with information that supports all the approaches to finding that content. Ektron's hierarchal taxonomy classifies and structures web pages and managed documents into logical groupings based on their content.



Content Targeting

Ektron personalizes the web experience by matching content to your visitors' reason for coming to your site. Deliver content relevant to a visitor's current location. Display promotions based on a visitor's Facebook Social Graph ... and more!



URL Aliasing

Easily create search-friendly and human-readable URLs for your web content. With Ektron URLs become easier to read for your audience, easier to find by search engines and easy to display in your marketing collateral.



Multisite Management

Manage multiple websites from one content management platform. The Ektron multisite environment is ideal for multiple websites that require full content management support, but still need to retain their own unique identity.

Ektron Features and Benefits

Tag Clouds

View a word density “tag cloud” that provides a visual report on how your site’s content appears to search engines.



Personalization

Empower site visitors to create customized views of your web pages to create a unique, personalized experience.



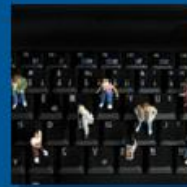
Enterprise Collaboration

With Ektron’s eIntranet solution, built on the Ektron web content management platform, quickly deploy a full-featured intranet that becomes a communication, collaboration and information distribution platform bridging the worlds of your organization, employees, customers and partners.



Social Networking

Launch online communities to interact with your customers and to encourage employee collaboration. Forums, wikis, blogs, commenting, ratings, reviews and user profiles are just some of the social features available for your site through the Ektron solution. Leverage the power of Twitter, Facebook and other social platforms to build business and respond to customers.



Polls and Surveys

Encourage interaction with your visitors with online polls and surveys for market research, to gauge customer satisfaction and for other feedback. Generate a poll or survey easily with Ektron’s built-in form wizard.



Customer Communities

Create communities to increase customer engagement and foster conversation about your products and services. Give visitors their own place on your site to interact with your business.



Activity Streams and Micromessaging

Add personalized interaction to your website and intranet through real-time activity streams and Twitter-like micromessaging features.



Blogging and Forums

Build online communities with forums and blogs, and extend their capabilities with features including commenting, calendars and RSS feeds.



Ektron Features and Benefits



Ratings and Commenting

Site visitors can rate or comment on products and/or services. Social Navigation

uses the input and actions from the community to “bubble up” the most useful content. The more people view, rate and comment on a piece of information, the higher it climbs in rankings. Allow visitors to sort through the information they want by organizing it by rating or positive or negative reviews.



Social Bar

Give your visitors an easy way to share the page they're on through Facebook, Twitter, Digg, email and more.



Calendar

Add a full featured calendar to your website to promote events, coordinate schedules and provide enhanced collaboration.



Geomapping

Use Ektron's GeoMapping functionality to tag content with longitude and latitude coordinates to leverage Microsoft Virtual Earth and

Google Earth.



Advanced HTML Form Builder

Ektron makes it easy for site visitors to submit information, data and questions via web forms. An intuitive “Wizard” interface makes form creation simple for content authors and site administrators.



Web Content Compliance and Accessibility

Make your web content more accessible by following the

World Wide Web Consortium's Web Content Accessibility Guidelines and Authoring Tool Accessibility Guidelines. You set the level of compliance required and establish content publishing guidelines. Built-in checking validates all templates, content, menus, CSS and JavaScript.



Developer SDK

Ektron's industry standards-based API makes it easier to develop for and extend Ektron's powerful functionality. Intuitive API documentation, navigation and IntelliSense make language references easily accessible. Port over custom-developed code and functionality for product upgrades without breaking an existing application.

Ektron Features and Benefits

ASP.NET Server Controls and Dreamweaver Extensions



Whether you're an ASP.NET or Dreamweaver developer, Ektron has the tools to minimize your development time.

Search Engine Optimization



Ektron includes all the tools needed to create a site fully optimized for search engines with complete metadata support for all web content. Ektron's URL Aliasing automatically generates descriptive, human-understandable and search engine-friendly page addresses using words and phrases that actually define the page. An SEO site-checker makes it easy to identify the elements you need to optimize your site, helping content authors write SEO-friendly copy.

Social CRM

Capitalize on the social tools of the Web, including Twitter and Facebook, to enhance how you market, sell and provide support to your customers.



Multivariate Testing

Experiment with different page layouts, images, copy, call-to-actions and other content to define the best pages that deliver results.



In-Context Analytics

Gather information about how your visitors are using your site and what content is most important to your audience.



Microsite Generator

Develop mini websites, aka "microsites," to act as landing pages promoting a new product or special event or to house registration and contact forms.



Campaign Manager

Gain all the information you need and measure ROI for your online marketing campaigns. Discover who your individual visitors are, whether they're visiting via desktop browser or mobile device, where they are going on your site and more.



Heat Maps

Discover how much of any given web page is being viewed and exactly where on the page visitors are abandoning your site.

