

Whitepaper

INTRANET AND CMS PORTAL HYBRID SOLUTION



AN INTRANET AND CMS PORTAL HYBRID SOLUTION

Your Marketing Department needs to see your Annual Budget. You need to schedule OSHA training for 100 employees in three different locations. A vendor is repeatedly calling to check the delivery status of their order. Human Resources is complaining about the low return rate of employee surveys. Your monthly e-newsletter is always late getting out due to integration problems and multiple authors/editors. What do you do?

You turn to ContentDistributor™ by Interaction Information Technology (IIT)—the cost-attractive intranet/Content Management System (CMS) portal solution with no end-user licensing. ContentDistributor™ reduces employee time spent on routine communications tasks and empowers them with collaborative knowledge and information, resulting in smarter decision making.

WHAT IS AN INTRANET?

Intranets have been variously defined as “mini-internets,” “non-public, corporate websites,” and “private enterprise networks,” giving the layperson a more concrete idea of what one means by the word while maintaining technical integrity for IT departments. Intranets give employees the ability to organize, manage, store, access, collaborate and share company information, content, and computing resources. Based on internet technology, intranets provide many benefits to corporations seeking to make better use of their time, document storage/accessibility, and internal/external communications.

WHAT IS A CMS PORTAL?

The word “portal” takes its meaning from the root word for door. Portals use ‘portlets’ as pluggable user interface components that provide a presentation layer to dynamic content. A Content Management System portal, therefore, is a door to a central location of multiple bits and pieces of information—the data and images you need to make accessible to your employees (both on-site and off-site), vendors, the media, and whoever else you desire to access the system. It is a highly effective tool enabling both specialists and non-technical users to create, edit, manage, publish and distribute a variety of content (text, graphics, video, etc). A CMS is governed by a set of rules which allow for the input from various sources to be presented in a coherent manner to the end user.

WHY DO WE NEED A HYBRID OF THE TWO?

A CMS portal and intranet go hand in hand, perhaps not to the extent that one cannot exist without the other, but more in terms of how little you can accomplish with only one OR the other. A CMS intranet/portal solution like ContentDistributor™ maximizes the value of company information by providing intuitive access to all different kinds of electronic content and data using a standard web browser. ContentDistributor™ can be the centerpiece of knowledge and collaboration in creating a centralized infrastructure for publishing and sharing content—it is the one place where individuals, groups, partners, customers and vendors can quickly and easily obtain desired information, whenever and wherever it is needed.

Some benefits of a hybrid intranet/CMS portal include:

- facilitating work groups
- disseminating and publishing information to fellow employees, customers, partners, and vendors
- ease of deployment through web browsers

- sharing knowledge and content between employees
- improving company communication and productivity between employees and increase customer satisfaction
- providing quick access to pertinent information and content for better decision making.

PORTLET COMPONENT SOLUTIONS OF CONTENTDISTRIBUTOR™:

- Contact Management
- Surveying/Polling
- Announcements
- Events
- Discussions
- Document Posting/Publishing
- E-Newsletter
- Links/Hyperlinks
- Content HTML Editing
- Image Gallery/Portfolio
- XML/XSL
- Tasks/Assignments
- HTML Report Designer
- Document Imaging/Workflow
- Website Connection

KEY SERVICE CAPABILITIES OF CONTENTDISTRIBUTOR™ INCLUDE:

- Taxonomy & categorization services
- Personalization services
- Notification services
- Search and navigation services
- Publishing services
- User security and profile services
- Collaboration services
- Legacy connect services
- Structured and unstructured data services
- Web services
- Business process management services
- Remote and mobile browsing services

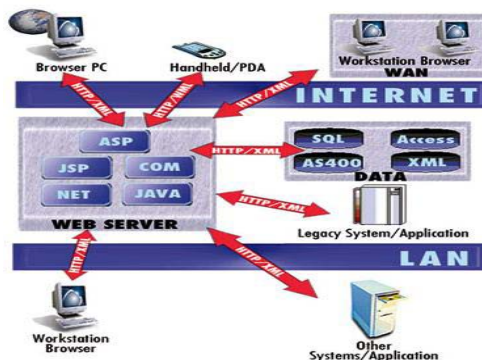
WHAT ARE THE BENEFITS OF THE CONTENTDISTRIBUTOR™ INTRANET/CMS PORTAL?

- Customizable—allows corporate interface branding and ability to manage, categorize and personalize information/content layout to promote company appearance, recognition and awareness.
- Comprehensive—easy to understand, operate and navigate with informational-centric structures by empowering non-technical users to contribute or search content using familiar tools.
- Aids Employee Productivity—empowers users with quick, mobile and intuitive access to stored data/content that is relevant to the individual's job function/tasks with appropriate process controls and the ability to take unstructured information and transform it into meaningful, structured data.
- Strengthens Customer/Partner/Employee Relations—direct self-service access to accurate, current and relevant company information and FAQs improves customer satisfaction and reduces support costs.

- Scalability—based on open standards, components/features can be integrated easily, seamlessly and efficiently to accommodate immediate enhancements and deployment by ensuring supportability and interoperability.
- Compatibility—cross-application flexibility to integrate and leverage other e-business applications, Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) systems content.
- Reduces Technology Costs—easy administration and maintenance by using web-based technology and common control methods, with no client-installed software required (except for the standard web browser).
- Increases User Contribution—collaborating, sharing and leveraging extensive knowledge and expertise across internal departments, companywide, customers and partners.
- Streamlines Business Processes—allows for automated workflow management to improve throughput, processes, cycle times, collaborative work environments, resource allocation; manages, controls and tracks performance guidelines.

CONTENT DISTRIBUTOR SOLUTION AND FRAMEWORK:

ContentDistributor™ uses Microsoft .NET technology for an Internet-centric industry standard that makes it easier to tie together applications, information, data sources, people, systems and devices through the use of .NET Framework. Web Services for Remote Portals (WSRP) can be used as an API for Web services integration.



ContentDistributor™ uses MS IIS Server and MS SQL Server 2000 as its primary data store. Portlets can be developed to utilize a number of other data sources (i.e., Oracle, DB2, MS Access, XML, etc.).

ContentDistributor™ uses a role-based security system (assignable access rights to information based on class of users for individuals and groups) stored in the SQL Server database. Windows NT Authentication mechanism is available for single sign-on provided through the portal. Secure Sockets Layer (SSL) and Digital Certificates can be used to increase external security as well. ContentDistributor™ requires only one web server/domain name license and no end-user licensing.

CHOOSING THE RIGHT SOLUTION:

With so many options available, it is best to consider some of the following criteria before selecting an intranet/CMS portal:

- Is it affordable?

- Is it easily configurable?
- What is its functionality?
- Can it be integrated with my existing file and print services?
- Is it scalable?
- Are third party tools available?

We believe that ContentDistributor™ answers all of these concerns with its ease of setup, broad spectrum of functionality, seamless integration with existing systems, and high degree of scalability. ContentDistributor™ works with a variety of third party tools to provide you with the configuration and services you need.

PLANNING AND IMPLEMENTING:

Traditional methods of planning and implementing can increase the time between initial discovery and final deployment, as well as the costs involved. If you have wisely selected ContentDistributor™ after completing your evaluation above, IIT can speed up the process from setup to training and deployment without sacrificing quality and customer service.

To acquire additional information about ContentDistributor™, please visit the IIT web site (<http://www.interactiontech.com>) or call 866-359-3829. During your discovery phase, real time/real situation input from various users provides useful information which IIT uses to customize your intranet/CMS portal. Once you are satisfied with the results, deployment occurs rapidly. This process translates into increased Return On Investment.