

What can Ektron do for your Web site?

Ektron CMS400.NET is the leading all-in-one Web content management platform. As a complete platform, Ektron enables organizations to not only manage content, but also rapidly create, deploy and manage interactive Web, intranet and extranet sites using its extensive out-of-the-box functionality. Organizations can do what they want to on the Web, including developing rich, dynamic sites for personalized, two-way communication with visitors, building their brand and online presence, fostering community and attracting more repeat visits to increase business.

Ektron empowers developers and non-technical business users alike. Developers can take advantage of built-in Server Controls to deploy a Web site out of the box or customize the deployment using CMS400.NET's well-documented API. Ektron Web sites can tie into existing third-party systems and integrate seamlessly into existing IT infrastructures. Business users benefit from an intuitive user interface for managing all of their Web site's content and messaging. Comprehensive SEO tools make sure people can find your site. Memberships, personalization, subscriptions, geomapping and Web alerts keep your site visitors coming back and social networking and Web 2.0 tools (including wikis, blogging, polls and forums) grow your online communities.

Use Ektron to:

- Manage all of your Web content and documents using the industry-leading WYSIWYG editor.
- Make all of your content easily accessible with comprehensive enterprise search and taxonomy.
- Build your Web site with 80+ Server Controls or customize with Ektron's open architecture.
- Optimize your site for the Social Web with Ektron's search engine optimization tools.
- Harness the power of your own online community with easy-to-deploy and use Web 2.0 wiki authoring, blogs, forums, threaded discussions and message boards and the Social Networking Framework.
- Increase customer loyalty and keep them coming back to your site with subscriptions, Web alerts and RSS feeds.
- Fully integrate your Web site into your IT infrastructure.



Public facing Web sites

Allow business users and non-technical personnel to add, author and update Web content using our WYSIWYG editor and put your Web messaging directly in the hands of your subject matter experts. Editing content becomes as easy as editing a Word document and advanced SEO tools make the information on your site easy to find on the Web.



Translate content on-the-fly with the best-in-class automated localization support, allowing you to easily deploy in a multi-lingual environment. Apply workflows, approvals, and permissions as well as maintain a complete history of content changes.

Social Media and enterprise collaboration

Turn your intranet into more than just an information repository and make it into a true collaborative environment. An intranet built with Ektron can boost productivity, raise employee morale and improve a company's bottom line. Ektron's eltranet provides all of the necessary tools for you to reach those business goals. Increase user adoption and empower your employees with a complete and agile collaboration, communications and distribution platform that takes advantage of Ektron's social software technologies.



Open architecture

Ektron ships with a deep set of pre-built functionality that addresses most of the common needs of your Web site project and also mitigates risk. These built-in options don't "box in" developers, though. Ektron's open architecture supports flexible customization. This powerful platform approach lets developers customize both presentation and functionality while integrating Ektron into their existing IT environment.



Building, deploying and managing your digital marketing strategy

In addition to building your brand, Ektron gives you and your marketing team all of the necessary tools to build, deploy and manage your marketing strategy from the first campaign to the final conversion. SEO tools, URL Aliasing, extensive metadata and taxonomy controls combine to give you a toolbox that aligns with your needs, whether you have a push, pull or viral marketing strategy.



Ektron Since its founding in 1998 Ektron has been committed to providing affordable web content management and authoring solutions. Ektron CMS400.NET empowers non-technical business users by providing an intuitive user interface for managing their Web site's content and messaging. Ektron has a complete set of social networking tools and fully supports all Web 2.0 functionality. For more information on Ektron, visit: <http://www.ektron.com>.

What can Ektron do for your Web site?

Content management

Allow business users and non-technical personnel to add, author and update Web content anytime and from anywhere with the WYSIWYG and in-context editors. Translate content on the fly with best-in-business multilingual support. Put messaging in the hands of the people who know it best. Apply workflows and maintain a complete history of the changes. Working with content is as easy as editing a Microsoft® Word document.



eSync

Prior to eSync, deploying or updating a Web site was a complex, risky process of moving data, templates and code from the development environment to production servers. eSync revolutionizes the process, providing whole site synchronization. Move only the changes you want to move, from a single piece of content to entire sites, making updates efficient and eliminating site downtime.



eCommerce

No matter what kind of sales you need to support, Ektron eCommerce brings you all of the functionality you need, giving you an entire toolset for building out the online marketplace you want. eCommerce gives you the advantage of complete CMS features and functionality for managing online sales.



Document management

Ektron's document management engine allows users to interact with the documents within a familiar folder structure on their local machine, navigate the information architecture folder structure from their Web browser or work directly from their Microsoft® Office toolbar. They can also map network drives right to the Web, apply workflows, maintain a complete history of changes over time, and auto-generate PDFs or publish to HTML on the fly. The result is improved performance and user experience, reducing the learning curve and increasing user adoption.



PageBuilder

PageBuilder brings a new level of efficiency and control to launching Web sites and pages. It streamlines the way functionality and Web pages are launched by empowering non-technical users to assemble pages on the fly. Developers build out page templates, put wireframes in place and build reusable Widget-based functionality. "Non-technical users" drag and drop Widgets into the wireframe, building user experiences and campaign pages, only involving developers when necessary.



Membership subscriptions & Web alerts

CMS400.NET's membership model is the key to building interaction and relationships with your Web site visitors and members. Visitors can register to become a part of your membership base. Once registered they can subscribe to content on your site, personalize Web pages and even have HTML forms auto populate their information.



Search

Always find the content that you need efficiently with the comprehensive built-in search engine. Searching is faster with the help of complete content indexing and results are more accurate with powerful options such as synonyms and suggested results.



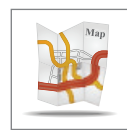
Taxonomy

Ektron's hierarchal taxonomy classifies and structures Web pages and managed documents into logical groupings based on their content. Using any number of taxonomy trees, content can be categorized into structured parent-child navigation. Ektron's taxonomy provides the option of tagging one piece of content with many different category associations, the benefit is your ability to repurpose content in many areas of your site. Taxonomy can filter searches, focus results and provide a powerful site navigation tool.



Geomapping

Using Ektron's GeoMapping functionality, content can be tagged with longitude and latitude coordinates to leverage Microsoft® Virtual Earth™ and Google Earth. With specific address information, the coordinates are formulated automatically in the content's metadata, enabling you to plot the coordinates on a dynamic AJAX-enabled map mash-up. This empowers you to display and search the content based on map category and map navigation, which is optimized with Ektron's taxonomy.



Social networking

Make your site an online destination. Give visitors their own place to create an online persona, establish groups and invite their friends to join. Participation in your Web site's social network encourages the type of interaction and viral marketing that has real business value. Social networking is also a powerful collaborative tool for your business' intranet, allowing coworkers to create project workspaces where others can efficiently find information and work together.



Blogging & forums

Build online communities with forums and blogs, and extend their capabilities with powerful enterprise-level enhancements. Commenting, calendars and RSS feeds can all be automatically generated with no additional code.



Wiki directory content

Encourage site visitors to participate in your online community and promote openness in reading and authoring content. Share information through an online encyclopedia, FAQs, knowledge bases or simple message boards. Anyone visiting the site's wiki-defined pages can edit, update and add Web pages quickly and easily and with no knowledge of HTML or wiki syntax.



Ektron Since its founding in 1998 Ektron has been committed to providing affordable web content management and authoring solutions. Ektron CMS400.NET empowers non-technical business users by providing an intuitive user interface for managing their Web site's content and messaging. Ektron has a complete set of social networking tools and fully supports all Web 2.0 functionality. For more information on Ektron, visit: <http://www.ektron.com>.

What can Ektron do for your Web site?

Personalization

Let your site visitors build customized views of your Web pages. You provide and manage their options, allowing customizations that are straightforward for site visitors. Expose Ektron controls, such as threaded discussions, blogs, calendars and content lists. Users can drag-and-drop these into template-style "drop zones" to personalize their Web site experience. Your designers can also build "shared views" of your pages using the same functionality but changes are viewed by everyone.



Search engine optimization

CMS400.NET also includes all the tools for creating a Web site that is fully optimized for search engines with complete metadata support for all Web content. Enhanced URL aliasing auto-creates SEO-friendly, human-readable URLs. An SEO site-checker makes it easy to identify all of the elements that you need to completely optimize your Web site, helping content authors write SEO-friendly copy.



Advanced HTML form builder

CMS400.NET makes it easy to create a two-way dialog with site visitors by enabling them to submit information, data and questions via Web forms. A new wizard-like tool lets marketers and others build forms and form-based applications, and route the data collected to the right individual or group for processing.



508, W3C compliance & broken link checker

Automatically ensure content is 508 and W3C compliant, set the level of compliance required and establish content publishing guidelines. If necessary, restrict content publishing if compliance levels are not achieved. Built-in link checking validates all templates, content, menus, CSS and even JavaScript.



Polls & surveys

Encourage interaction with your Web site visitors with online polls and surveys. Questions are generated easily with CMS400.NET's built-in form wizard. Overall results can be displayed instantly when submitted. Use for market research, customer satisfaction and other feedback.



Ektron markup language EkML

Ektron Markup Language (EkML) makes it easy for Web developers and site administrators to manage the formatting and presentation of dynamic content elements using simple and familiar HTML markup. These files handle the formatting of dynamic tag elements related to the controls. Now, anyone with basic HTML skills can apply dynamic formatting without using an XSLT.



Developer SDK

The industry standards-based API makes it easier to develop and extend CMS400.NET's already powerful out-of-the-box functionality. Carry over your custom-developed code and functionality during CMS product upgrades without breaking your existing application. Intuitive API documentation, navigation and IntelliSense allow you to quickly access descriptions of the many CMS functions available.



ASP.NET server controls & Dreamweaver extensions

Whether you're an ASP.NET or Dreamweaver developer, Ektron has the tools to make development time as minimal as possible. Integrated ASP.NET server controls and Dreamweaver extensions can be dragged and dropped onto your Web forms, properties can easily be set and content from the database is even displayed in IDE's design view.



Activity streams & micro-messaging

Add quick, intuitive interaction to your public Web sites and intranets, letting site users communicate with you and each other. Micro-messages engage users with low commitment interactivity and activity streams automate posting of their activity on your site. With notification and filtering engines, users will keep in touch exactly the way they want and need.



Web 2.0

Multivariate testing

Optimize your Web campaigns by automating the selection of the best performing campaign pages. Multivariate testing takes the guesswork out of determining which page layout and content is most effective, enabling you to efficiently create and promote your latest marketing campaign.



Calendar

Add a full featured, mashable calendar to your Web site to promote events, coordinate schedules and provide new levels of collaboration. The calendar leverages all of the power of CMS400.NET, including taxonomy, metadata and more.



Web 2.0

Analytics

Integrate best-of-breed analytics directly into your content management solution. Having this valuable data so that it directly interacts with your whole Web site puts the information into actionable and active context.



EKTRON Since its founding in 1998 Ektron has been committed to providing affordable web content management and authoring solutions. Ektron CMS400.NET empowers non-technical business users by providing an intuitive user interface for managing their Web site's content and messaging. Ektron has a complete set of social networking tools and fully supports all Web 2.0 functionality. For more information on Ektron, visit: <http://www.ektron.com>.

Copyright © 2009 Ektron, Inc. All rights reserved.

ektron
What do you want
your website to do?