



## Making it easy to manage Web content

Eprise makes it easy for non-technical business users to create and publish content, enabling businesses to build effective user-focused Web sites by distributing content management responsibilities throughout an organization.

### Manage Your Web Content Assets Efficiently

- Enable business users to easily add content to Web pages
- Deliver different types of content dynamically
- Enforce consistent site design and branding
- Automate content workflow from authors to reviewers to viewers
- Target information based on user preferences, roles and business rules
- Track Web page changes and approve updates to ensure content quality



Eprise's Ready Edit In-Context Editor

**"The Eprise system is rock solid, and functions as advertised."**

— CAP Ventures

**"Worlds away from other (content management systems) that are very expensive and very bulky"**

— Healthcare IT News  
March 29, 2004

### Increase content timeliness, effectiveness and consistency

Eprise provides an underlying framework of tools to simplify the task of keeping your site content properly maintained. Workflow ensures content changes are reviewed and approved in a timely manner before being published. Automating the process to manage content flow from creation to deployment enables your business to respond more rapidly to change. The result is a highly efficient system that speeds content to the Web site while ensuring consistency, relevancy and accuracy.

### Put content management into the hands of content experts

Eprise manages and simplifies the flow of content to your Web site by enabling non-technical business users to add, modify, manage, and publish content themselves without the assistance of a Webmaster. Eprise's ReadyEdit, our seamless web-browser editing function, allows business users to click into a web page, edit text, and publish content without ever having to enter a separate editing window or application or even leaving the "look" of the website. Eprise also offers two other robust text editing applications that enable users to edit content without any knowledge of HTML.

### Deliver relevant content to diverse audiences

With Eprise, users see only what they are supposed to see and always view the most current versions. You identify the content owners, contributors and managers in your organization and assign roles that determine who views, updates and manages your site content. You also identify the audiences for your Web site and set permissions appropriately for each type of viewer. Using this information, Eprise dynamically manages and personalizes each content view, providing a customized experience for visitors and strengthening the value of your customer, partner and employee relationships.

### Providing insights: NetAnswer

Available as an add-on or stand-alone service, Eprise NetAnswer™ provides a complete analytics package for your websites. This easy-to-use, robust package provides an intelligent feedback loop to help you understand if your website is meeting your goals. For example, the innovative funnel report will also show you where users abandon a process, highlighting usability issues for future improvement.



learn, grow, lead

**What are the goals for your website?  
How do you measure and ensure  
achievement of these goals? Have  
you empowered your content authors?  
Have you reduced your contribution  
bottlenecks?**

The Benefits of Delivering  
Software as a Service (SAAS)

- **Faster Time to Value:**  
By dramatically reducing up-front costs, companies are able to realize net gains more quickly.
- **Increased Value for Your Money:**  
SAAS gives smooth and predictable cost streams compared to traditional software models.
- **The Ultimate in Flexibility:**  
This is not an all-or-nothing proposition. Install Eprise behind the firewall, but use NetAnswer and other tools on a subscription, pay-as-you-go, basis.

## Making Development Easy.

### Reducing your total cost of ownership

In addition to being offered as “behind the firewall” enterprise software, Eprise is offered as Software As A Service (SAAS). This subscription-based solution will be enable companies to realize net value faster by greatly reducing up front costs.

With many content management systems, sites can be run off a single server however the content, security, etc. are shared. Eprise, offers a true Multi-Tenant Environment, meaning that you can run your Internet, Extranet and Intranet on the same hardware, in an individual or clustered environment, further reducing your TCO.

### Integrate easily with popular desktop and web applications

Eprise ensures your content management system can grow as the needs of your business and users grow. The key is Integration Agents, core XML based software services that integrate Eprise with existing applications and server technologies. Eprise software uses a browser interface and supports multiple platforms and technologies including Windows NT, Windows 2000 and Sun Solaris operating systems, Java and COM DCOM APIs, Microsoft Active Server Pages, and Macromedia ColdFusion.

Eprise also features full support for Web Services standards to both expose and consume remote applications. By exposing Eprise functions, business users can contribute, manage and publish assets in the context of other web applications. Through consumption, Eprise can incorporate back end application data into the web site.

### Strengthening developers

SilkRoad offers a broad toolset for developers to utilize while developing web applications. PowerCode 2.0 objects are available to expand manipulation of content, structures and code elements. Further, Microsoft.NET languages extend PowerCode 2.0 capabilities, such as C++, J++, VB.NET, and other CLR enabled languages.

### Rapid development

Eprise offers integration solutions for rapidly deploying content driven Web sites connected to enterprise applications. A flexible architecture supports complex Web environments while allowing businesses to put content directly into the hands of knowledge experts. You can design content management solutions to integrate with popular application servers. Eprise also integrates with Microsoft Word and Macromedia Dreamweaver for authoring Web pages and updating Web content from your desktop.

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Eprise is developed by SilkRoad te before possible. We help organizations content and document management. The knowledge between employees, partners, customers, and governments via the web.