



## Dynamize Your Content

Web Content Management  
Enterprise Content Management  
Marketing Content Management

web  biz

# web4biz - the Content Management Platform

## Content management tailored to your needs

web4biz is a comprehensive platform for web-based content management. The scope of the scalable solution ranges from supporting company intranet sites and websites, to managing multiple websites through agencies, content providers or larger companies, through to designing and organising web-based business processes.

web4biz strictly separates out content, layout and structure from one another so content can be created without using HTML or other code languages, as in word processing.

web4biz thereby delivers comprehensive functionality that seamlessly integrates content management into existing communication and business processes.

## Easy to use

web4biz can be used easily and intuitively. After a half-hour introduction, an online editor with average web competence will be able to work with web4biz. The logical layout, clear processes, drag & drop functionality and context menus make producing content and moving and copying text or entire pages a breeze.

## Automation for productive content management

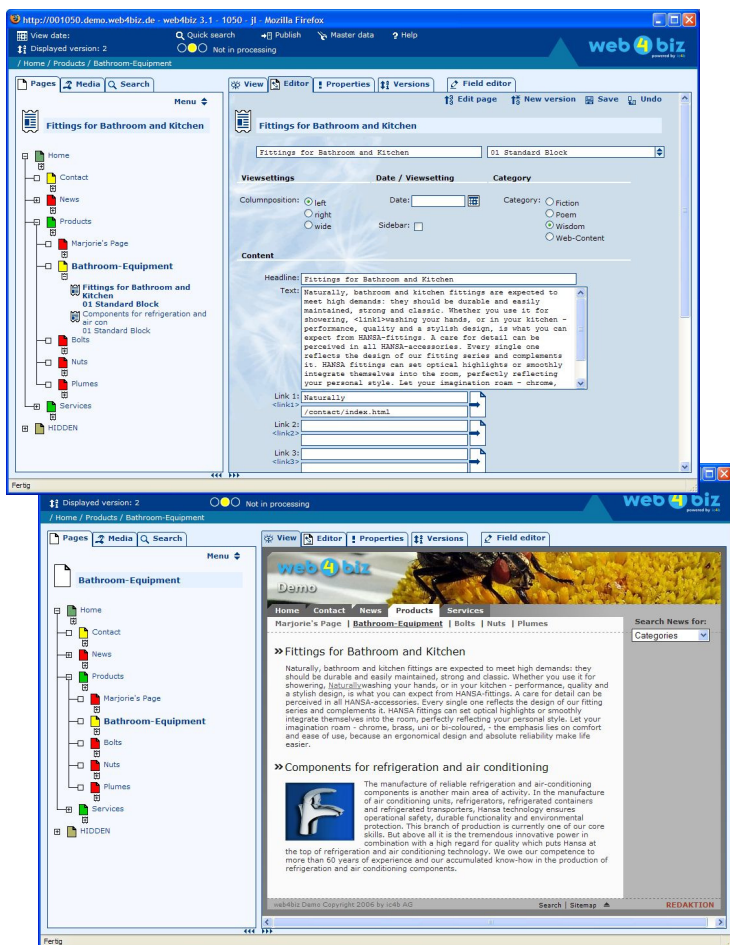
- web4biz automatically takes on the scheduled publication of content pages
- page versioning
- sitemap creation
- the creation of index, overview and news pages
- the generation of dynamic navigation menus

## Personalisation on a one-to-one level

The web has become a social medium, the content of which the user no longer just passively consumes but interactively customises, influences, modifies and produces.

web4biz's range of optional services therefore also includes various personalisation functions in order to

- offer readers the opportunity to customise their own content portal, subscribe to content or save search queries
- integrate shopping baskets or wish lists into e-commerce sites
- produce community sites with individual member logs



### **Direct access to structure, layout and contents**

With web4biz, online editors can move or copy web pages within a flexible site structure by using drag & drop. The dynamics are only restricted by the framework provided by the website's categories.

web4biz creates navigation menus for the current site structure automatically and in real time.

Online editors define the layout of any website within the specified corporate design. They can insert pre-existing text blocks as layout elements, place links and insert images using drag & drop.

The clear separation of layout, structure and text ensures simple and focussed work in any area and a structured workflow.

Through the allocation of user rights, you have the flexibility to manage who can modify or publish what in the text, layout or structure. So while writers and editors enjoy their freedom, you still have the ultimate say in the appearance of the website as a whole.

### **Versatile output management**

web4biz automatically produces content, for example,

- as PDF files for printing,
- as XML files so you can use content in other applications,
- for structured newsletters to send as personalised mail,
- to store in important databases.

### **Scaleable workflow management**

You can build any three-step workflow for the Internet and Intranet with web4biz's simple traffic light graphic indicators. This enables you to clearly structure the release procedure for the publication of a press release, for example.

As a further dimension of workflow management, you also have the flexibility to allocate user rights to your staff. You decide which staff members have what authority at each point of the workflow.

### **Free design using templates**

web4biz offers you all the freedom you need to design your website as you please. You can design the appearance of your website with any editor and have the whole range of technical possibilities to do so: HTML, XML, CSS or script languages.

### **Indefinite scalability**

web4biz grows with your success. You receive a complete platform for content management even with the basic version. If you want to manage more websites with several concurrent users accessing web4biz at the same time or build different user rights structures, this can be achieved without any problems. You simply increase the number of "clients" you maintain with web4biz, and license the exact number of concurrent users and user groups for the allocation of rights and roles as you require.

### **Easily integrated**

web4biz can be integrated as a business solution for content management in IT structures that are managed by professional administrators. It can be adapted to existing firewalls and comes with an implemented backup concept in case of failure, including an online backup system. You can integrate web4biz into your existing user administration via LDAP or Active Directory. All content created in web4biz can be used again as XML files in other business solutions. Therefore, product text from the online shop can flow directly into your print catalogue – or vice versa.

### **Marketing content management**

web4biz offers you all the functionality you need to make your website the main medium for your marketing communication. This includes unique, clear URLs for each page which you can use in mailings, advertisements or online marketing campaigns; personalisation functionality to design a website specifically for your target market and the simple integration of interactive communication tools such as newsletters or forums.

## References

### Excerpt from our customer list

Accor Hotellerie Deutschland GmbH (Intranet)	Hospitality
Allianz Versicherungs AG, Munich (Intranet)	Insurance
Ampega AG Investmentfonds	Investment
Bayerische Verwaltungsschule	School for authorities
Brütsch / Rüeegg AG , Switzerland	Trading concern
Deutsches Patent- und Markenamt	German Patent Office
Ecomedia AG, Switzerland	Trading concern
Energy Media GmbH (Radio Energy)	Radio station
Fürstenwalde/Spree	Town
Gendringen Netherlands	Commune
Grossauer AG, Switzerland	Trading concern
Hansa Metallwerke AG	Manufacturing and trading concern
H & H Berlin GmbH	Software for communes
ISPO-Brandnew ISPO-Odlo-fastforward ISPO-Volvo Sportdesign	International sports fairs
INTER EXPRES spol. s r.o., Czechia	Transporting concern
Münchner Verkehrs- und Tarifverbund (MVV)	Public metropolitan and suburban commuter railway systems
Otto Fischer AG, Switzerland	Trading concern
Progress Business Edge for Retail	
Prosoft GmbH	Software supplier
Real I.S. AG	Facility investment
sd&m AG	Software development and consulting
Siemens A&D (Intranet)	Supplier for automation and drive
Siemens MED (several Intranet sites)	Supplier for healthcare equipment
Univerzal Elektroeinzelhandel, Czechia	Trading concern
Universität Bozen, Italy	University
Zentrum Neue Technologien (Deutsches Museum)	German museum

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