

C O N T E N T M A N A G E R



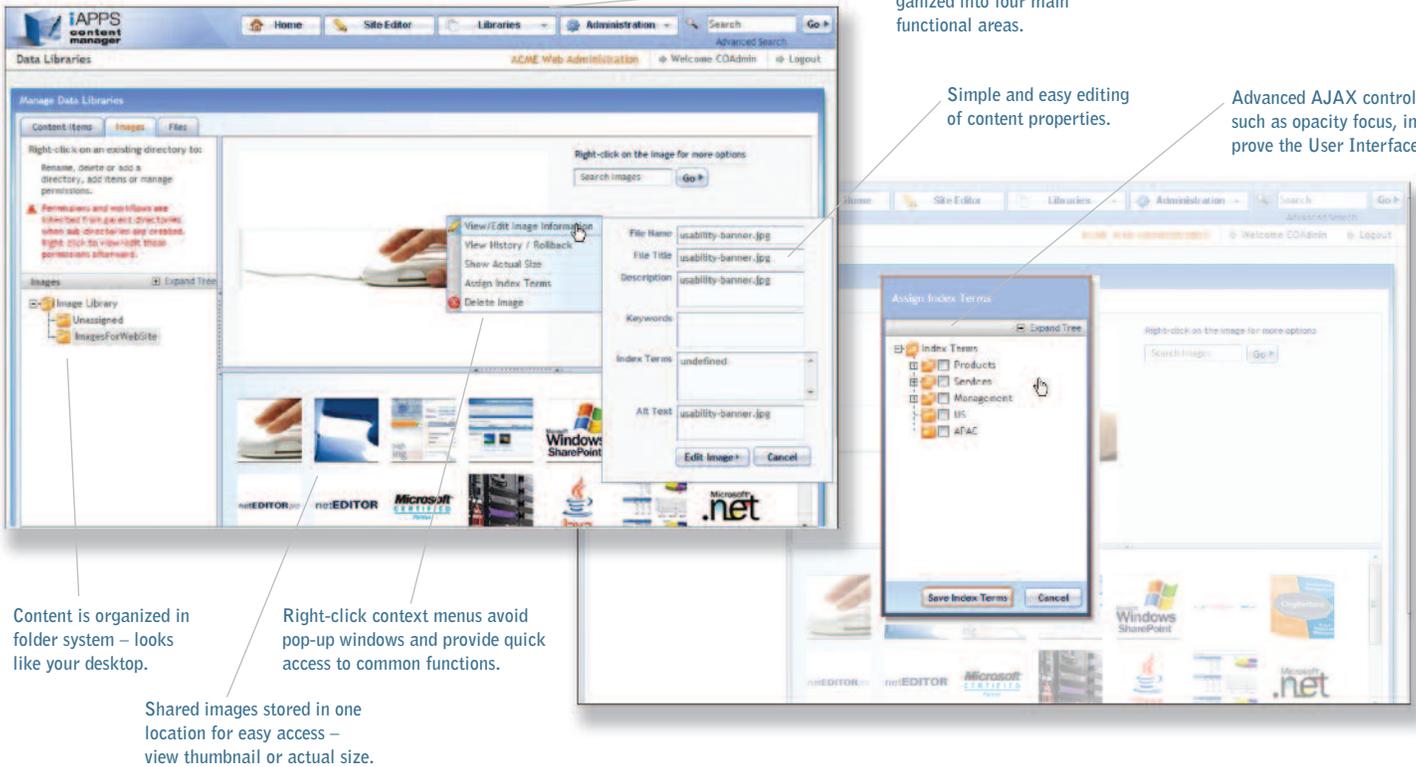
iAPPS®
content
manager

TAKING WEB
CONTENT
MANAGEMENT
TO A WHOLE NEW LEVEL

BRIDGELINE®
digital
interactive technology solutions

WWW.BRIDGELINEDIGITAL.COM

Manage Critical Web Content Quickly, Easily & Consistently



Content is organized in folder system – looks like your desktop.

Right-click context menus avoid pop-up windows and provide quick access to common functions.

Shared images stored in one location for easy access – view thumbnail or actual size.

Global navigation organized into four main functional areas.

Simple and easy editing of content properties.

Advanced AJAX controls, such as opacity focus, improve the User Interface.

Websites and applications can be among an organization's most valuable assets. But to maximize that value, the content within must be dynamic, relevant, accurate, and most importantly – current.

Product information, press releases, investor information, internal communications... Many types of content need frequent updating – and still must adhere to the compliance and branding requirements of your organization. Ongoing editing commitments to post these changes to your websites or applications can be time-consuming and demanding on the departments who handle them, and often distract them from other high priority activities. These continued demands, and sometimes resulting delays, can become costly.

Plain and simple: to consistently get information onto your websites and applications in a timely fashion without making outrageous demands on any one department, the tools used to manage web content have to be so user friendly that anyone in the organization can use them – yet powerful enough to allow only the right person at the right time to manage sensitive content.

Now, with Bridgeline iAPPS® Content Manager, you get a powerful, feature rich product with an easy-to-use interface that anybody can understand, along with complete integration capabilities and flexibility in deployment through our SaaS offering. Manage and deliver content to any web interface from virtually any source to ensure the right content is delivered at the right time.

A Powerful Tool, that is Very Easy to Use

Bridgeline empowers business users with the superior ease-of-use that our customers have come to expect. In part, this is what makes the iAPPS Content Manager the right solution for today's web content manager. Complementing this is the control that site administrators have over the technology. Site administrators can control site structure and content, content workflow, and user access rights, while subject matter experts throughout the organization can update and personalize content for their particular areas.

The results are ideal – the right people in your organization owning and updating web content while maintaining security and a consistent look and feel. No bottlenecks. No unnecessary costs.

CONTENT MANAGER

Access and Control

iAPPS Content Manager fundamentally changes the equation for organizations intent on keeping their web content up-to-date. Instead of requiring expensive programmer time, content management responsibility can be distributed throughout the organization. With just a couple of hours of training, any non-technical user can administer your content changes.

Additionally, iAPPS Content Manager avoids publishing bottlenecks by allowing not just individual Users, but anyone within a group of Users to be decision making points within your workflow. Users of iAPPS Content Manager are broken down into four broad categories:

-  **Authors** who contribute content for their permissioned areas of the site
-  **Approvers** who review and approve or reject content
-  **Publishers** who are responsible for final review and publishing of content to the production site
-  **Administrators** who add, modify, or delete users, manage user permissions, content sections, site structure and content workflow.

The workflow for creating, approving and publishing any piece of content can be structured by administrators to include the right people for each task. Content quality, consistency and compliance are ensured. Your organization's workflow process may be simple or complex, with multiple sites and strict regulatory requirements. The workflow and multi-site management capabilities in iAPPS Content Manager provide you with the flexibility to maximize your configuration, no matter what it is.

State of the Art User Interface

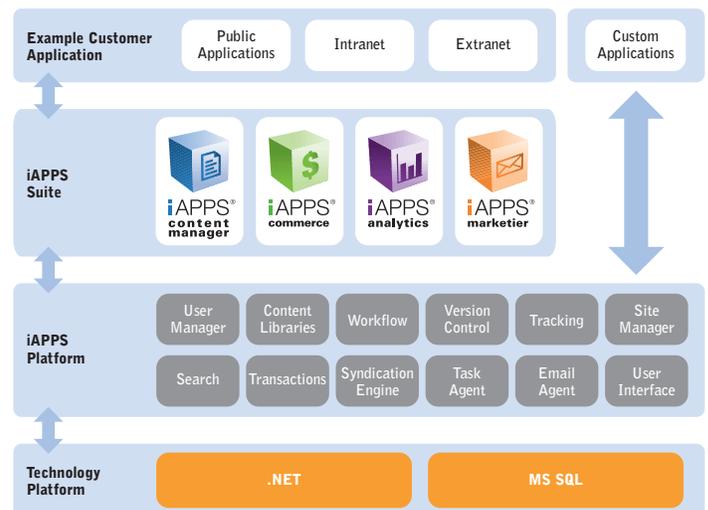
Bridgeline's many years of providing web content management tools and systems, along with our experience in developing custom web applications for our many customers, gives us keen insight into the importance of usable interfaces. State of the art AJAX controls built into the interface ensure that iAPPS Content Manager users benefit from a visually elegant and robust, yet easy-to-use UI. For example, using drag-and-drop controls, users can organize and prioritize Content Manager's customizable homepage to support how they work. While at the same time, right-click context menus provide quick access to common functions without cluttering the interface and confusing the user.



Optimize Business Processes With Powerful Integration

Want to increase speed and accuracy while reducing operational costs of up to 40%? iAPPS Content Manager is one of four Bridgeline integrated solutions that, when

used together, unify multiple categories into one scalable control center. On its own, iAPPS Content Manager is a powerful website and application management tool. But with the common iAPPS Framework, built on the .NET platform, integration is made seamless and Content Manager helps your web application become an essential and sophisticated piece of your business management engine in concert with iAPPS Analytics, iAPPS Marketier, and iAPPS Commerce.



With iAPPS web-based technologies, business managers can boost their organization's competitive advantage by increasing sales, improving customer satisfaction, improving employee knowledge and/or productivity, or reducing administration and operational expenses.

Deployment Flexibility

Wouldn't it be great to not have to install any software or manage infrastructure? Bridgeline Digital provides a flexible SaaS – Software as a Service – licensing model for those who want to spread licensing costs over several years, and who don't want to own the responsibilities of maintaining and supporting the required backend infrastructure. Bridgeline centrally manages product updates seamlessly for our SaaS customers. And for those who prefer to keep their web application in house, Bridgeline's technology is flexible enough to offer a traditional perpetual license option.

Maintenance and Support

Bridgeline Digital's SaaS model provides 24/7 application hosting, maintenance, and seamless upgrades. Customers who choose a perpetual license are provided technical support, maintenance service, and upgrades through an annual maintenance agreement.

Make COST-EFFECTIVE changes to the WEB

Core Features	Description
Web-based Tool	Accessible via the Internet anytime anywhere with an enhanced user interface that is simple to use.
State of the Art User Interface	Ajax controls allow for drag-and-drop features and right-click context menus, blurring the line between your desktop and your browser.
Inline Content Editing	Very intuitive to allow easy entry and formatting of content without any knowledge of HTML or other web programming. Simply navigate to the page and edit the information inline without pop-ups or refreshes.
Blogs	Create blogs quickly and easily. Assign indexing terms to improve SEO and enable topic categorization.
Page Comments	Add comments to any page and edit them at any time. Comments Awaiting Approval feature ensures comments will not be displayed on the public site until they are approved. Comment Search enables a user to enter specific criteria, such as keyword, to find specific comments.
Web Forms	Content Manager comes equipped with a flexible drag-and-drop Web form creation tool that enables you to collect valuable information from your site visitors.
Most Search Engine Optimization (SEO) Friendly CMS	Auto-301 redirects; auto-generated XML sitemaps; navigation and menu name-based URLs improve (SEO).
Surveys & Polls	Learn even more about what your target audience is looking for by creating custom surveys and polls with our intuitive drag-and-drop designer built into Content Manager.
Control Center	Using drag-and-drop controls, users can organize Content Manager's customizable homepage to support how they work. A personalized content work space that manages immediate tasks, work in progress and recently published assets. All in one place.
XML-based Content	Allows easy import/export with other systems and faster searching.
Simple and Custom Workflows	Multiple levels of approval ensure that content is always reviewed and approved before going live on the web site. Fully custom parallel and serial levels of approval workflow. Email enhanced to ensure notification.
Multi-Site Management	Allows content across multiple sites to be easily managed through a single interface.
Content Archiving and Rollback	Store previous versions of content and maintain editing history. Quickly view or rollback to previous versions of content items.
Content Libraries	Store shared images, videos, files and data in one location for easy access. Create user and role-level access to individual directories.
Enhanced Rich Multimedia and Custom Attribute Support	Standard formats plus support for rich multimedia including video and image galleries and custom attributes.
Online Reporting	Integrated online reports to effectively manage content such as content aging, content pending publication and items pending archive.
Advanced Search	Best-in-class search capabilities include auto-categorization of search results, full-text search, and content preview within search results.
Real-Time Content Updates	Enable content contributors to publish content directly onto development, staging, or live production web servers.
Dynamic Site Map	Sitemap and navigation are generated automatically as pages are published to the site.
Group Security	Use groups to maintain security for multiple administrators making it easier to update permission profiles.
Integrated Site and Content Security for Front-End Sites	Maintain different password protected areas of a site through integrated registration and security-level enabled content management.
Active Directory Support	Option to utilize standard authentication protocols to control CMS access rights.
Custom Application Integration	Ability to integrate custom functionality within the iAPPS Framework.
Flexible Component Object Model (COM) API	Developers can build powerful web applications and share content using the optional COM APIs.
RSS Content Syndication Management	Allows for easy creation and customization of RSS channels to distribute content externally.
Dynamic Template Switching	Presentation templates can be switched on the fly, changing the layout or design of the page in real-time.
Multiple Licensing Options	Software-as-a-Service offering allows for more flexible licensing and worry free hosting and maintenance. Perpetual Licensing gives freedom of deployment and ownership of software.
Advanced Online Marketing Management*	Leverage the text and images within the Content Manager library to create powerful online marketing campaigns. Seamlessly sync promotional emails with your site to deliver relevant and timely content. Measure keyword effectiveness and evaluate which are leading to conversions.
Powerful eCommerce Integration**	iAPPS Commerce and iAPPS Content Manager integrate seamlessly. Easily manage all of your web content as well as all product detail content to provide engaging online shopping experiences.
Next Generation Web Analytics ***	Standalone web analytics packages can't stand up to the actionable intelligence provided by iAPPS Analytics. Analytics initiatives are more accurate and actionable, while content management is made faster and more efficient.

*Requires iAPPS Marketier license. **Requires iAPPS Commerce license. ***Requires iAPPS Analytics license.



For a
FREE
copy of our white paper,
"The Right Content Management System Will Improve Your Web ROI", please visit our website:
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