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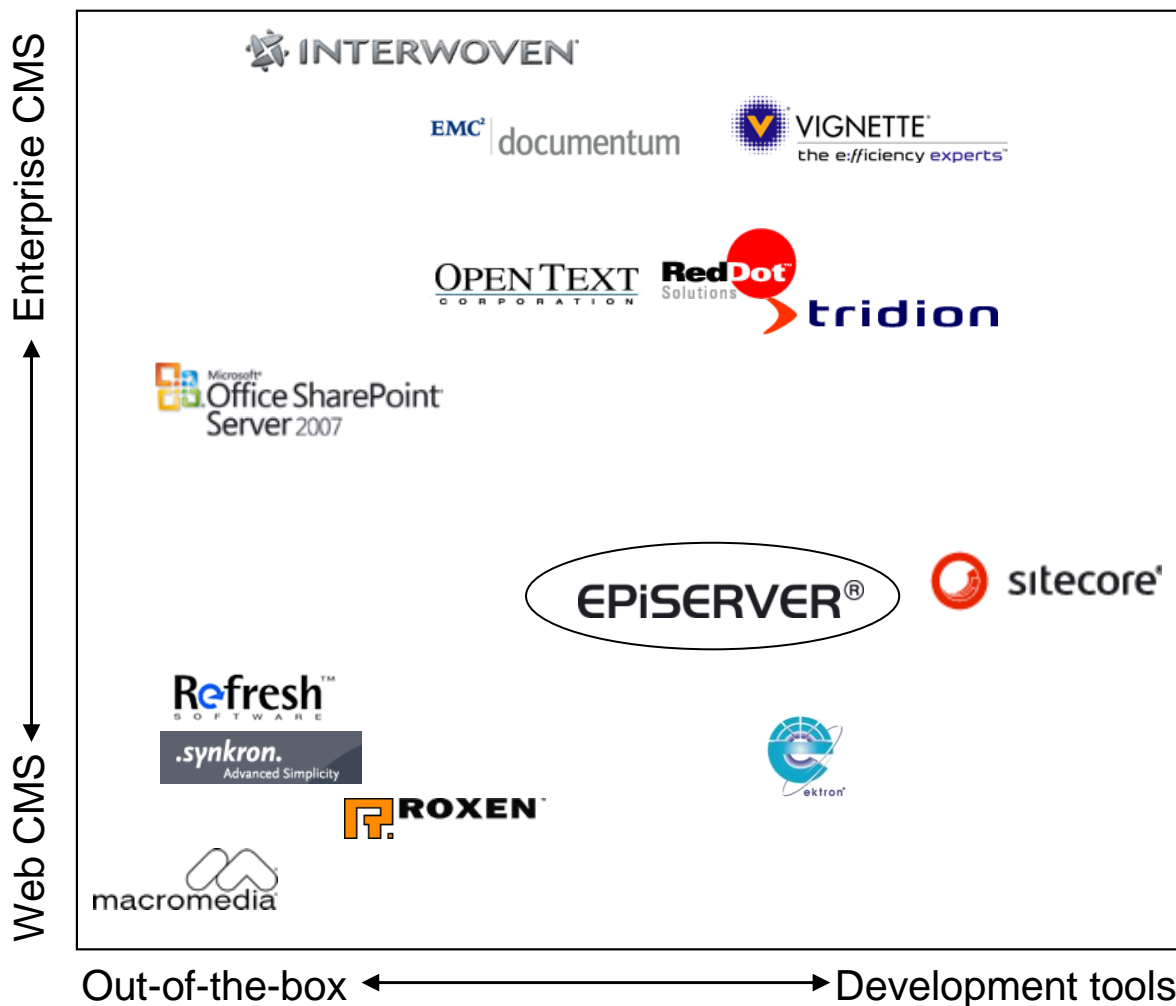
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Choosing A CMS

Best-of-Breed Content Management Systems

Online... and beyond



Choosing A Content Management System

Checklist of Enterprise Level CMS Functionality



CMS Introduction

Modern websites, extranets, portals and intranets are no longer simply a collection of web pages linked together and delivered online. As web-based services become increasingly popular, they are also growing larger and more complex. Managing the delivery of these new services in a traditional online environment is becoming more problematic. It is for this reason that an increasing number of organisations are turning to a content management system (CMS) as a means of delivering dynamic high quality websites.

The benefits available from a CMS vary according to your organisation's specific needs and the version, type or edition of CMS you deploy to fulfil those needs.

- Content management allows you to organise large amounts of information simply and efficiently.
- Changes made to the information in your CMS can be made available instantly to users, ensuring your website is always up-to-date.
- As the information is assembled from the CMS into a template, online design and navigation is easy to manage. Changes made to the template appear throughout the site, which saves altering the coding of each page in turn.
- A CMS allows greater control over how content is created. You can define levels of access and workflow controls, which establish where new content is to be routed and whether any approval process is required.
- A CMS will also allow you to automate some aspects of your website. These include automatic deletion or archiving of content at a specified date.

A CMS allows a content manager or author to manage the creation, modification and removal of content from a website without the need for technical expertise.

Choosing Your CMS

This guide has been devised to help you to understand the basic and higher end CMS functionality available. The choices however are boundless; from free DIY downloadable software to million dollar systems designed for the largest organisations. Ultimately you should specify the functionality you need now and may require in the next 2 – 5 years, and ensure that you compare equivalent systems.

Please contact ARES on 1300 762 912 or at info@ares.com.au if you would like a demonstration of our EPiSERVER CMS or receive a MS Word blank version of the checklist below for inclusion in an RFP or as a scorecard in the formal assessment of submissions.



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CMS Application Requirements

Requirement	Yes / No	EPiSERVER Enterprise CMS
Content Creation		
Does your product allow non-technical authors to create and modify content easily?	Yes	Inclusive of unique right click onscreen site editing feature for authorised users, content <i>contributors</i> and <i>publishers</i> require little more affinity with technology that an equivalent basic understanding of MS Word.
Does your product include power tools for power users and administrators?	Yes	The level of functionality and control allocated to user groups is not restricted, whereby such functionality as content publishing, inter department access, use of non approved images, multiple font/size/colour editing and every other CMS function can be easily made available to different self-managed user groups.
Does your product support collaboration of users regardless of office or geographic location?	Yes	All content editing is normally undertaken via web browser, whereby so long as such access was granted to external users there are no restrictions as to location.
Content Management		
Does your product support powerful linking i.e. the ability to allow authors to create cross links between pages and have the links remain stable if/when pages are relocated etc?	Yes	Links are created no matter where the page is moved within the navigation structure.
Publishing		
Does your product allow for page templates to be managed via a non technical interface?	Yes	Within the onscreen edit window the creation of new pages is simply a matter of right clicking on a particular higher order page navigation icon, selecting 'add page' and choosing available and appropriate template to edit or insert.
Usability and Navigation		
Is your product easy for non-technical staff to learn and use?	Yes	Browser based intuitive content publishing and editing controls are designed around easily recognisable MS Office style icons and functionality. Non administrators require no technical skills other than a general familiarity with computer use. Onscreen help functionality is available in addition to user



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		manuals, however the technology has been developed to maximise intuitive learning (e.g. drag and drop page movement, right click onscreen page editing) as much as possible.
Does your product support a range of usable navigation aids e.g. menus, breadcrumbing (clickable) etc?	Yes	All navigation items mentioned, in addition to powerful search functionality and dynamic Flash integration.
Does your product support the book-marking of URLs e.g. set a certain page on the Intranet as a favourite?	Yes	This is controlled by your browser and requires either user or administrator permission (depending upon client computer system security levels).
Service		
Do you offer training courses and supply documentation?	Yes	As well as onscreen and multiple level user training material (usually provided in PDF printable version for ease of distribution and updating to new CMS versions), there is opportunity to attend Administrator and Developer worldwide seminars if there are internal requirements and technical aptitude.
How will we be advised about software updates / patches for your product?	Yes	Depending upon hosting arrangements and security access, it is likely that ARES would apply software updates remotely after hours (having made prior arrangements and tested updates).
Other		
Does your product support the displaying of meaningful URL's in the browser's address field i.e. does it show the real path to a page?	Yes	Authorised users have complete control over the URL for display within the browser.
Does your product provide support for multiple languages	Yes	The CMS uses Unicode and can therefore be configured to use most languages within the browser. CMS editing supports page comparison/editing, multiple language visitor switching and even CMS administrative controls being displayed in most European languages.
Is your product compatible with all common web browsers e.g. Internet Explorer, Mozilla?	Yes	The product is compatible with all major browsers; however CMS administrative controls have been purpose build for content editing and publishing within MS Internet Explorer.
Does your product provide the ability to apply business continuity practices e.g. can the software be configured in a clustered server or mirrored environment? What options are available to backup and	Yes	There are numerous demonstrated examples of such deployment with product licensing support multiple location, processor, load balancing server and domain configuration.



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restore content?		
Is your product compliant with existing web accessibility standards e.g. supports use for users with a disability?	Yes	With the underlying technology developed in Sweden, there has always been a very heavy focus on web standards and accessibility compliance. ARES also develops CMS templates to meet the latest W3C and CSS standards.
Does your product support integration with common Portal products e.g. Microsoft SharePoint Portal Server, Plumtree?	Yes	Part of the CMS development was funded by Microsoft (Note: The CMS is Microsoft's preferred CMS in Scandinavia) for purpose built integration with SharePoint. An open architecture and compliance with XML, portal and other web standards provides broad system integration capability.
Does your product provide the ability to manipulate the format/style of incoming .rss feeds with xml/xslt or schema?	Yes	This functionality is available prior to system configuration.

CMS Functional Requirements

Requirement	Yes / No	EPiSERVER Enterprise CMS
Content Creation		
Does your product support style-based authoring, with all formatting applied during publishing i.e. the use of templates to ensure uniform page formatting?	Yes	Style based formatting can be controlled by: (1) providing user groups with specific formatting options; (2) providing only template selection and pre configures copy formatting; or (3) use of onscreen RTE style drop-downs to standardise and expedite content formatting.
Does your product allow for many simultaneous users to update content without clashes e.g. only one user can update the same content at any one time but many users can update different content at the same time?	Yes	Page editing restricts the simultaneous and publishing of the same page. Page versions, onscreen comparison, revisions and controls are also available.
Does your product include a web-based editor to create and edit content?	Yes	Onscreen editing can be done within a powerful RTE (normally with no need for changing client computer security settings), with the additional option of publishing directly from MS Excel, Word or PowerPoint using Office 2000, XP or later.
Does your product automatically create metadata but also give the ability to create custom metadata?	Yes	Meta data can be auto generated or customised.



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Does your product support metadata that is sufficient for effective indexing and searching?	Yes	Metadata can be used as well as a simple and easily configured content 'category' system.
Does your product include a Spell Checker for use when creating content?	Yes	The spell checker functions within the browser RTE, but does require MS Office in order to use the dictionary.
Content Management		
Does your product display an audit trail i.e. the ability to track what changes have been made to pages, when and by whom?	Yes	Page editing and page controls can be monitored and older versions restored, compared or deleted.
Does your product provide the ability to archive content?	Yes	Page archival can be manually controlled (i.e. page initial display and removal dates) or preconfigured for onscreen review and auto removal.
Does your product provide the ability to query pages / documents based on their status e.g. archived, published, approved etc?	Yes	Every page has a status attached to it.
Does your product support a content lifecycle i.e. the ability to control the visibility of information through security, release, expiry (auto expiry) or archival?	Yes	As per functionality above, content can be authored, reviewed (up to five stages if required or multiple authorisation delegates if required), published, archived and deleted.
Does your product include a flexible workflow model e.g. If content approvers change, we must be able to reflect this in workflow.	Yes	Single or multiple content approvers can be nominated using non technical user set-up processes.
Does your product provide email notifications to parties required to provide input as part of the workflow model?	Yes	Email notification and also onscreen CMS authoring reminders are both available and supported.
Does your product include a reporting tool i.e. does it give the ability for individuals to create reports showing statistics on different pages and sections of a website?	Yes (Add In)	There is an additional third party add-in available that integrates the IIS logging files with the CMS navigation and content to provide live visitor tracking.
Does your product support version comparisons i.e. does it give the ability to be able to rollback to previous versions of web pages?	Yes	Multiple version comparisons of content and CMS pages is easily managed and available, including a browser based visual comparison tools.
Publishing		
Does your product provide the ability to publish content to one or many locations within a single website?	Yes	You can publish content into multiple locations.
Does your product provide the ability to publish content to one or many locations across sites e.g. publish to the intranet as	Yes	The EPiSERVER™ CMS supports multiple environment content control from a single administration area and can be used to publish content into multiple sites and



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well as the corporate website?		multiple locations (e.g. intranet and website).
Usability and Navigation		
Does your product support the creation of websites with hierarchical navigation with an unlimited number of levels?	Yes	This is possible, although a limitation is normally imposed upon set-up from a useability perspective.
Security		
Does your product restrict unauthorized access to the system? Please describe how.	Yes	The CMS is accessed via secure browser login, with all login passwords encrypted automatically (within the SQL database backend) and the potential to support SSL. User authentication can be automatically linked to Microsoft or Novell system login security in the case of intranets so that system access (and profile) is automatically assigned upon login to the client computer.
Does your product provide the ability through access rights to restrict who can access different sections of a website?	Yes	Flexible and powerful system.
Does your product provide the ability through access rights to restrict who can create / approve / publish content etc?	Yes	A sophisticated and flexible multiple workflow and user group assignment system support flexible and secure content authoring and control.
Other		
Does your product include a Search Engine? Please provide details.	Yes	The CMS features both an internal administrative search facility (i.e. to search internal content, which in some instances has not been published) but also search facility for site visitors. This can be configured to search specific areas and may be further integrated with Microsoft SQL search applications.
Does your product support the creation of search engine crawler friendly sites?	Yes	The CMS has been purposefully designed to facilitate search engine bots moving rapidly throughout the site and is therefore optimised to maximise online traffic.

For further information or to arrange a demonstration of EPiSERVER Enterprise CMS please contact ARES on 1300 762 912 or via email at info@ares.com.au.

