



TRIM  
**context** | wcm

*WCM helps your organisation create a web presence and drive your business forward.*

*It is an ideal tool for communicating with customers, partners and employees successfully - across intranet, extranet and Internet sites.*

*You can create innovative websites with rich media integration, adding value to existing content by making it widely accessible.*



## Fast facts:

### Increased content value

- Distributed authoring promotes better ownership by business
- Improved content accuracy, quality and relevance
- Eliminate publishing bottlenecks
- Consistent site standards and brand

### Opportunity to innovate

- Faster and more cost effective site enhancements to meet changing market needs
- Improves business return and competitive positioning of an organisation's web presence
- Users can author and review content from a standard browser interface from anywhere on an Internet, intranet or extranet

### Reduces costs

- Make site changes and updates on-the-fly via XML template-based contributions
- Standardised template based site design and reuse
- Decentralised publishing is more efficient
- Centralised site management simplifies site administration, time and costs

### Rich Media Integration

- Create a better user experience for customers, partners and employees by incorporating rich media - including audio, video, and images - into web sites and portals

### Automates compliance and best practice

- Management of web content in accordance with business rules
- Provides audit trails
- Provides version controls
- Combines changes in real time, and the capability to review site content from an earlier date--

## WCM - The efficient and productive way to manage your organisation's website

WCM allows organisations to manage their web sites with the same process discipline, accountability and rigor they apply to the management of all their vital corporate information. WCM is a powerful and proven technology and an integral and seamless module of TRIM Context 6, TOWER Software's Enterprise Content Management (ECM) solution. WCM, developed on Microsoft's .NET platform, delivers low risk rapid web site deployment - from initial development through to content updating - resulting in a high return on investment and a low cost of ownership.

WCM provides an easy to use and easy to administer means of managing web sites from creation of content through to approval processes to publication. Through a standard browser based interface, content authors are provided with an approachable and uncomplicated means of publishing information while webmasters are provided with all the necessary controls to ensure consistency of site presentation. WCM ensures successful web



WCM performs 3 core functions for any organisation:

### 1. Collects information

WCM provides a communications platform for widely dispersed teams and resources - it brings everyone together, literally onto the same page.

WCM connects into databases and other information stores - locally or via the Internet.

As a nexus through which all communications flow, WCM can quickly collect all the information available surrounding a project, an account or a topic.

WCM collects not just topical information but management information.

- Who promised what when?
- What exactly were the commitments?
- Who said it first?

### 2. Synthesizes information

WCM can implement pre-determined processes, designed to transform information into manageable units of knowledge, such as:

- Reports
- Articles
- Sales agreements
- Documents

Processes can be managed and monitored - and this means quality control and

continuous improvement.

WCM enables you to bring the same discipline to your knowledge-based processes as is now brought to bear on operational processes.

WCM enables you to track the way information flows through your organisation in real time. And once you are tracking information flows, you can enhance systems and processes.

WCM automates repetitive process-orientated tasks, allowing teams to focus on their professional disciplines and improve business returns.

### 3. Distributes information

WCM delivers against a powerful paradox - it simultaneously secures information and makes it easier to access.

WCM does this by dynamically maintaining the systems that deliver information to stakeholders - its publishing systems.

WCM secures information by ensuring only the eyes meant to see it can see it. The dynamic nature of WCM means the extranets, intranets and Internet sites it manages are always up to date. This means you can get to information when you need it.

## Intranets

WCM is the ideal platform for intranets.

Dynamic updating and automated systems mean there is no need for a technical person on a day-to-day basis. Even graphics, logos and pictures can be updated automatically or by a non-technical operator.

Security means outsiders can't look in.

Special zones for teams can be created. For example, the finance department can feel perfectly safe discussing payroll issues online.

Best of all, the interactive nature of WCM means that your teams can interact. Even widely dispersed teams can have a central and vibrant communications zone that ties them all together.

## Internet sites

WCM makes corporate web sites easier to manage.

Content can be updated at any time - by any authorised person.

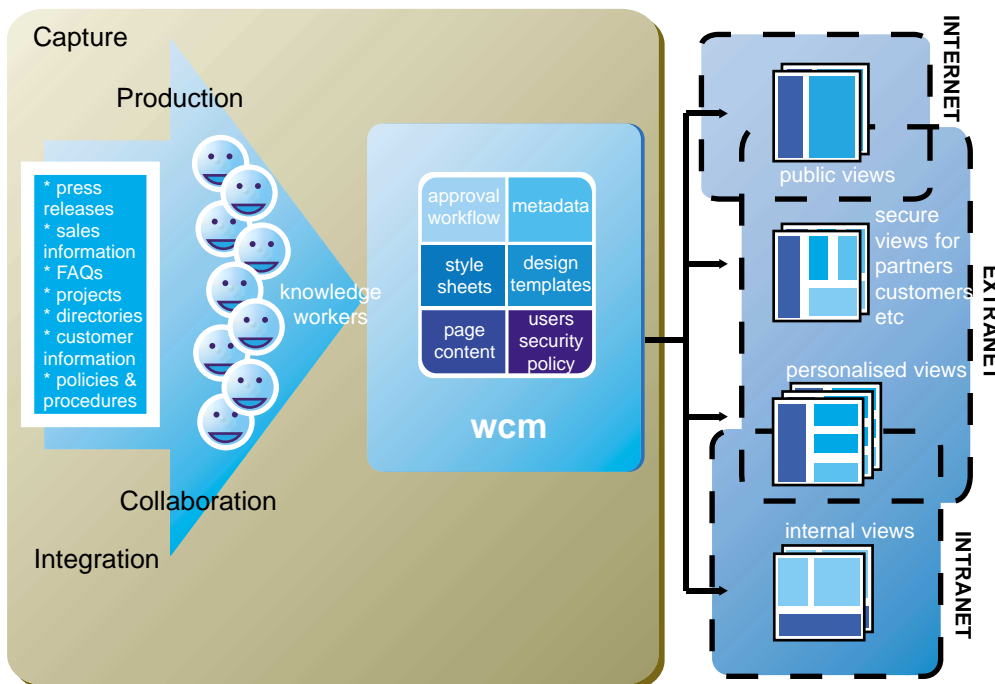
WCM provides a secure sign off system. This means only certain people, or a string of certain people, can authorise something for publication.

WCM keeps an audit trail of who authorised what.

WCM enables you to establish an up-to-date web presence while protecting your site from the appearance of any unwanted information.

And of course WCM is secure, your web sites stay clean and only the information you want published gets published.

## Web Content Management



## Extranets

Extranets are special web sites that only your clients and your teams can view.

For example, a government department might have an extranet set up to manage complex transactions with the public.

Or a manufacturer might have an extranet for a client, the account manager, a project

manager and key suppliers.

WCM enables you to build extranets quickly and easily with no technical input.

Each time you sign a new client or embark on a new project, WCM provides a forum that brings all the stakeholders together.

## Speedy site creation

- Pre-built templates and parameter driven configuration fast track site builds
- Fast maintenance and enhancement achieved through use of configurable templates for site look & feel, navigation and workflow
- Automated process for applying site changes, fast maintenance and rollout

## Distributed content creation and publication by business users

- Distributed content authoring by non-technical business users eliminates traditional webmaster bottlenecks and reduces content update costs
- Generates strong ownership from business users who can control both content authoring and dynamic updating of site menus
- More frequent, timely and relevant content updates can be achieved as a result of increased business ownership

## Central management for consistent standards

- Central maintenance of content structures and design ensures site consistency and reusability
- Preserve corporate style and branding through a controlled corporate graphics library for re-use by content authors

## Manages online forms

- Site communication management options can efficiently manage inbound and outbound communications including online forms and outbound email notifications
- User-friendly configurable online forms, built in control and workflow routing
- Automatic notification and escalation ensures timely responses



TOWER Software, the leading enterprise content management (ECM) provider to government, delivers electronic document and records management (EDRM) solutions. TOWER Software's award-winning solutions empower organisations to manage and secure their vital information assets. The TRIM Context® solution is a single, integrated platform that manages business information throughout its complete lifecycle. By relying on its proven domain expertise, strong strategic partnerships, and powerful solutions, TOWER Software enables organisations to improve the accuracy of information on which business decisions are made; maximise efficiency by finding business critical information more quickly and easily; and achieve and maintain standards compliance across industries, resulting in sustained competitive advantage.

To find out more about TRIM Context WCM please contact:

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