



What is WCM?

WCM is a next generation tool that allows organisations to rapidly create and more effectively maintain dynamic Internet, intranet and extranet sites, enabling a shortened web development cycle, providing high return on investment and low cost of ownership. WCM manages the content and structure of web sites, including the framework and navigation, as well as the creation, editing, approval and publication processes.

What is TRIM Context WCM?

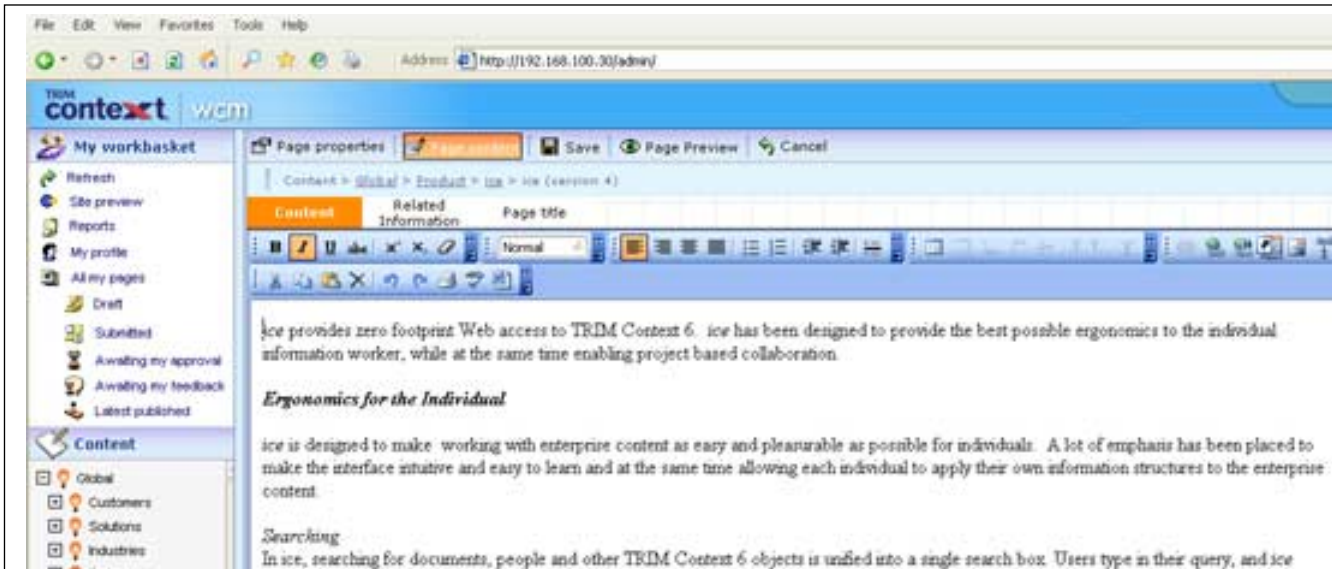
TRIM Context WCM provides organisations with:

- Productivity - Allow non-technical users to perform all tasks for managing Web content.
- Content reuse - Deploy original content to multiple formats, including documents, XML, digital assets, and records.
- Easy site updates - Make site changes and updates on-the-fly via XML template-based contributions.
- Rich media integration - Create a better user experience for site visitors by incorporating rich media - including audio, video, and images - into Web sites or portals.
- Efficient globalisation - Manage multilingual sites with an internationalised solution that features localised clients in seven languages, powerful fallback rules, and local management capabilities.
- Personalisation - Automate content tagging and categorisation.

Plus...

TRIM Context 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 Screenshot



Features and Benefits

Central management for consistent standards	Increased content value Ease of use Cost savings
Distributed content creation and publication by business users	Opportunity to innovate Ease of use Improved user buy-in
Speedy site creation	Reduced costs Increased agility
Manages online forms	Rich media integration
A module of the TRIM Context Platform	Compliance Best practice Cost savings
Records management philosophies automatically assigned	Compliance

Architecture

WCM is developed on Microsoft's .NET platform, and:

- All pages are stored in a Microsoft SQL Server database.
- WCM page templates are constructed in XSL (Extensible Stylesheet Language), and WCM pages are saved internally as XML (Extensible Markup Language).
- Content in WCM pages is separated from the web page presentation with the use of XSLT (Extensible Stylesheet Language Transformations).
- CSS (Cascading Style Sheets) is used to control the appearance of the content.
- The current architecture requires the Internet Explorer web browser (version 6.0 or higher) as the single authoring client, however the published web site can be accessed from all commonly used browsers.

Adopting an XML model provides WCM users with a number of advantages:

- Common standards-based template programming language
- Common standards-based page information storage
- Better performance
- Easier incorporation of custom editing elements
- Platform independence



For more information about WCM please contact one of our representatives, or visit <http://www.towersoft.com>