

# hyper → Content Management Server CMS

hyperCMS Content Management Solutions GmbH

# Company Profile

## A short Summary

hyperCMS Content Management Solutions offers innovative Internet-, Intranet- und Extranet solutions. The software hyperCMS - hyper Content Management Server - is the central platform on which solutions can be rapidly and simply created.

- software project started 1999
- software development based on OpenSource technologies
- partnership with Software AG since 2001

## Some of our customers

Circle Womanlife  
*enjoy success*

Raiffeisen  
Versicherung 

  
GESELLSCHAFT FÜR STADT-  
UND DORFERNEUERUNG

 COMPENSA

  
rochus  
park

  
EBV LEASING

 RZB

  
SIKU



  
OESTERREICHISCHE  
COMPUTER GESELLSCHAFT  
AUSTRIAN  
COMPUTER SOCIETY

  
UNIQA

  
hut  
fabrik

vms

  
INTERNATIONAL

  
viscoelastics  
CROMA PHARMA

  
AKRON  
GROUP

  
Raiffeisen  
Meine Bank 

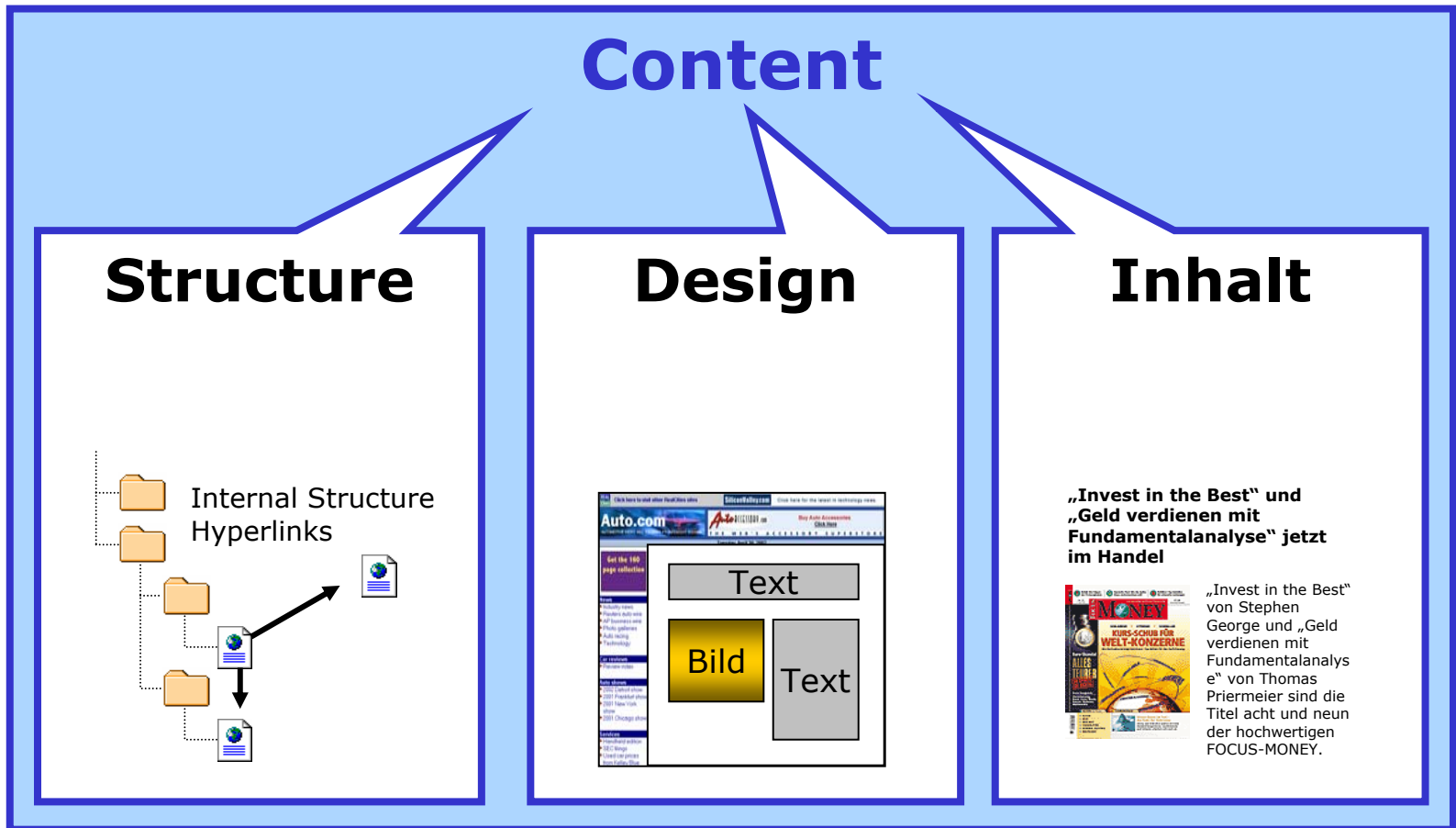
  
X CLUB  
Da ist was los.

 ecetra  A member of  
Erste Bank Group

# Why Content Management?

# What is Content?

## The Principles of Content Management



# Why Content Management?

## Problems due to operating static Websites

### No separation of Information, Structure und Design!

- high probability of errors (e.g. dead links)
- high operating and maintenance efforts and therefore costs
- high training efforts, expert knowledge ist necessary
- redundant data storage, no reuse of content
- difficult administration, missing permission system
- problems keeping the corporate design/identity clear
- a relaunch of a website leads to high efforts and therefore costs

# Why Content Management?

## Introduction of a Content Management System

- integrated user administration (groups, rolls, permissions)
- division of labour and standardized information processes through a powerful component system (internal information structures and external information structures are not the same!)
- central development of the information structures, navigations and templates for editors
- clear rules for the compliance with the corporate design
- editorship without technical knowledge
- quality assurance and release of information based on defined workflows
- control and automation of content flows (e.g. expiration of content, event triggers)

# Why Content Management?

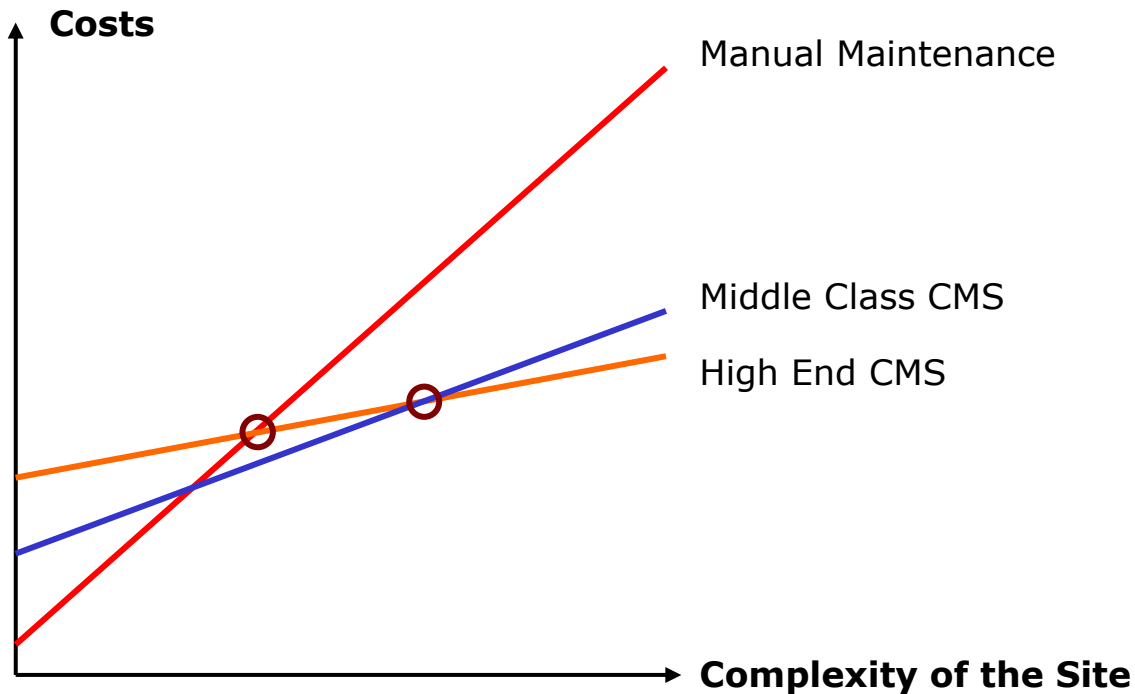
## Comparison based on an Example

	Static Website	CMS based Website
create a new page	2 hours	1/2 hour
reworking a footprint	2 days	3 minutes
checking the internal references of pages	7 days	no effort
relaunch of the whole website based on a new design	26 days	2 hours
changes in the information structure (site structure)	2 days	2 hours

Base: website with 500 pages without the usage of frames

# Selecting a CMS?

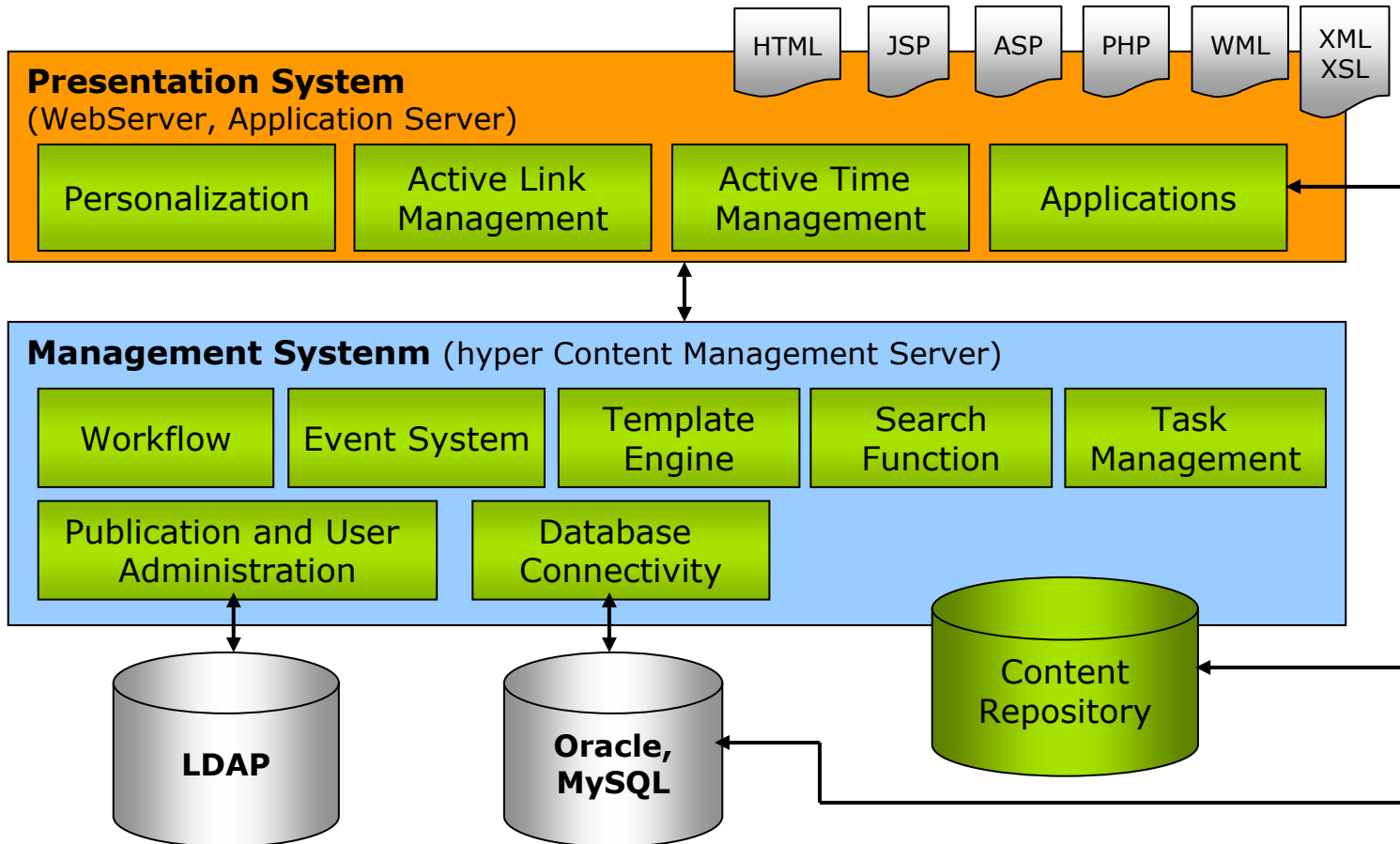
The Complexity of a Website (Amount of Pages, Links, ...) leads to the Demand of a economical Solution and therefore often to the Introduction of a Software Solution



# The Content Management System

Architecture and Features of the  
hyper → ContentManagementServer  
CMS

# Architecture of the hyper Content Management Server



# Graphical User Interface

A brief Overview of the essential Parts of the User Interface

Internet Explorer 5.5+

Workplace Control

Navigator

Workplace

hyperCMS - Microsoft Internet Explorer

Benutzer: setup Server Zeit: 2003-05-15 21:34

Position: /Produkte/  
Komponente: Skateboard\_MK\_1.php

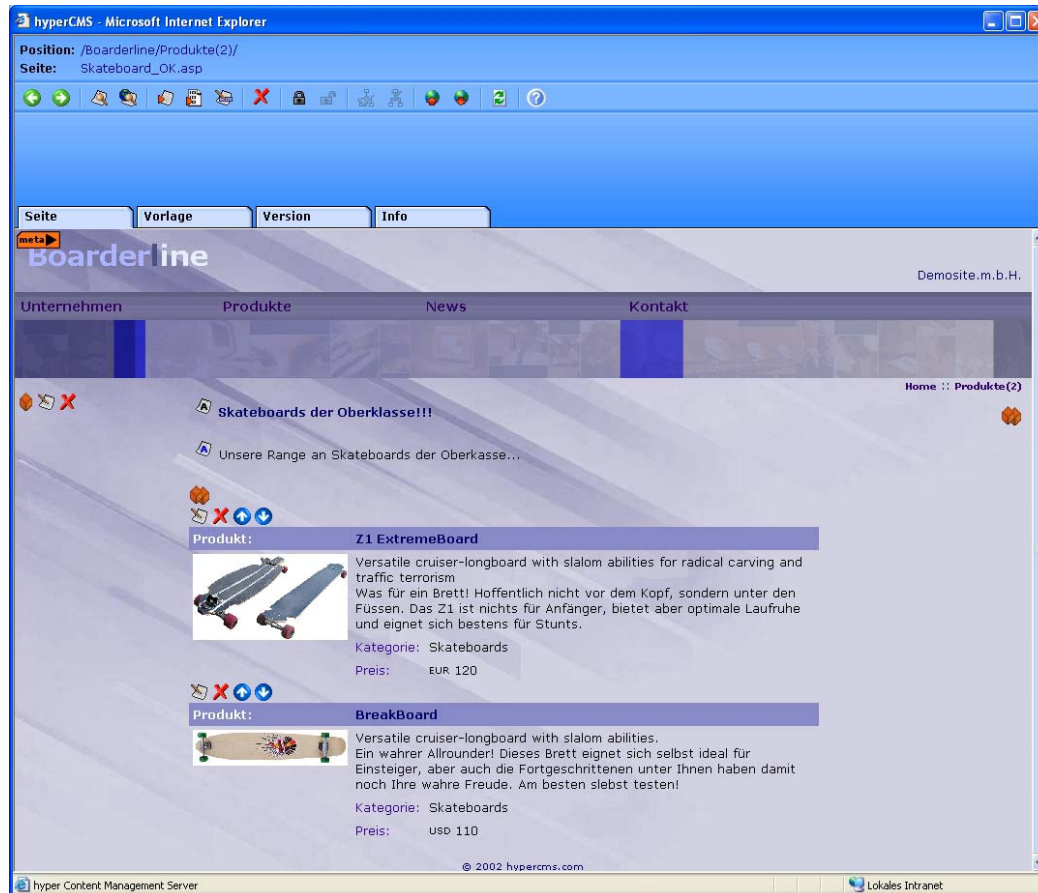
Umbenennen (Name ohne '.ext'): Skateboard\_MK\_1

Name	Typ	geändert am
Navigation	Ordner	2003-04-30 16:49
test	Ordner	2003-04-30 13:56
Skateboard_MK_1.php	Objekt (Komponente)	2003-04-30 16:42
Skateboard_MK_2.php	Objekt (Komponente)	2003-05-08 10:47
Skateboard_OK_1.php	Objekt (Komponente)	2003-04-30 16:42
Skateboard_OK_2.php	Objekt (Komponente)	2003-04-30 16:42
Skateboard_UK_1.php	Objekt (Komponente)	2003-04-30 16:42
Skateboard_UK_2.php	Objekt (Komponente)	2003-04-30 16:42

session will time out in: 29:32

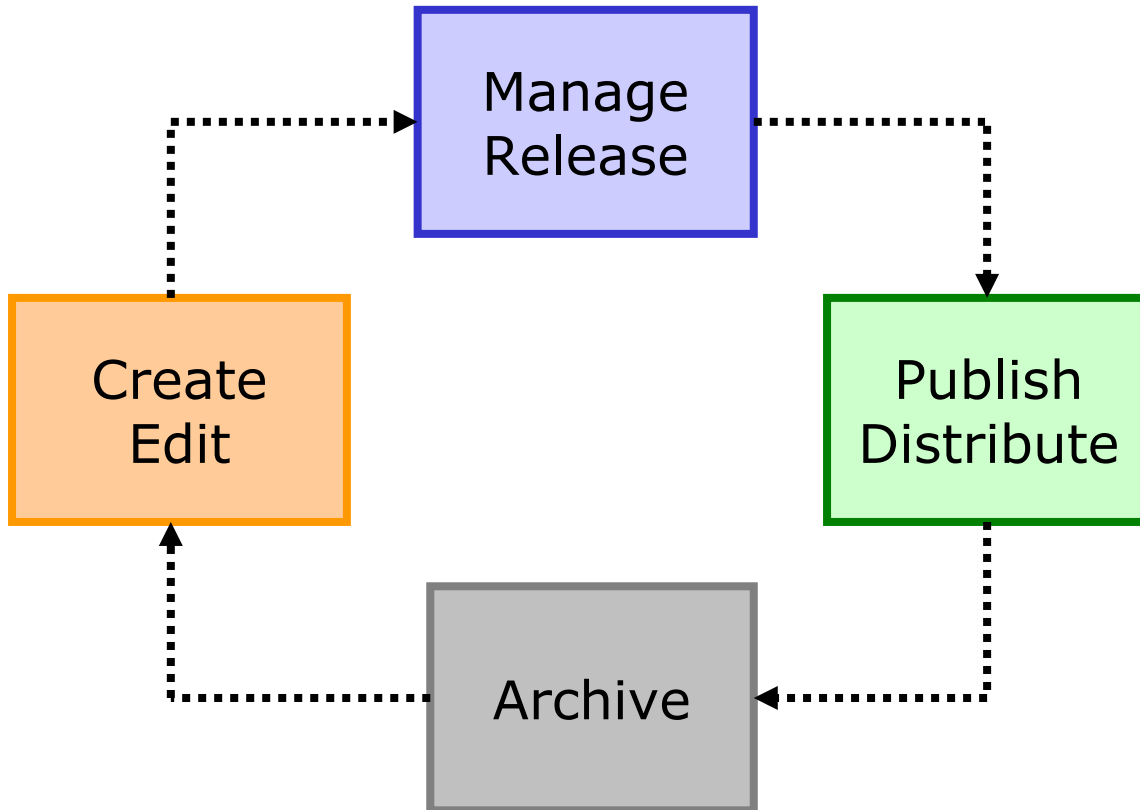
# Graphical User Interface

## Simply edit Content with EasyEdit



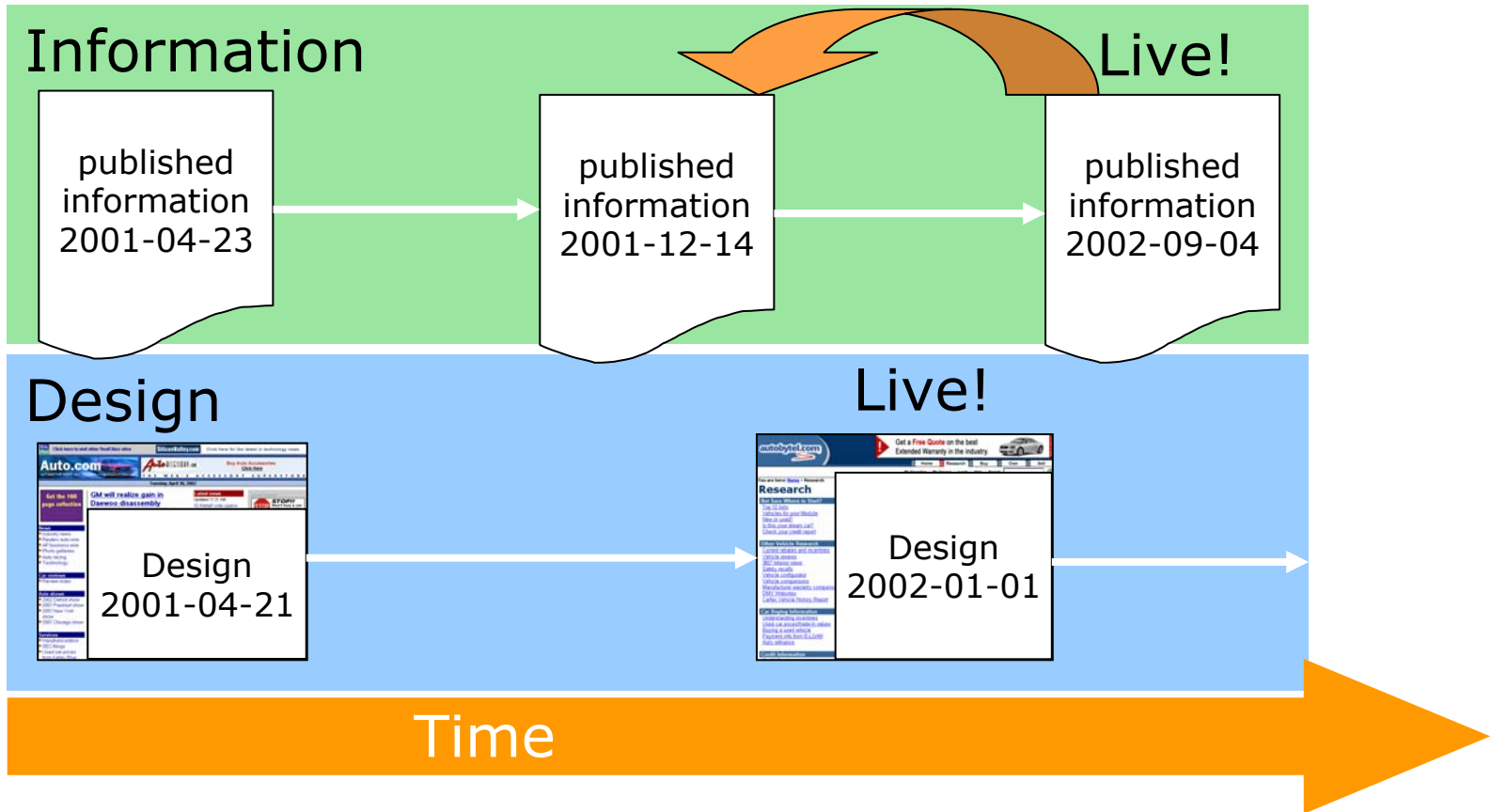
# Content Life Cycle

The hyper Content Management Server serves the whole Life Cycle of your Content



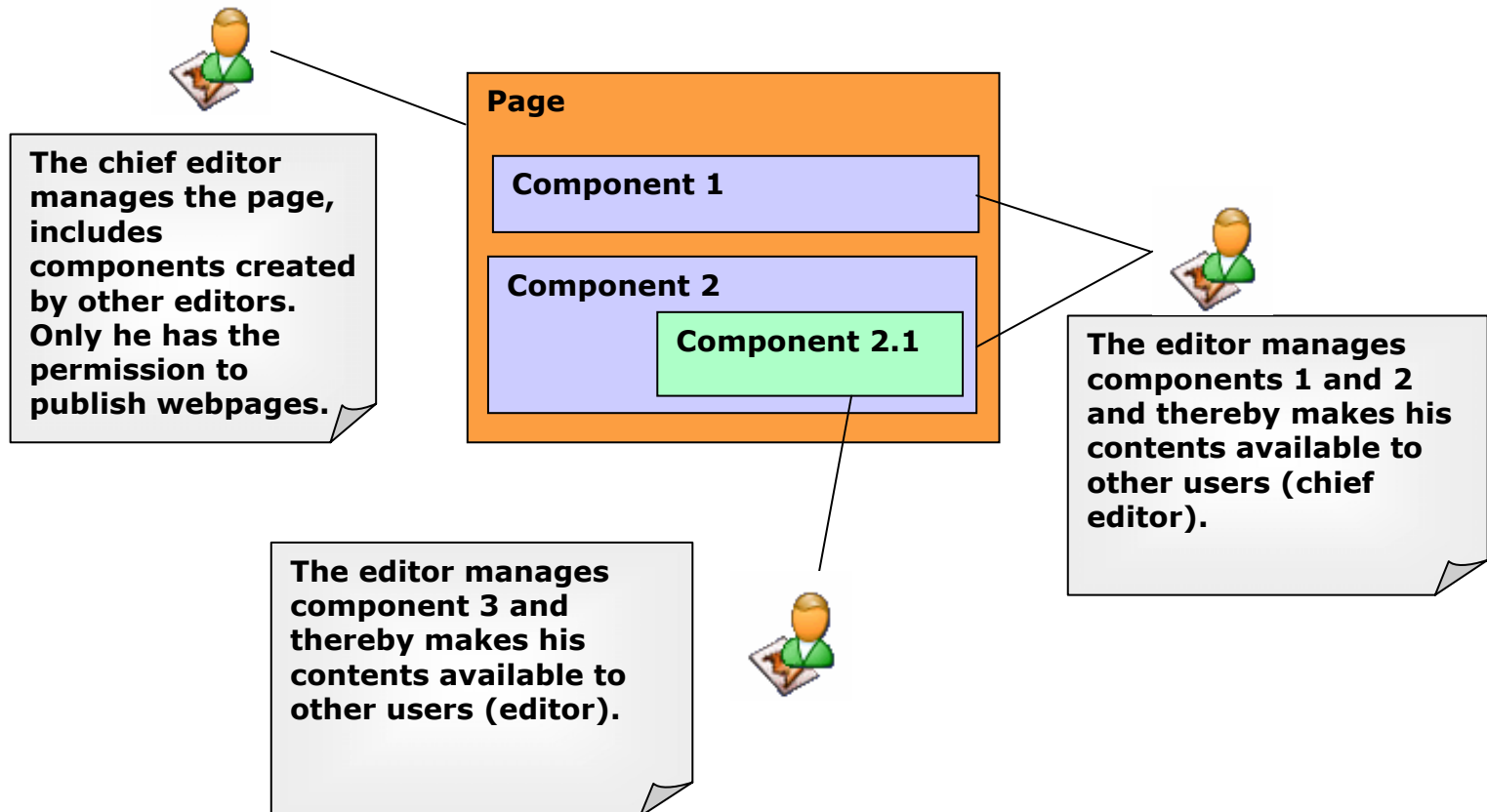
# Versioning

Automatic storage of the History of Information and Design seperately



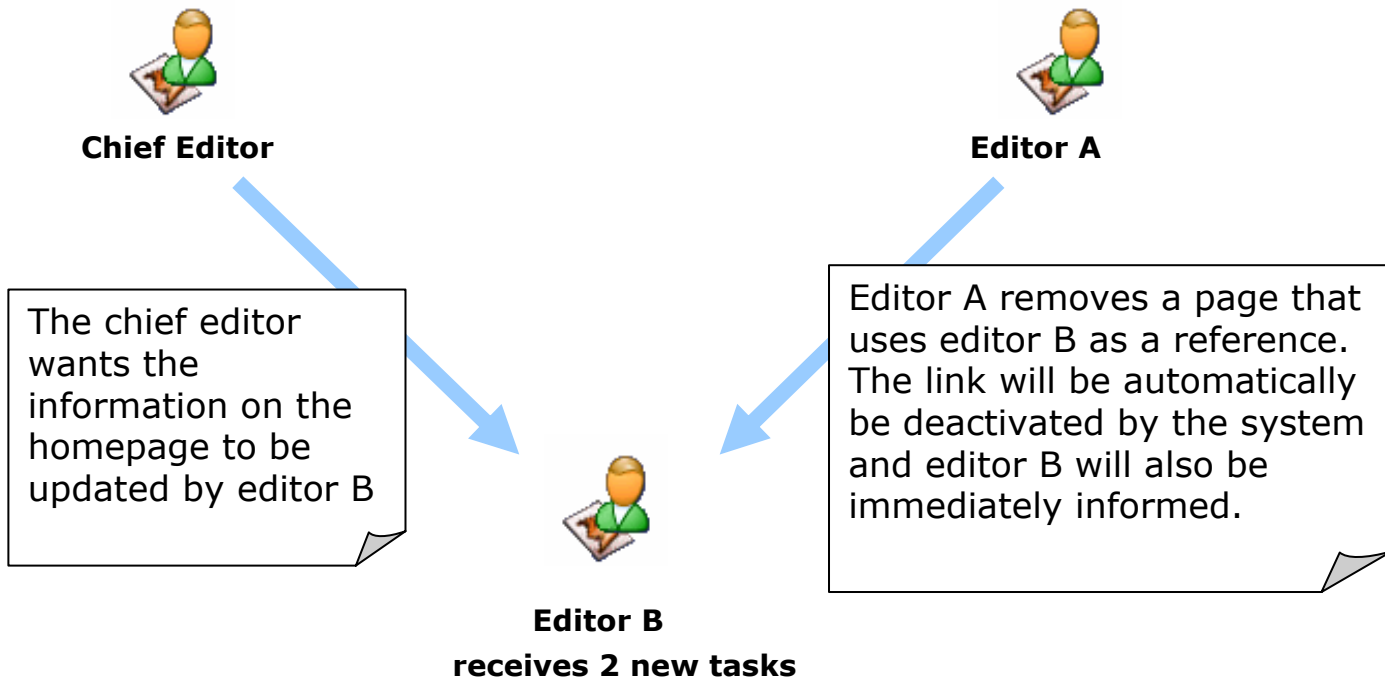
# Component System

High Flexibility and Division of Labour



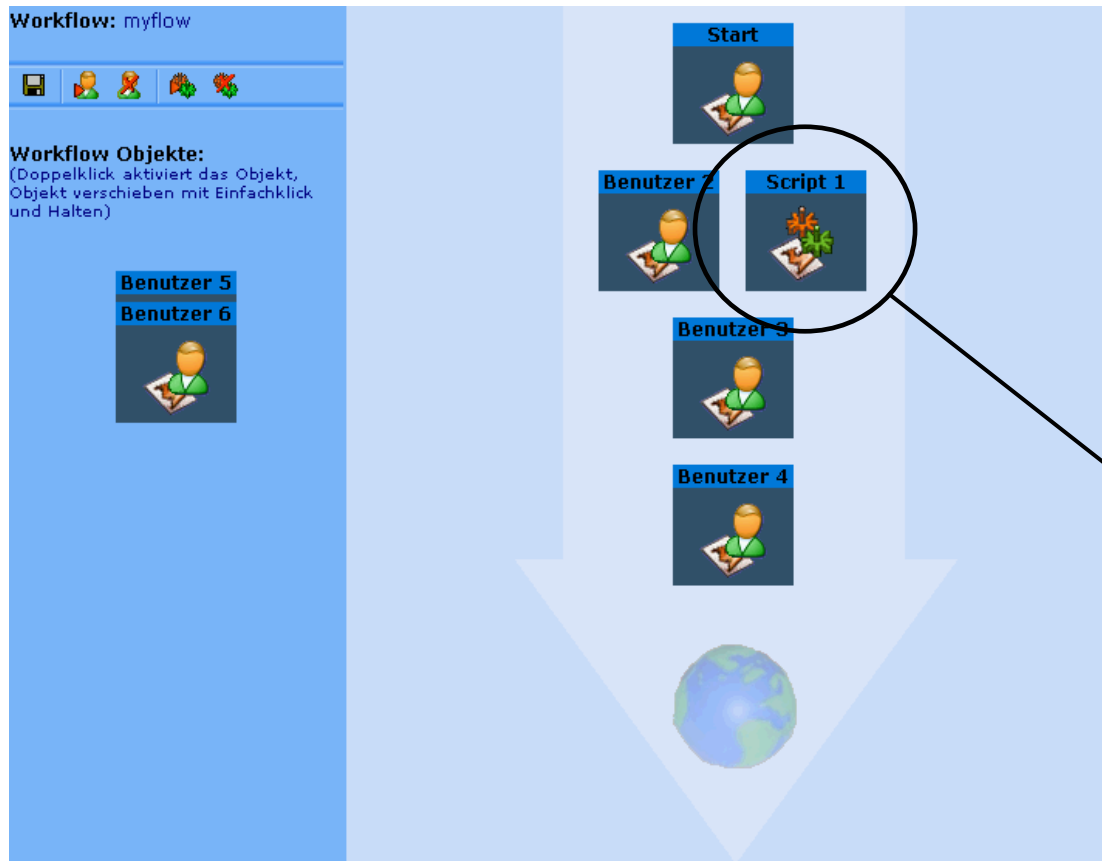
# Task Management

Efficient Cooperation through automatic and manual Assignment of Tasks, including e-Mail Notification



# Workflow

## Definition of Work and Release Processes



### Robots

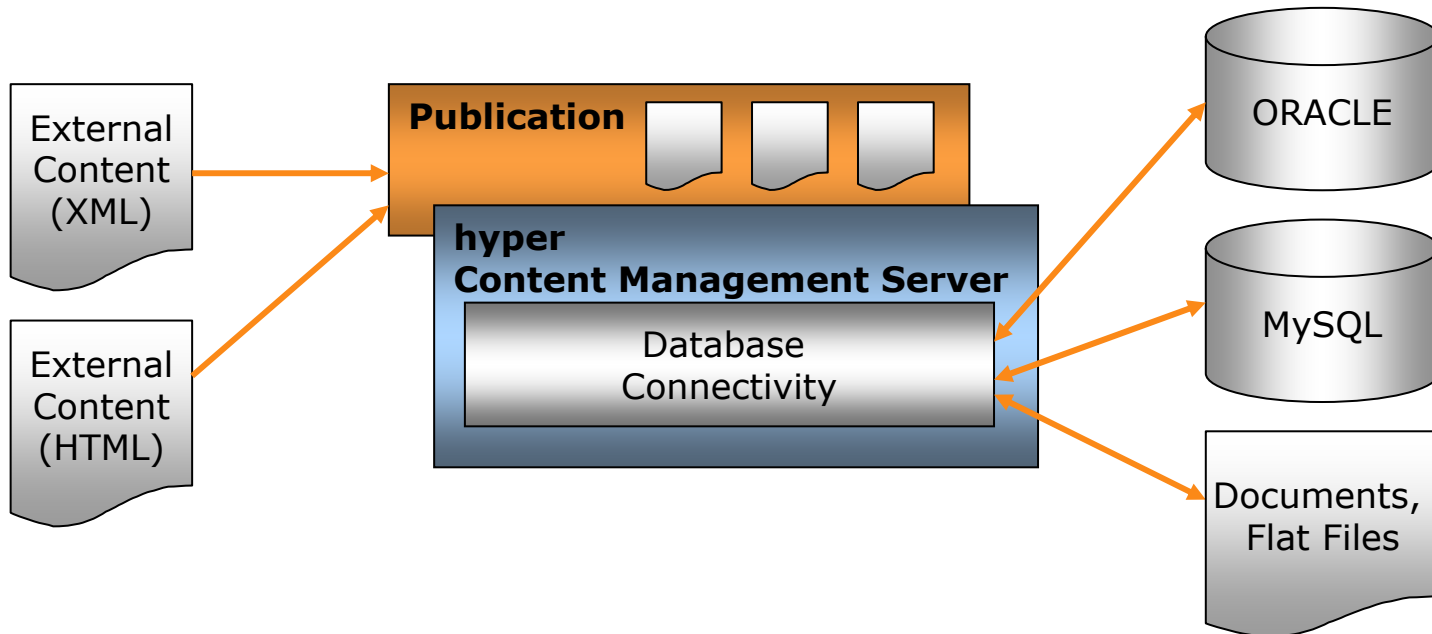
allows to automate the flow of content.  
Send a Newsletter,  
deliver data to external databases, check the content on bad words

# Easy Integration of Data Sources

## Database Connectivity for the Integration of external Content

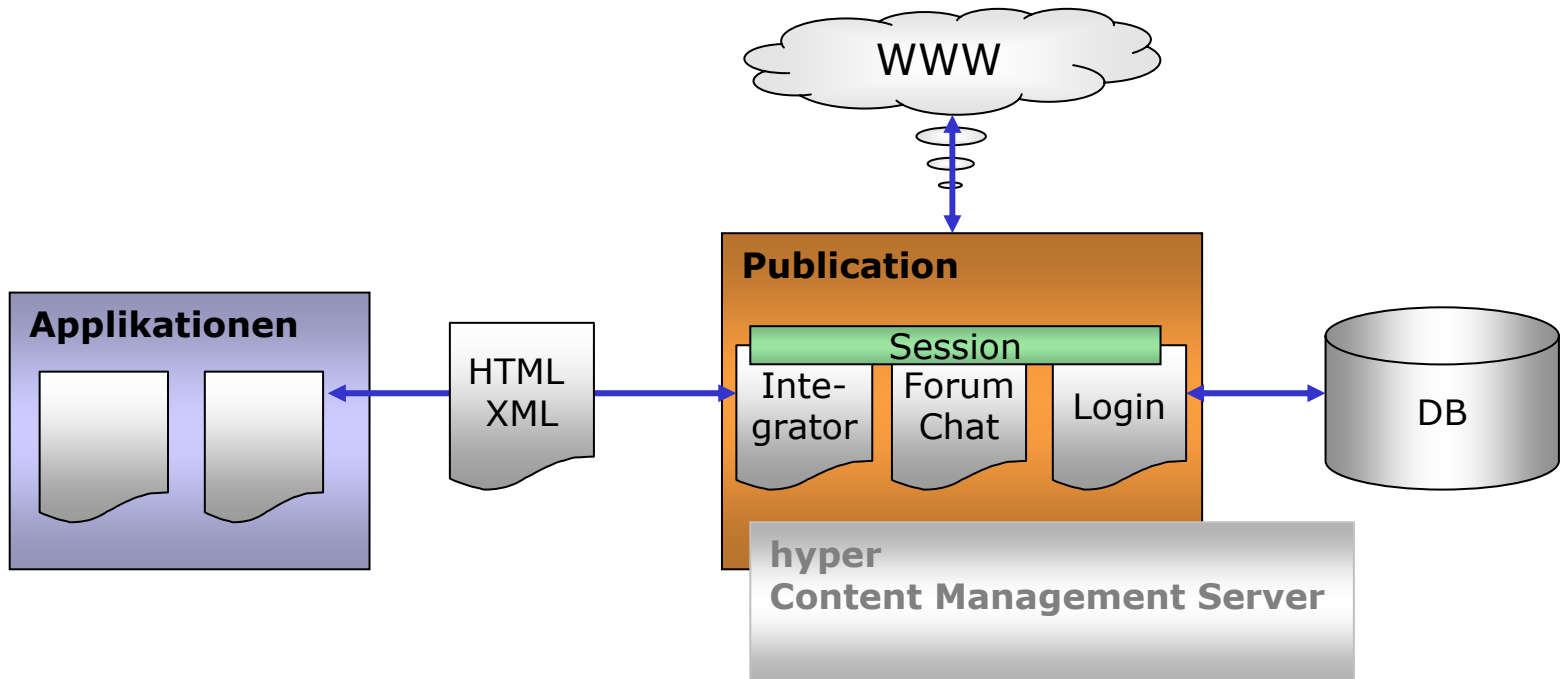
Content can be integrated unidirectional and also bidirectional from different data sources, such as reading data from and writing data to relational datenbases. This happens independently from the logical data structure of a database.

Via the usage of components external content can be integrated via HTTP on the publication itself.



# Integration of Applications

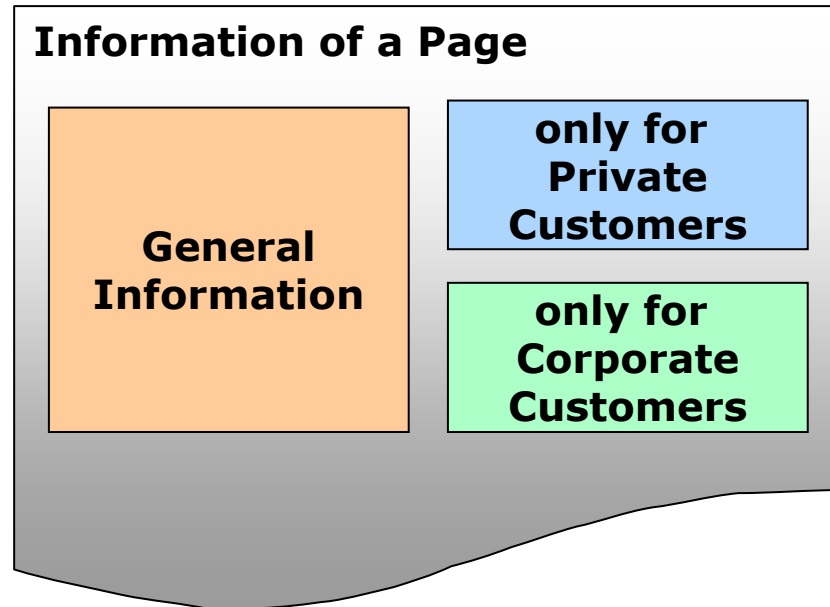
Use of Best-of-Breed Technologies and Webservices for the platform independent Integration of Applications



# Personalization

## Personalized Presentation of Information to specific Users

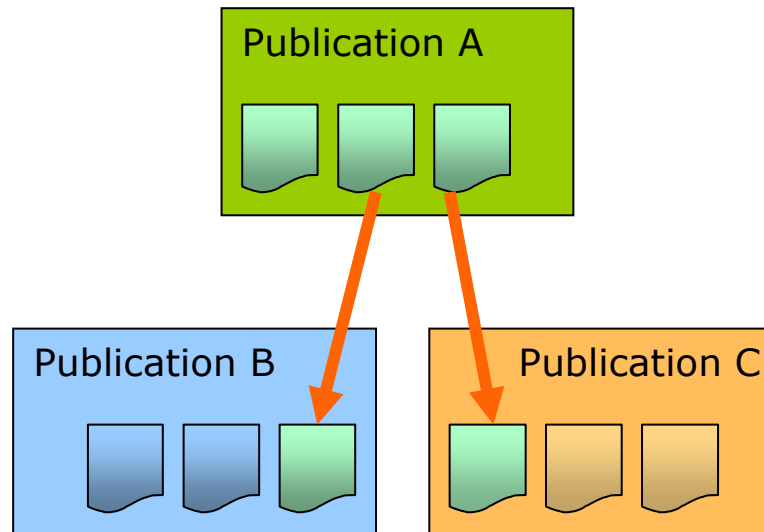
Due to the Customer Tracking und Customer Profiling content can be presented personalized.



# Publications and Inheritance

## Management of independent Publications

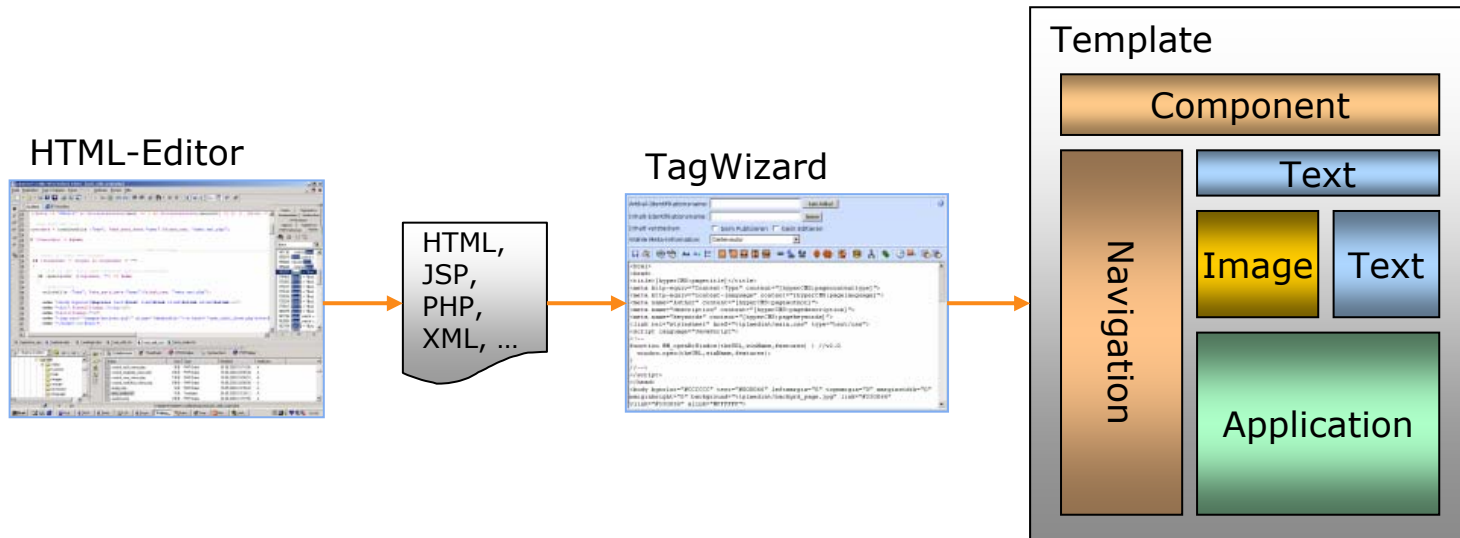
The hyper Content Management Server allows you to manage multiple independent publications. That way publications can be assigned to every independent organizational unit in your company. Content and design templates can be interchanged between the single publications. Therefore you can easily include centrally stored data into other publications.



# Templates and TagWizard

## Easy Creation of Design Templates with the Help of a Template-Editor

Defining Templates based on a given HTML-, ASP-, JSP-, PHP-, WML-Code. The TagWizard makes it easy to define the editable areas of a page or component.



## Key Benefits

- Separation of the Presentation and Management System  
(to integrate the published content into different Application Servers and to operate Websites independently of the CMS)
- The System is based on Standards (XML, XQL)
- The System is platform independent and offers 100% Staging  
(Operating System, Web-/Application Server)
- Flexible and scalable CMS, so the System is able to grow with your Company
- Short Project Durations due to an easy to install Out-of-the-Box Solution and an easy Implementation of Publications (The Implementation Costs are usually higher than the Costs for Licenses!)
- The Architecture of the System allows best possible TCO-Optimization