



## CONTENT MANAGEMENT SYSTEM FEATURES

Collaborative Wisdom CMS is an enterprise content management solution developed on the latest technologies from Microsoft, including ASP.NET 3.5 and SQL Server. This platform provides Collaborative Wisdom CMS with the ability to store heterogeneous data, such as text, images, videos, and audio files, in a single system. Collaborative Wisdom CM provides users with fast and easy access to all the information their organizations need day to day.

The design of the system allows for CMS features to be selected a-la-carte to meet your organization's needs. This approach allows your organization to have the capabilities of presenting information using the latest web technologies without having to purchase features you don't want or need.

## TECHNOLOGY

The Collaborative Wisdom CMS is built on Microsoft's latest web development framework, ASP.NET 3.5, AJAX, Microsoft SilverLight, and Microsoft SQL Server. This framework allows the Collaborative Wisdom CMS to provide features termed "Web 2.0" and seamlessly integrate with any web application that is created using ASP.NET 1.1 or later. It also provides a robust framework for interconnecting with web services located at other organizations.

## CMS CORE

The Collaborative Wisdom CMS Core is the basis of the CMS framework and is required for the use of the CMS Modules. Using only the CMS Core will provide your organization with most content management capabilities, including adding and editing web pages, inserting documents, photos and other files into the website, and managing the formatting of web pages with a high degree of control.

## CLICK, EDIT, SAVE.

Like many content management systems on the market, the Collaborative Wisdom CMS has a centralized administrative tool to locate and manage all content within the site. However, the Collaborative Wisdom CMS goes beyond this process by allowing any site administrator to use the "Quick Edit" process. The "Quick Edit" process works like this:

- STEP ONE: Right click on ANY content within your site to pull up the Editor.
- STEP TWO: Edit the content using the WYSIWYG Editor.
- STEP THREE: Save.

This paradigm allows you to see a change needed on your website and adjust it without having to hunt down the specific page in the administrative section. This is particularly important for sites that have hundreds or thousands of web pages.

## ROBUST WYSIWYG EDITOR

The “What You See Is What You Get” (“WYSIWYG”) Editor allows you to see what the page will look like as you are building and modifying it. The Editor uses familiar controls to manipulate formatting, such as Bold, Italics, Font, and Justification. It also has easy to use control to drop in tables, hyperlinks, documents, and more.

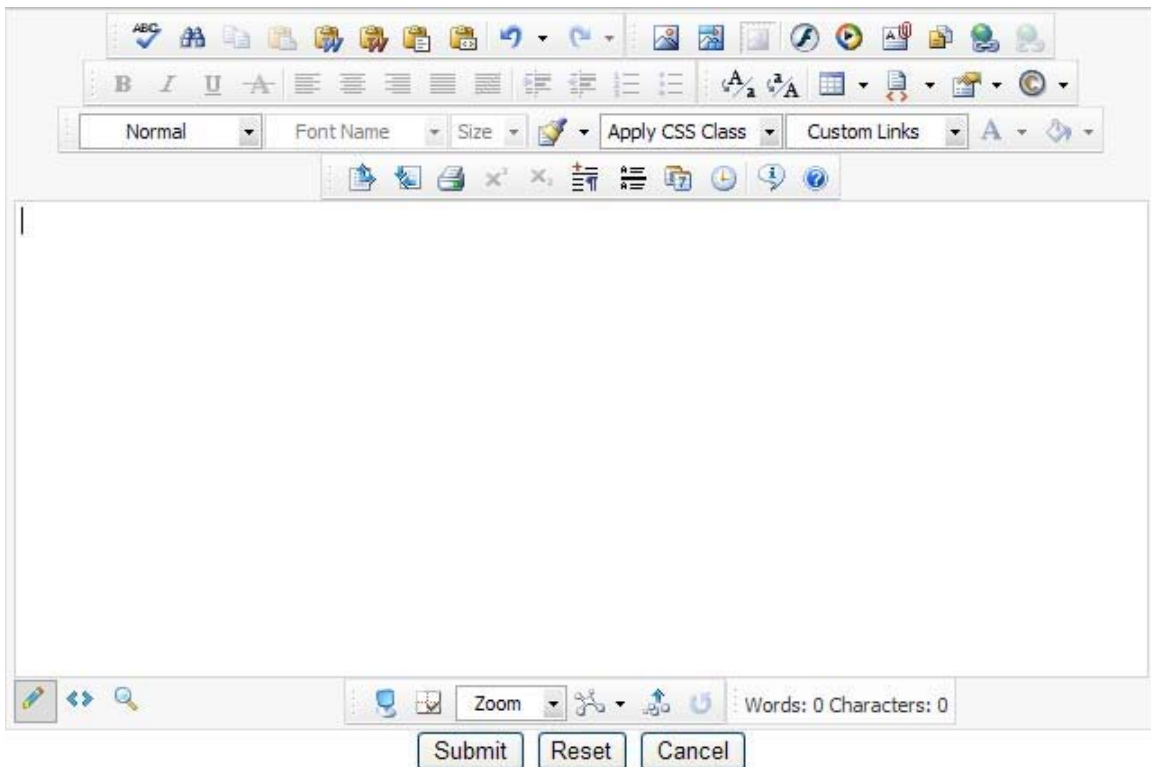


Figure 1: The WYSIWYG Editor

As your organization adds CMS Modules, such as the Events / Calendar Module, additional buttons allow those objects to be dropped into a web page as easily as adding text.

#### DOCUMENT MANAGEMENT

Although the web provides a great canvas for presenting information, many times an organization will need to supply content through a downloadable PDF, MS Office Document, or other file. The Editor's Document Manager allows you to upload a file and create a hyperlink to that file with a few easy clicks. When your visitors navigate to the page, they will be able to click the link to open and/or save the document.

#### IMAGE MANAGEMENT

Adding images to your web page is also done through a few clicks. Not only does the Editor upload your image and insert it into the page for you, but the Editor allows you to enter alternate text to be compliant with Federal guidelines, Section 508.

#### SPELL CHECKER

For convenience, a spell checker is included that comes with a default language database. You also have the capability of adding new words to the database.

#### HTML VIEW

For more advanced control over your page, the Editor allows you to toggle between the WYSIWYG View and the HTML View. The HTML View displays the underlying code that will be used to build the web page. You have the ability to modify this code directly to create advanced effects such as layering, adding contained Javascript, etc.

#### SEARCH ENGINE OPTIMIZATION

Search Engine Optimization is the term that describes techniques to enhance your web site's rankings in web search engines. Although the computations used by these companies are proprietary, several items are known to affect rankings. The Collaborative Wisdom CMS provides tools to enable you to enhance your web pages within those rankings.

#### METADATA

One of the oldest methods of affecting a web page's ranking is the use of Metadata. Metadata is information about the page that is not displayed on the page. The Collaborative Wisdom CMS provides the capability to add Keywords and Descriptions to every content page within your site.

The Metadata also provides the option for blocking a page from being searched by web crawlers if you choose not to have a page listed.

## SITE MAP

The Collaborative Wisdom CMS provides the capability of displaying a site map of your web site. Each page can be included or excluded from the site map through the Metadata. Additionally, site map information is displayed based on the visitor's login status. Therefore, private (or Member Only) pages will not be displayed to the public.

## SEARCH FEATURE

The Collaborative Wisdom CMS utilizes a search feature that not only captures web page content, but the content of PDFs, MS Office documents, and other files included within the web site.

## FRIENDLY URLS

Dynamically generated content on the web is often accompanied by a web address that is long and often unintelligible to a visitor. You may have the need to present a clean, understandable web address and the Collaborative Wisdom CMS can provide that function.

## CONTENT VERSIONING

When a web page is edited, a new "version" of the page is created. This procedure allows you to pull up and restore older versions of a web page. You can also load an older version of a web page into the editor and use it as a basis for a new version by editing details before saving it as a new version.

As part of the process, the Collaborative Wisdom CMS allows you to preview a page before committing the changes to the web site.

## CONTENT SUBSCRIPTIONS / RSS FEEDS

All content pages have the built in options of providing RSS feeds and email notifications. When a visitor chooses to subscribe to a page via, the visitor will receive an email every time the content is updated. If the user subscribes via RSS, the feed will be automatically updated via their feed reader.

## SCHEDULED PUBLISHING

You may have the need to create a web page in advance and have the page automatically display after a certain date. You also may need to have web pages removed from the web site on a future date. The Collaborative Wisdom CMS provides the ability to “sunrise” / “sunset” content through scheduling a display start date and/or end date.

## MULTI-LEVEL ADMINISTRATION

Your organization may only have one or a few administrators that will handle all content changes through out your web site. However, you may need to separate roles to allow some individuals total control while others may only be able to update certain sections (such as blogs, discussion boards, etc). The Collaborative Wisdom CMS has layered administrative security so you can control who can affect the content.

## MEMBERSHIP MODULE

The Collaborative Wisdom Membership Module provides the capability of segmenting content for a select group of visitors. These “Members” are required to login to the system to gain access to protected pages. The Membership Module is created around two concepts: “role” (or groups) and “members”.

## DEFAULT STRUCTURE

If you do not have an existing security structure for members, such as a membership database or Microsoft’s Active Directory, you can use the default structure. The Membership Module utilizes the ASP.NET membership modules to create a hierarchy of roles and users to protect content within your site. In addition to blocking web page views, the Membership Module incorporates file level security for increased protect of web pages, PDFs, Microsoft Office documents, and any other file type.

## ROLES

Roles form the basis of security permissions. When a web page is set as a private page (requiring login), a role or roles are assigned to that page. This means that anyone who logs in must be a member of a role with access in order to view the web page. You can use roles to create sections within your website that are only accessible to certain users.

## MEMBERS

The Collaborative Wisdom Membership Module provides the member accounts for visitors that enable them to log into your web site. By default, the security setting for the account requires that each account has a unique email and unique username. This not only allows for greater security for the accounts, but it also is required for password reminder features.

## STREAMING VIDEO MODULE

Microsoft has developed a new multimedia technology for the web called SilverLight (<http://www.microsoft.com/silverlight/>). The Collaborative Wisdom Streaming Video Module is a SilverLight player that can display multiple video formats (e.g. \*.wmv). Using this module, you have the capability of creating your own video library and playlists for your visitors to see. The video player has smooth transitions between playlist options and even allows users to expand the video to fill the whole screen without navigating away from your website.

The video library is created by uploading files and providing names and descriptions of each video. Then you have the ability of selecting which videos you want to display on a page, and in what order they should be presented.

## EVENTS/CALENDAR MODULE

Web calendars are a traditional staple of many web applications, but the usability of event systems can be frustrating. The Collaborative Wisdom Events / Calendar Module uses Microsoft Outlook styled administrative forms which allow you to view the calendar in daily, weekly, or monthly views. From these screens, you highlight the blocks of times to create events. You can even drag events to new times and dates without having to reenter them.

The events utilize complex reoccurrence logic so that they can be scheduled to be displayed at a certain interval.

## **INSURANCE AGENCY TOOL INTEGRATION**

The Collaborative Wisdom CMS features an integrated suite of popular BGA tools including:

- iPipeline Tools
- EBIX – VitalSuite and WinFlex Web
- Kaplan – Efficient Forms
- EZData – SmartOffice
- AgencyWorks
- BISG

## **MUCH MORE!**

In addition to these highlights, the Collaborative Wisdom CMS offers many, many more features such as:

- Building on-the-fly Image Maps
- Uploading preformatted layout templates
- Referencing CSS classes within the WYSIWYG Editor
- Embedding Flash and Shockwave Objects
- Cross Referencing documents, images, and files throughout the web site
- Cleaning content copied from Word documents

The best way for you to understand how Collaborative Wisdom has balanced the robust features required by a great CMS with the ease-of-use is to work with our live demo. Please contact us at [info@theabelgroup.com](mailto:info@theabelgroup.com) to schedule a hands-on walkthrough.