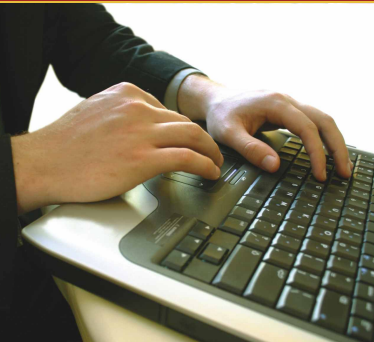




3Nexus Corporate Content Management System

Your Results.
Our Commitment.



Client is a leading provider of conferencing services (e.g. audio, video, and web) across the globe. The client needs to re-engineer a corporate web content management system (CMS). The existing system is a powerful marketing tool used by many departments to promote services, organize online demos and trainings, publish financial information, distribute booklets and manuals, and announce new services and product features.

Industry	Telecommunications
Solution	Corporate CMS system
Services Used	Custom Software Development (Dedicated Development Center Engagement Model)
Technologies	Platform: Microsoft.Net 1.1 Database Server: MS SQL server 2000 Telerik RAD controls NHibernate DotNetNuke Applications integrated with: Google Search, Salesforce.com (CRM), Eloqua CRM
Engagement Model	Time and Materials
Efforts	120 man-months

Key Features:

- ◆ **Core CMS:** Basic functionality includes pages creating and content updating.
- ◆ **Security:** Customized security options for particular website objects (folders, files, etc.)
- ◆ **Skin management:** Several skins developed for GCWS application. Users can change them including the page layout
- ◆ **Forms builder:** The module allows non technical users to create web forms and integrate with other legacy and existing corporate processes
- ◆ **Financial data modules:** The modules provides access and management of financial information
- ◆ **User management**
- ◆ **Campaign management:** Promo campaigns management module enables user to create or upload marketing campaigns
- ◆ **Press room:** Press releases and events subscription management module enables users to publish press releases and events, and subscribe to news
- ◆ **File sharing:** Shared data translation module enables translation of shared information into the target language of the local site
- ◆ **Resource management:** Resource management controls all website resources documents, including images, audio files, etc
- ◆ **Bookmark:** Link management module enables users to add so called smart links

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Solutions:

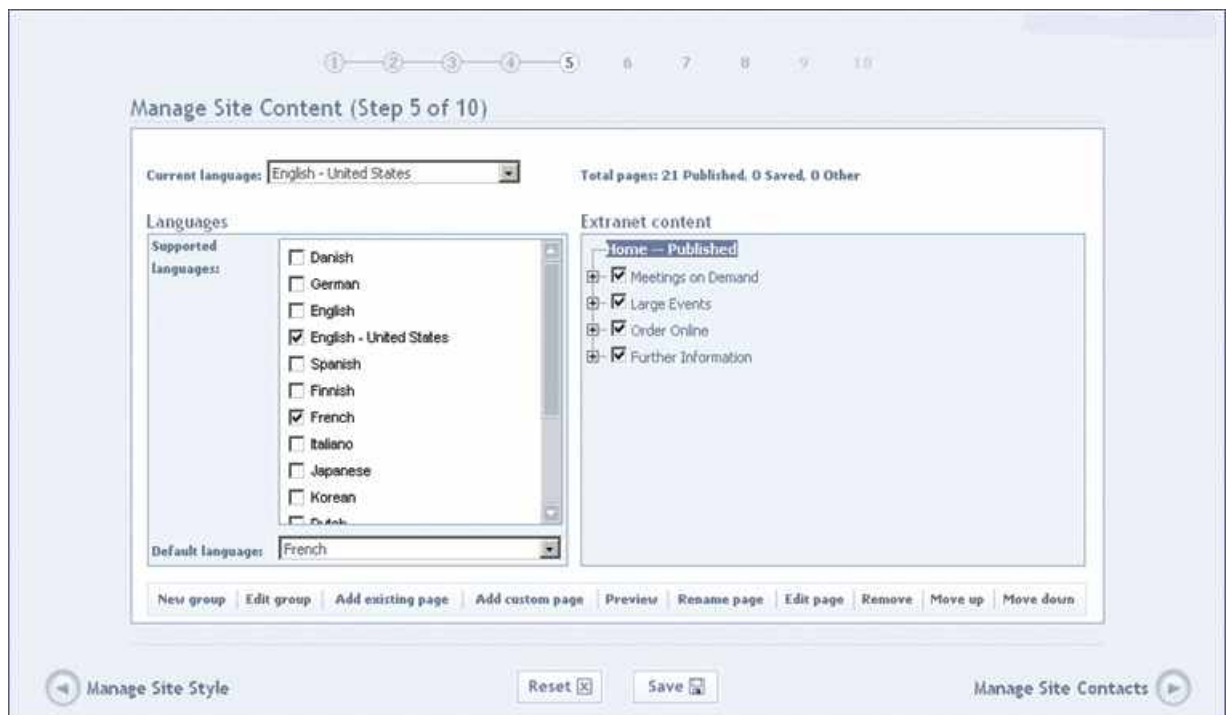
The CMS was based on the open source product DotNetNuke. Building on top to the open source solutions shorten the time to market and enable the team to improve many critical features:

- ♦ Access control for all the site pages and their functionality
- ♦ Dynamic form creation: Easy-to-build web forms to send e-mails, and publish data to integrated data source including Eloqua, and Salesforce CRM systems
- ♦ Web services and publishing: By integration with shareholder.com, live financial information including stock quotes, SEC and AMF filings and historical stock data is published.
- ♦ Advanced search features for multiple file formats including Word and PDF documents.
- ♦ Website skin management: The one-click new website skin settings without changing its content
- ♦ Localization content management: The client has a number of regional sites with a set of common pages (press releases, forms, events information, etc.) and local information in different languages.
- ♦ Marketing campaign editor: New user can easily integrate create independent marketing pages and publish them on the corporate web site.
- ♦ Concurrent content management capability: Several editors can work on the website content simultaneously; the administrator can review and publish the made changes.

Customer Benefits:

- ♦ Reusable design (developed for further reuse of application components in other legacy and future products)
- ♦ User-friendly and light-weight web design
- ♦ Automatic integration with Salesforce.com CRM system (every form created in the system automatically submits its data to the client's Salesforce.com CRM)

Screenshots:





Content Management System

Technical Overview:

The website was built from the scratch using Microsoft.Net, Nhibernate, and Telerik RAD controls. The application runs under Windows 2003 Server with Internet Information Services 6.0, the database used is Microsoft SQL Server 2000. The development process was Rational Unified Process. Development and testing tools are included into Rational Development Suite.

Technologies:

Platform: Microsoft.Net 1.1

Database Server: MS SQL server 2000

Telerik RAD controls

NHibernate

Applications integrated with: Google Search, Salesforce.com (CRM), Eloqua CRM

Efforts:

120 man-months



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