



REVIZE[®] WEB CONTENT MANAGEMENT SYSTEM

The Common Sense Approach To Content Management

Informational Brief

January, 2005

Value Proposition

The Revize Web Content Management System enables clients to easily update and quickly deploy their Web Pages, improve management and control of their Web Sites, and reduce costs associated with development and ongoing maintenance.

Benefits of the Revize Web Content Management System

Web Pages are kept up to date and current. Business users gain the ability to edit Web Pages directly, quickly and easily using "fill-in-the-blank" forms and simple wizards – no technical skills required. Outdated material no longer compromises the value of your Web Site as multiple business users (unlimited) can be authorized to update different sections of your Web Site. Your key audience – customers, employees, suppliers, students, receive the critical information you wish to convey. And you don't even have to wait for the Webmaster to return from vacation.

All Web Pages can be implemented with a consistent "look and feel". Standard Templates enforce your desired "image" across your whole organization or individual departments. At the same time, Revize gives you the flexibility to selectively allow more sophisticated business users greater latitude in what they can change on your Web Site.

Web Page changes can be reviewed and approved prior to publishing on the Web Site. Review and approval processes can be automated for even the most complex business structure with drag-and-drop simplicity. No need to fear that a Web Page will be published with unapproved or unwanted changes.

Web Site development and maintenance costs fall dramatically. Revize separates the technical side of Web Development from the content of your Web Site (e.g., text, images, lists, navigation). Non-technical business users can even update their own links and document archives. Web Developers' precious time is applied to upgrading the technology of your Web Site, rather than inserting text, new images, commas, colons, etc.

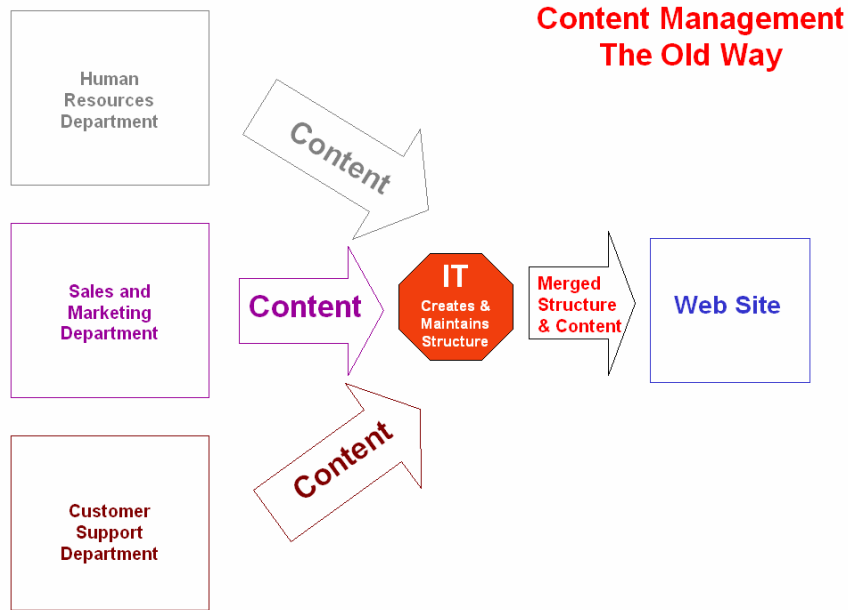
Web Pages and Web Sites can be deployed much more quickly. With Revize's Template-based architecture, Idetix leverages Templates to increase Web Developer productivity. Sophisticated, new Web Sites are up in about 1/3 the time it would take without the help of Revize. The same approach applies when converting existing Web Pages to the Revize system or interfacing with production systems and databases. Developers are spared the monotony of time-consuming conversion work, supporting management's needs for IT projects that come in on time and savings that appear on the bottom line.

With Revize as your content management solution, you will have the lowest "Total Cost of Ownership" in the industry. With one Revize server license you can have unlimited Users, Developers, Web Sites (i.e., URLs), and Web Pages. And no additional software is required – Revize is a complete product that installs quickly and easily in less than an hour.

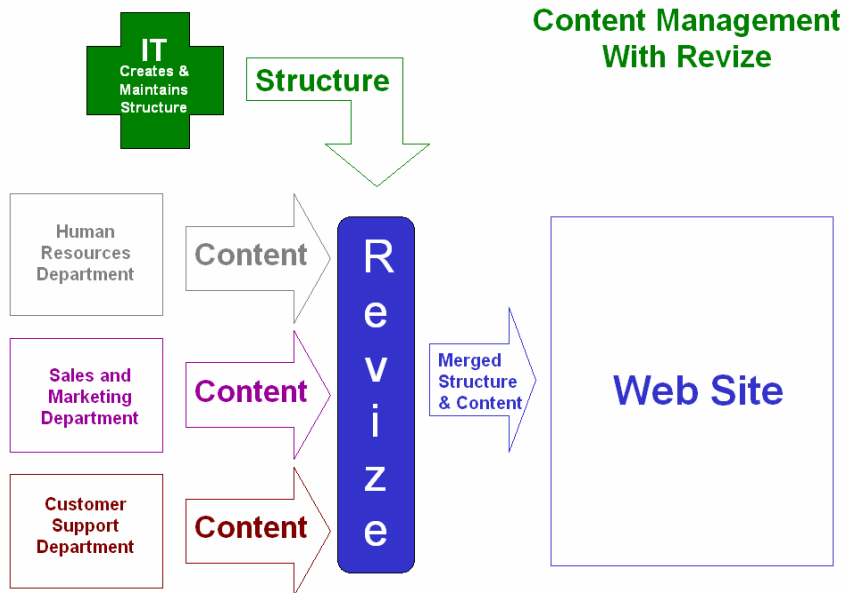
Revize Benefits Illustrated

Traditionally, content changes are all channeled through the IT department. This is a twofold problem:

1. IT departments are bogged down with endless content changes that keep them from doing what they are paid to do: Create new applications and manage Web Site structure.
2. A content log jam is created. Since IT doesn't have enough time to implement content changes, updates are endlessly delayed.



Revize solves the content log jam by managing content changes within the system and taking this tedious task entirely off the plate of IT. The IT department is free to contribute creative enhancements to a Web Site's structure (i.e., "look-and-feel"), insuring exceptional brand management and consistent navigational qualities within a Web Site or any grouping of Web Sites. Programmers are free to add new functionality, create online services and build sophisticated Web applications. Content contributions from knowledge workers are combined seamlessly into Web Pages published to the Web Site.



Revize Overview

The Revize Web Content Management System enables non-technical content contributors to quickly and easily keep their Web Pages up to date. Revize can be applied to a sophisticated, mature site or to the development of a new Web Site from the ground up. Revize is powerful enough to manage Web content for any large organization. Or, Revize can be localized into one or more departments.

With Revize, non-technical content owners can update Web Pages as quickly and easily as they can buy a book on the Internet – using “fill in the blanks” forms and easy to understand wizards.

Revize ensures that IT retains control of Web Pages and Web Sites. Yet, it also allows IT personnel to easily designate areas on each Web Page for non-technical content editors to change. For example, one of five images on a page might be designated for content editors, and three of five paragraphs of text might be likewise designated. Remaining elements are restricted to ensure a stable “look and feel”.

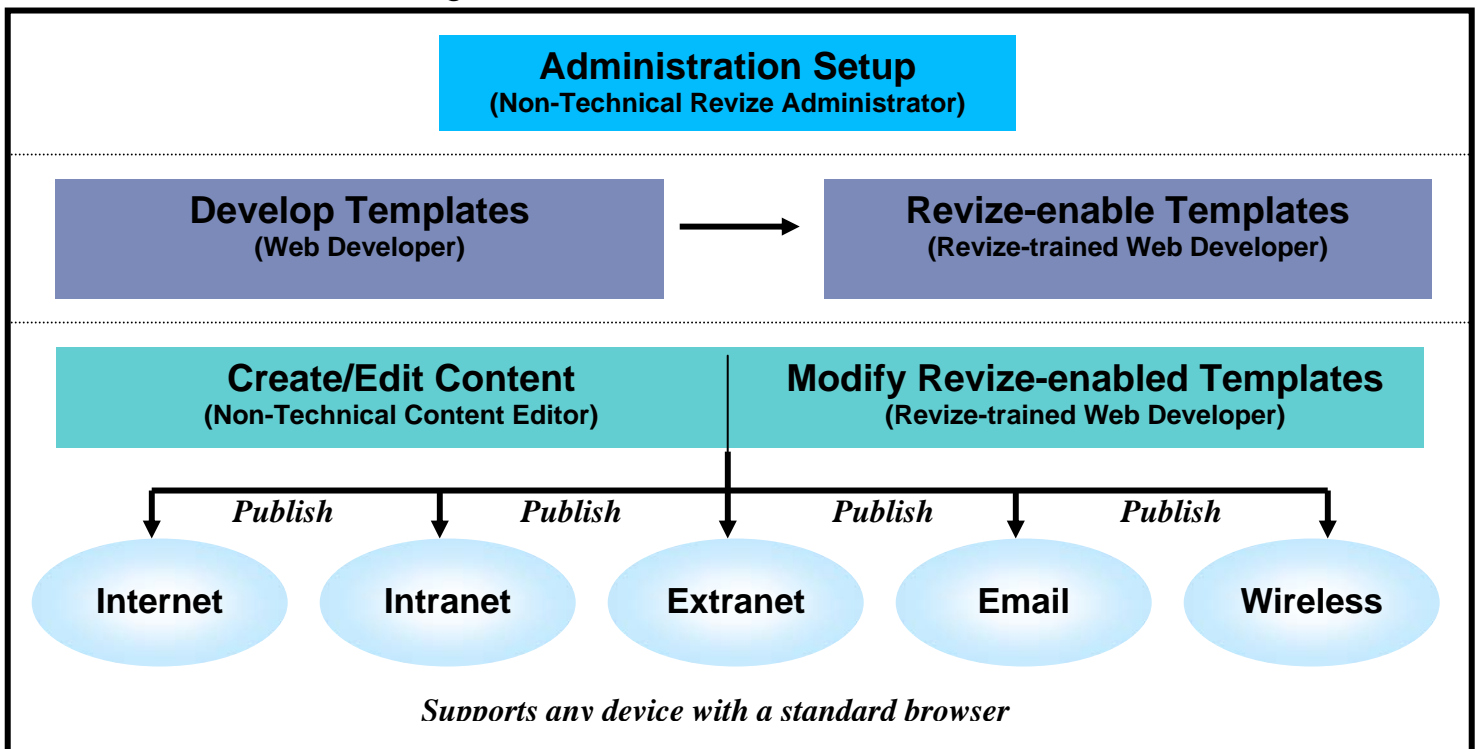
And IT can use Revize to give content editors as much power as desired. Content editors can be permitted to create new pages according to a designated “look and feel”, as well as links to those pages.

Content may need approval when it is changed. It may need editing. Revize Workflow allows for an automated approval system that gives approvers immediate access to content as soon as it changes, complete with email notification.

Since Revize includes a highly flexible system of roles and permissions, individual content editors can be restricted to editing specific pages. Or, one group of content editors may be assigned one paragraph on a page, and another group a different paragraph. The possibilities are limitless.

A system as powerful and flexible as Revize might take months to install and integrate. Not so. Because Revize is a complete, self-contained, out-of-the-box solution, it is installed and ready to go in less than an hour, saving your organization precious time and expense. Nor will Revize training drain your IT staff’s schedule. The Revize Administrator is trained in 2-4 hours, the Revize Web Developer is trained in 8-12 hours, and non-technical content editors require the least training of all: *one half hour to one hour depending on the number and complexity of the Web Pages they need to update.*

The Revize Publishing Process and Associated Roles



Revize Methodology and Development Metrics

The following depicts the four (4) steps of the Revize Development Process:

Step 1. Administration Setup (*Set-up Time Estimate: 1-2 hours*)

A non-technical individual or a Web Developer (customer's choice) is designated as the Revize Administrator. The Administrator establishes permissions for each Content Editor to edit his or her assigned Web Pages.

Step 2. Web Site Design Development (*Development Estimate: 2-4 hours per unique page design*)

Mid-level Web Developers skilled in HTML or any visual editor develop Web Page designs that embody the standard "look and feel" desired by the customer. This step may already have been accomplished before Revize is introduced (e.g., existing Web Sites, new Web Pages).

Step 3. Create Revize-enabled Web Pages and associated Edit Forms

(*Development Estimate: 1-2 hours per Web Page, 1-2 hours per set of Edit Forms*)

Mid-level Web Developers skilled in HTML or any visual editor use Revize to specify editable objects (e.g., text, images, files/documents, lists, links) for Content Editors to modify. In the same process, these Mid-level Web Developers will create Edit Forms that will be used by non-technical Content Owners to add and update Web Page content.

Step 4. Create Content and Publish (*Development Estimate: ½ hour per Web Page*)

Using custom fill-in-the-blank edit forms and wizard-driven Edit Forms, non-technical Content Editors can add/update content on existing Web Pages, add new Web Pages using established page designs, and/or control the navigation paths of the Web Site.

Note: The above process assumes appropriate Revize training has been conducted for the various personnel involved. Typically:

- Administrators: 2 – 4 hours of Revize Training
- Revize Developers: 8 – 12 hours of Revize Training
- Content Owners/Editors: ½ – 1 Hour of Training
(i.e., log-in, "fill in the blank" edit forms, wizards only)

Technical Overview

The Revize Web Content Management System is a standards-based, open architecture software product without any proprietary restrictions. Revize uses leading industry technologies to avoid integration problems with existing systems and comes *complete* with its own integrated Publishing Engine, Embedded Relational DB, JSP/Servlet Engine, and Application Server.

Significantly, Revize is a cross-platform, dynamic application that reconstructs Web Pages and republishes them **only when content is changed, not on every page view**. By publishing pages to your Web Site when content is changed, rather than constructing pages every time they are viewed, Revize maximizes response time to the visitors who browse your Web Sites. And this strategy completely supports all Search Engines – even those that use "automated spider" technology to index your Web Site.

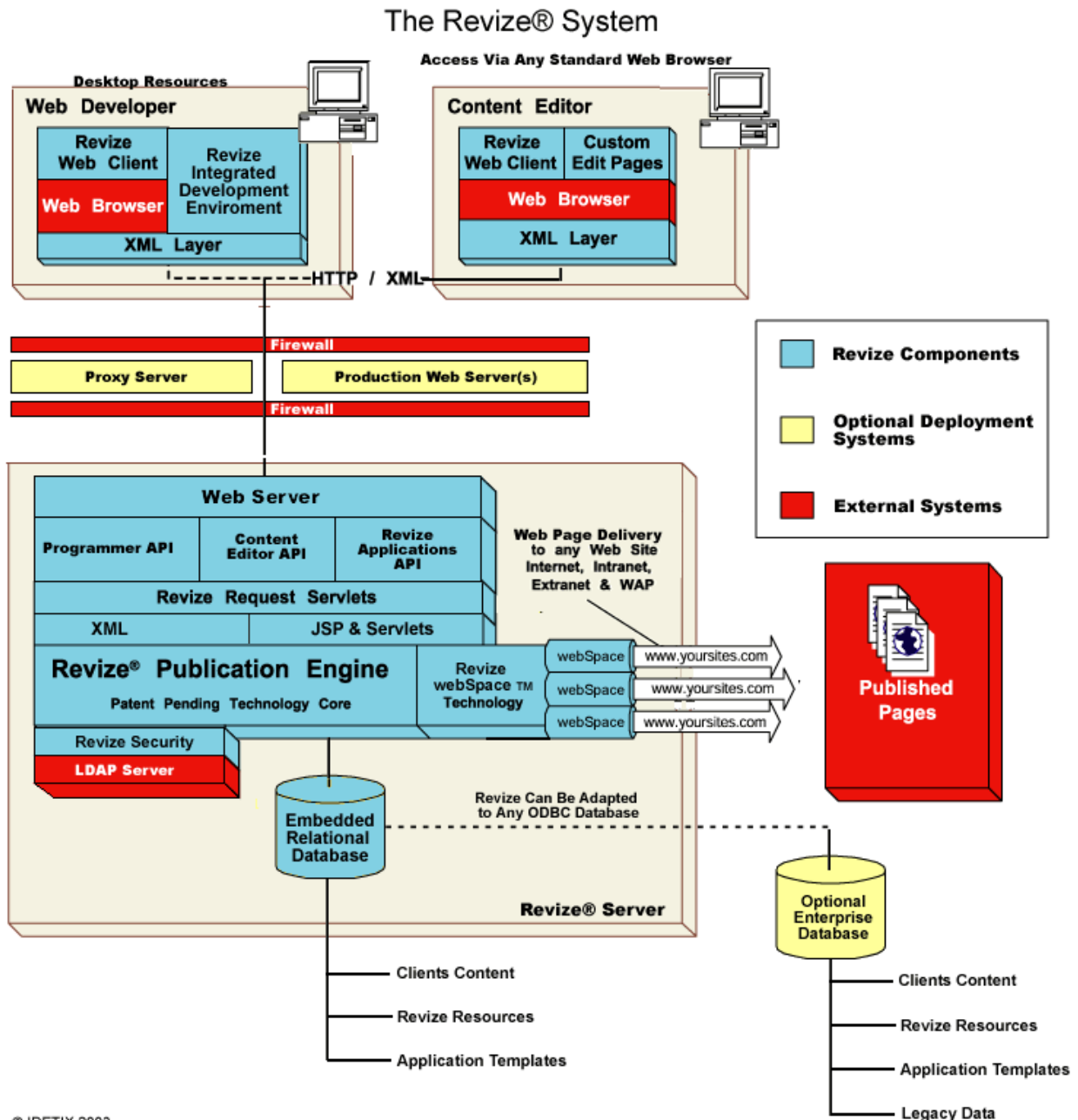
Furthermore, because Revize constructs pages when they are changed, not when they are viewed, Revize works together seamlessly *with any other dynamic technology*. For example, Revize might publish an ASP page out to a server when content is changed on the page. Then, at view time, the page is free of Revize and able to interact with a Microsoft .NET engine for purposes such as eCommerce or accessing legacy databases.

To help Web Developers, Revize comes complete with Smart Tags that can be visually placed on the page with the Revize Dreamweaver extension. These tags are fully customizable and allow the developer to expand Revize functionality as much as needed. To maximize this extensibility, the full Revize Java API is provided with the product. Revize thus becomes a true framework for easily building online services and applications – as well as providing robust out-of-the-box content management capability. These Web Developer techniques are documented in the Revize Developer Handbook.

Revize utilizes the following standards and technologies:

- Java, J2EE Web Applications
- Java Server Pages (JSP), JSP Tag Libraries
- XML-based Communication and Tag Language
- SQL, ODBC, JDBC compliance
- HTTP, HTML, JavaScript
- Web-based Administration Functions
- LDAP, Java 2 Security Model

The following Revize architectural diagram illustrates the interactions between the users of the system and the underlying technologies.



Revize webSpaces™

Idetix has developed a unique system to reduce an organization's total cost of ownership for the management of its content. A single Revize installation can be segmented to manage many different Web Sites, assigning to each its own set of administrators, developers, and editors, as well as its own workflow system. Each group of users can remain entirely separate from the others. Each of the managed sites exists in its own "space" – that is, its own Revize webSpace.

Although a Revize webSpace is often used to manage separate Web Sites, different portions of a single Web Site can be segregated into their own webSpaces. Or, more than one Web Site can be included in a single webSpace, where the same set of personnel manages multiple sites. Finally, a given user can be assigned to more than one webSpace. Revize webSpaces mold to fit your organizational structure. Rather than purchasing multiple copies of Revize, your organization purchases a license for additional webSpaces at a fraction of the cost.

Technically, a webSpace is a logical entity of administrative control relative to Web Assets, Workflow Management and Security Administration. This span of control is totally determined by the customer.

Web Assets include:

- Revize-enabled Web Page Templates
- Edit Forms (used by Content Editors)
- Content used on Web Pages within a given webSpace
- Global content used throughout a given webSpace

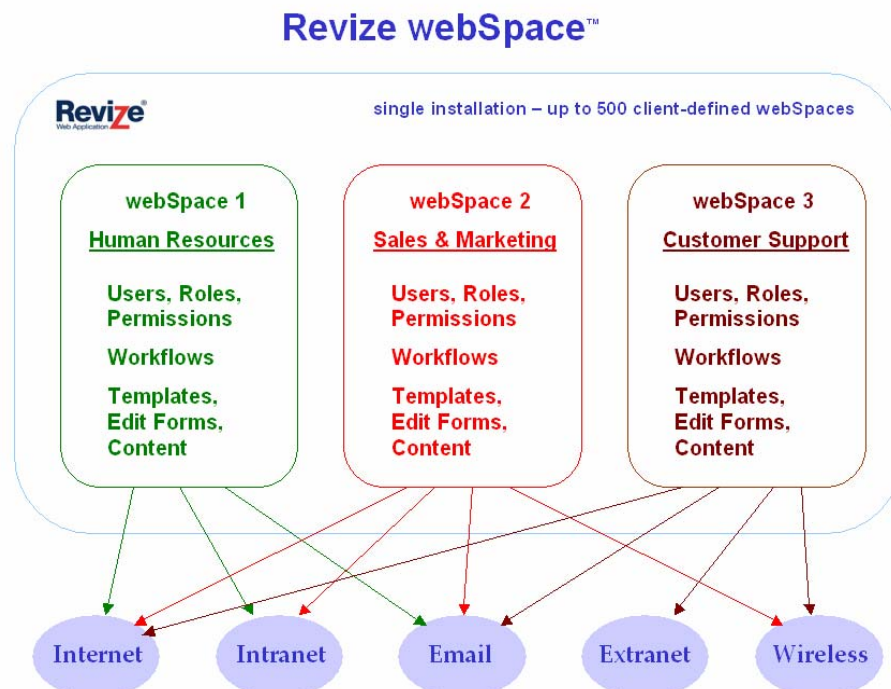
Workflow Management includes:

- Ability to define and use Workflows to manage the creation and updating processes associated with some or all of an organization's Web Assets

Security Administration includes:

- Ability to assign roles and permissions to Users that are enforced within a single webSpace.

As the following diagram demonstrates, multiple webSpaces (up to 500) can coexist within the same server installation of Revize, publishing to multiple channels.



Revize – The Right Solution

Revize is the *right solution* providing practical, usable functionality that allows companies to effectively and completely develop, manage and update entire Web Sites with little startup cost and time. That is, Revize is a systemic, “out of the box” solution that enables companies to get started quickly without additional costs or support – it installs easily in less than 1 hour!!!

The Revize “feature set” is comprehensive and pragmatic containing the features *you need to effectively support your Web Site* – and it’s easy to use. Through the Dreamweaver Extension, Web Developers can quickly and easily build Templates and Edit Forms for the entire Web Site. Templates enforce a standard “look and feel” *and leverage Web Developers’ time through Template reusability*. Additionally, through its Smart Tags and Java API, Revize can be extended to support virtually every type of Web Site.

And most significantly, Revize empowers non-technical Content Editors to keep their own Web Pages up to date with easy-to-use Edit Forms. Where desired, Content Editors can be further empowered to use Wizards to add Web Pages and control the navigation of their Web Pages.

In summary, Revize has the right set of features available in an easy-to-use interface with the lowest Total Cost of Ownership on the market today.

Highlights of Revize Version 4.3

- Enhanced Image Management Support including customized folders and new Image Resizing capability
- Enhanced Web Site/Page publishing performance improvements – greater speed
- Enhanced Workflow capability including email authentication
- Improved Session Management
- New LDAP Support enabling Web Administrators to leverage existing security structures
- New Scheduled Publishing/Page Expiration feature improving management & control of Web Sites
- Support for Dreamweaver
- Idetix announces its new Application & Template Library
 - Calendaring Application
 - Web Form builder wizard
 - Customer Satisfaction Template Set
 - Training Evaluation Template Set
 - Revize WEBGEB – Web Site Generator for County and City Governments
 - Revize WEBGEB – Web Site Generator for Colleges and Universities
 - Revize WEBGEB – Web Site Generator for K12 School Districts

REVIZE v4.3 – Web Content Management System

MAJOR FEATURES

- √ Template-based for productivity and control separating content from Web Page structure
- √ Customer-defined Workflows – supports review/approval processes, email notification
- √ Dynamically assembles Web Pages and immediately publishes static pages at time of change maximizing Response Time to Visitors
- √ “Out of the Box” and ready-to-install – comes complete with Publishing Engine, Embedded Relational DB, JSP/Servlet Engine, and Application/Web Server – no additional costs
- √ Completely supports new or existing Web Sites whether created via native HTML, Dreamweaver, Front Page, etc.
- √ Lowest “Total Cost of Ownership” in the industry – including software, training, installation/setup, support

CONTENT EDITING

- √ Ability for non-technical End Users to add, preview and update Web Pages using any standard browser (including remote activities)
- √ Rich Text Editor provides WORD-like editing capabilities
- √ Includes “Spellchecker”
- √ Ability to copy and paste content from WORD documents retaining WORD formatting
- √ Ability to update text, images, graphics, sound, video, documents, PDFs, lists and links
- √ Ability to quickly and easily create phone/contact lists
- √ Ability to add, preview and update “global objects” (i.e., objects used by many Web Pages)

WORKFLOW MANAGEMENT

- √ A customizable Workflow Management feature that provides an automated review and approval process prior to publishing Web Pages to Web Server including check in/out, approval, versioning and email notification
- √ Ability to define multiple workflows with concurrent review/approval activities
- √ Includes Audit Trail Report of all changes

MANAGEMENT

- √ Template-based structure helps control a client-defined standard “look and feel” of Web Site
- √ Supports Scheduled Publishing and Expiration
- √ Supports content and Web Page versioning
- √ Ability to publish earlier versions of Web Pages (i.e., rollback capabilities)
- √ Ability to attach Metadata a content object (e.g., date, author, email, phone, department, expiration/review date, intended audience, etc.)
- √ Includes Audit Trail Report of all changes
- √ Web-based Administrative Maintenance and Workflow Creation/Maintenance Functions

SECURITY

- √ Roles and Permission-based Security Model
- √ Ability to setup Content Owners/Editors and restrict which Web Pages they are authorized to update
- √ Ability to manage Workflows by Department

GENERAL FEATURES / PERFORMANCE

- √ Relational capability
- √ Link manager
- √ Batch Import Utility for Content
- √ Search capability for Web Site visitors
- √ Special Dreamweaver Extension
- √ Supports 3rd party software product integration for personalization/customization
- √ Single implementation can support a Web Site with over 10,000 Web Pages
- √ Ability to support information-gathering Web Pages and Web-based payment activities
- √ Immediate deployment when content or templates are changed (subject to Workflow rules and Scheduled Publishing parameters)
- √ Content can be reused, repurposed across site
- √ Ability to link to applications on other Web Sites
- √ Ability to publish to Internets, Intranets, Extranets, Wireless Devices, Staging areas
- √ User Manuals including Tutorials
- √ Outstanding Customer Support

TECHNICAL

- √ Built-in Pure Java providing Cross-Platform Support and based upon industry standards, open architecture
- √ Comes complete with Publishing Engine, Embedded Relational DB, JSP/Servlet Engine, and Application/Web Server
- √ Publishes Web Pages when Content or Web Page Template (i.e., structure) changes; extensibility allows custom code to access client databases/systems dynamically at point of viewing a Web Page
- √ SQL, ODBC, JDBC compliance
- √ Uses LDAP, Java 2 Security Model
- √ Platform Independent (Certified on Windows NT, 2000, XP, Red Hat Linux 6.2/7.2, Solaris 8)
- √ Supports any standard Web browser
- √ Integrated with Macromedia’s Dreamweaver

PRICING

- √ Server-based Pricing (i.e., *not* User-based or URL-based pricing)
- √ Unlimited URLs, Web Sites, Web Pages
- √ Unlimited Web Developers, Content Editors
- √ Annual Maintenance included for 1st Year
- √ Instructor-led Onsite & Web-based Training options, self-paced Web-based Training option