

Crown SiteBuilder

WEB CONTENT MANAGEMENT SUITE

Crown SiteBuilder for EMC Documentum is a comprehensive suite of Web Content Management (WCM) products for multi-site and complex site management. SiteBuilder is a complementary addition to Documentum that leverages EMC Documentum's enterprise platform strengths. SiteBuilder's revolutionary approach integrates the contribution of knowledge workers, business content authors and web programmers to deliver the ideal combination of a high performance, efficient platform and a rich visitor experience

USER EMPOWERMENT

Crown SiteBuilder Web Content Management Suite offers enhanced functionality and flexibility to EMC Documentum customers through a set of WCM components that can be combined in a variety of ways to provide a best-of-breed web solution.

SiteBuilder empowers business content authors and creative designers with wizards and configuration capabilities that remove technically-intensive development efforts. Non-technical personnel can even incorporate sophisticated interactive capabilities into the site visitor experience by leveraging SiteBuilder's componentized architecture. Web programmers can easily define and enforce standards using a unified template architecture that allows reuse to improve efficiency across all aspects of site deployment.

SITEBUILDER SUITE COMPONENTS

SiteBuilder's components provide a comprehensive approach to enterprise web content management:

- **Web Content Manager:** is an Ajax based alternative to Web Publisher classic view. Features include advanced search and filtering tools, container/component/personalized component relationship display, configurable display options, configurable actions, column sorts, and much more.

- **Web Composer:** is a lightweight, extensible in-context and forms-based editing application. Authors and editors can browse their website to locate and update content in-context. Robust word processing-based editing tools along with access to EMC Documentum workflow capabilities enhance productivity while maintaining established process flows
- **Dynamic Content Generator:** automatically assembles content (such as index pages or navigation files) at design time based on a configurable set of criteria. This allows the routing of dynamically assembled content through workflow or manual approval processes as well as automatic content regeneration and publishing to the web.
- **SiteWizard:** simplifies creating a new site or copying an existing one. The SiteWizard allows you to quickly replicate sites that share similar content or structure.
- **SiteBuilder Extensions:** provide rich features like banner manager, content loader, meta-data loader, content sharing library, feeds manager, SCS verifier, list manager and more. Extensions are sold separately.

THE SITEBUILDER ADVANTAGE

- **Reduced time to configuration, deployment & enhancement**
- **Built-in standards enable greater brand consistency**
- **Content reuse creates greater efficiency and reduces the need for specialized web and creative talent**
- **Content can be personalized and enhanced to your existing clients, improving the visitor experience**
- **eMarketing Intelligence tracks visitor behavior and provides insight for site design and sales opportunities**

TAKE THE NEXT STEP

To learn more or register for an online seminar, visit www.crownpartners.com or email info@crownpartners.com.





**CROWN
PARTNERS**

ABOUT US

A leading provider of Enterprise Information Management (EIM) platform solutions, Crown Partners helps customers succeed by streamlining and simplifying information-intensive business processes. Crown utilizes a hybrid methodology, providing Global 2000 companies field-proven software products, quality professional services and educational resources that optimize performance of the EMC Documentum, Oracle Hyperion, and Microsoft SharePoint platforms. With more than 500 “go-lives” and most of the Dow 30 companies as customers, Crown software engineers and service professionals quickly and efficiently identify business needs, automate critical business processes and drive platform performance.

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