

Crown Web Gear

INTERACTIVE COMPONENTS

Crown Web Gear provides a suite of interactive components to enhance Websites created with EMC Documentum's Web Content Management edition. Web Gear's components provide features like registration, search, personalization, and blogs that complement authored content and provide a Web 2.0 experience for your site visitors.

THE FUNCTIONALITY CHALLENGE

It is well established that effective websites provide critical competitive advantages to savvy businesses. Websites are more than just content farms, they need to provide user-friendly experiences, measurable intelligence on visitor behavior, and constant lead generation, not just static information.

For instance:

- **Web Marketers need interactive features to help attract and hold visitors to their sites.**
- **Project Managers need better online collaborative tools for their disparate team members.**
- **E-commerce professionals need highly functional, aesthetic retail environments that drive sales through innovative personalization.**

While the technology to accomplish these goals has existed for years, it has not been easily scalable to the enterprise level, nor does it easily integrate with back-office enterprise software platforms. Large organizations that wanted to leverage user-generated content, personalization, user account tools or other visitor-engaging web functions have had to rely on expensive custom developments or hosted solutions with limited branding opportunities.

REUSE INTERACTIVE FEATURES

Web Gear is a platform for creating, deploying and maintaining interactive components on your sites built on EMC software.

Rather than building the same feature on a site by site basis, Web Gear provides a suite of features that can be reused across multiple sites. In addition, the features are completely configurable with respect to layout, format, business rules, form fields, and language allowing the features to be used on all types of sites.

The best part is, Web Gear can be created, configured and deployed by a non-technical user. Using a wizard interface designed specially for each component, the user manages layout, business rules, format, messages, forms fields and language. Any of these configurations can be changed very quickly, allowing the user to view the results on the Website right away, without the need for additional coding or restarts.

WEB GEAR INTERACTIVE FEATURES

Additional Web Gear features is available in kits that are based upon related sets of functionality.

- **Basic Kit:** Search, Image Gallery, Email-a-friend, Analytics
- **Product Microsite:** User Registration, User Management, Data file extraction
- **Personalization Kit:** Advanced user management, advanced registration, content personalization features

WEB GEAR BENEFITS

- Supports rapid site creation and configuration by non-technical users
- Less costly than expensive portal solutions
- Supports the integration of static and dynamic content
- Supports open-source standards
- Works with existing Documentum-based sites
- Automatic Deployment

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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