

Rapidly Deploy Your Content-Driven Business Initiatives

Are you challenged with deploying and maintaining a variety of intranets, extranets, department sites, corporate sites, and e-commerce initiatives in Internet time? Is the cost and complexity of managing these sites getting out of control? To be successful with these initiatives, you need the ability to easily manage and dynamically deliver personalized content to your target audiences. And you need a scalable platform that allows you to reuse content and business logic across initiatives. By giving your business users control over their own content, and your IT experts a platform for growth, you drive down the cost of each new initiative, keep up with the increasing demand for new sites, and eliminate the chaos that many companies are experiencing today.

FatWire Content Server™ powers extended enterprise solutions that build customer loyalty, reach new markets, strengthen brand identity, boost productivity, and reduce costs. With Content Server, you can:

Manage Information

FatWire Content Server makes it easy for employees across the enterprise to contribute and manage content – whether it is unstructured content, structured documents, or rich media. Content creation can be done in familiar programs such as Microsoft Word. Production and publishing is streamlined with an enterprise-class workflow.

Customize Interactions

FatWire Content Server dynamically serves customized information to your user base according either to their preferences or your marketing priorities. By delivering more useful and engaging user experiences, Content Server can help you build and maintain stronger, more profitable relationships.

Integrate Back-Office Data or Content

FatWire Content Server enables you to integrate archived and real-time data from back-office applications to deliver rich, content-driven experiences.

FatWire Content Server mixes robust content functionality with a high-performance technology base. Built natively on J2EE application servers, including BEA, IBM, and Sun, Content Server provides an open, extensible framework for growth. Content Server customers regularly leverage its services and those of J2EE application servers to build their own dynamic, content-driven applications.

A Solution for the Future

FatWire Content Server – Platform for Multiple Enterprise Initiatives

FatWire Content Server is built to run on top of industry standard application servers for performance and scalability, architected to scale as your business needs scale and grow, and designed to put control into the hands of business users, freeing information technologists to focus on value-add internal business process and information access.

FatWire Content Server is a single solution for next-generation, content-centric web applications. It provides:

Enterprise Content Management and Web Application Development

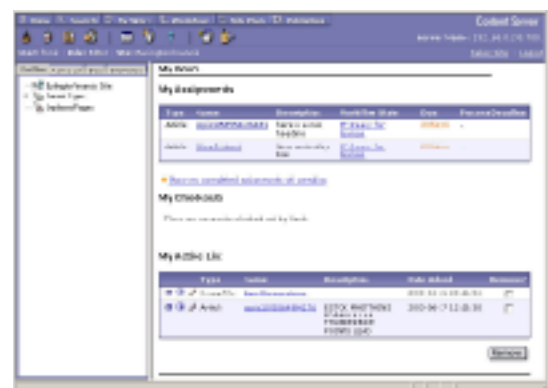
FatWire Content Server is architected for enterprise-class scalability and performance to take full advantage of the J2EE development model and provide more out-of-the-box functionality, all of which reduces the need for custom code without compromising enterprise reach.

Business User Control Over Creation, Management and Presentation of Enterprise Content

FatWire Content Server puts the business user at the center of the content creation and management process, freeing IT to focus on the real value-add: business logic that turns information sites into function-rich web destinations and applications.

Enterprise Scalability that Grows to Meet All Your Enterprise Needs

FatWire Content Server makes it easier to bring new sites online faster, and protects your hard-won development from change by providing a buffer between your business logic and changes at the OS, application server, or database, all without sacrificing performance.



Content Server at Work

Features	Benefits
Transparent Content Contribution and Management	FatWire Content Server provides an intuitive browser-based interface that is tailored to the needs of specific types of users. Additionally, users can manage content directly within the context of the site, or can use desktop tools such as Microsoft Word to create content.
Microsoft Word Integration	Content contributors create and submit content to Content Server directly from within Microsoft Word. Behind the scenes, Content Server transforms the content into XML and fields it into portions, such as headline and body, in order to allow for all the rich functionality expected from Content Server.
Document Conversion	Content Server can transform documents from more than 200 common desktop document formats into either HTML or XML.
InSite Editor	The Content Server InSite Editor enables users to find, edit, and submit content within the context of the web site.
Workflow	Content Server workflow makes it easy to create specific workflows for different content types, user groups, or situations. Instead of forcing content contributors to make workflow choices, Content Server can place new content in a workflow tailored precisely for the task at hand.
Revision Tracking	The Content Server revision tracking system manages elements, templates, and content revisions.
Role Based Authentication	Content Server provides access controls that are related to the end-user role within the system. These ACLs (Access Control Lists) control access to content as well as functions in the UI. In addition, LDAP and other directory systems can be accessed for ACL/role information.
Visitor Data Management	Content Server can capture rich customer data including explicit data and implicit behavioral information. Customer segmentation marketers can use visitor information to segment their users by demographics, visitor history, purchase history, explicit preferences, or any other piece of information a site chooses to collect about visitors.
Rules Engine	Content Server uses an embedded Java-based rules engine to allow business managers to create rules through the wizard-based interface.
Content Recommendations	Business managers can make content or product recommendations to specific customer segments. Recommendations can be based on the visitor's segment membership, or context of the related content or product.
Content Categorization	Content Server can manage product catalogs or content in multilevel categories. Content or product can be placed at any level in a hierarchy, and can belong to an unlimited number of groups.
Publication and Delivery	Content Server pages are typically generated in real time upon request. Publishing to a static site served by a web server is also supported. A single piece of content may be published simultaneously to different sites using different templates, i.e., creating content once and having it shown up on both corporate Internet and wireless publication.
Cache Updating	Content Server automatically updates caches after a publishing process so that a site visitor always views fresh content out of cache.
Content Server DocLink	Content Server DocLink makes it possible for business users to add content to Content Server from within a familiar Windows Explorer interface.

Additional FatWire Software

Satellite Server, Engage, Analytics Bridge, Language Packs, Spark pCM
 Please visit us at www.fatwire.com

Sales Contacts

North America nasales@fatwire.com Europe europesales@fatwire.com Asia / Pacific asiapacsales@fatwire.com

About FatWire

FatWire Software is the leading provider of Strategic Enterprise Content Management solutions for Global 2000 companies that need to rapidly deploy content-driven business initiatives and applications, including intranets, extranets, portals, and Web sites. With FatWire Software, companies can start with a single project, knowing their investment is scalable to enterprise grade application development. Founded in 1996, FatWire Software is headquartered in New York and operates offices throughout the world. For more information about FatWire Software's award-winning products and services, visit www.fatwire.com. (All trademarks are property of their respective owners.)