

Introducing EPiServer CMS 5

The Web Content Management system used by editors, developers and designers alike to create complex Web solutions.

BUSINESS OVERVIEW

EPiServer CMS 5 is a Web Content Management system used for simple and swift handling of information on intranets, extranets or public Web sites. By using EPiServer, employees can easily create and update their organization's Web sites from a Web browser. EPiServer CMS 5 is 100% based on Microsoft .NET 3.0, a technology launched by Microsoft to meet future technology requirements.

WHO SHOULD READ THIS WHITE PAPER?

The intended audience of this white paper is those who have no previous knowledge of EPiServer and are not even really sure what a Web Content Management System is.

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WHAT IS EPISERVER CMS?

The aim of a platform such as EPiServer CMS is to distribute the work involved in keeping a Web site up-to-date among as many people as possible.

EPiServer CMS is an information platform that allows you to quickly and easily publish information on a Web site without needing any previous knowledge of creating Web pages. Any staff member can easily create and update a company's Web site via a normal Web browser using EPiServer CMS.

The aim of a platform such as EPiServer CMS is to distribute the work involved in keeping a Web site up-to-date among as many people as possible. It is easy to learn and use. The majority of those people who have no prior experience with creating Web pages find the fact that the EPiServer platform is easy to learn and use is a good feature. However, even for those people who already have considerable experience in creating Web pages, EPiServer CMS does not create any restrictions. If you already have considerable experience in creating Web pages, EPiServer will allow you to use your knowledge to create Web pages using HTML, or other tools you are used to using, which you will then be able to integrate into EPiServer. Anything you can do using HTML, you can also do using EPiServer CMS.

All editing work is carried out directly via a Web browser, which means you will always be able to log on to EPiServer via the Internet to create and update information, irrespective of time and place.



Editing is carried out directly via a Web browser

EPiServer CMS can be tailored to meet the specific requirements of customers during installation. Strictly speaking there are no limits to what you can do in the system, as regards design or functionality. The EPiServer CMS installation includes a number of templates that can either be used as they are, further developed or stored for future needs. New templates with new functionality can also be developed in order to meet the needs of visitors to the Web site.

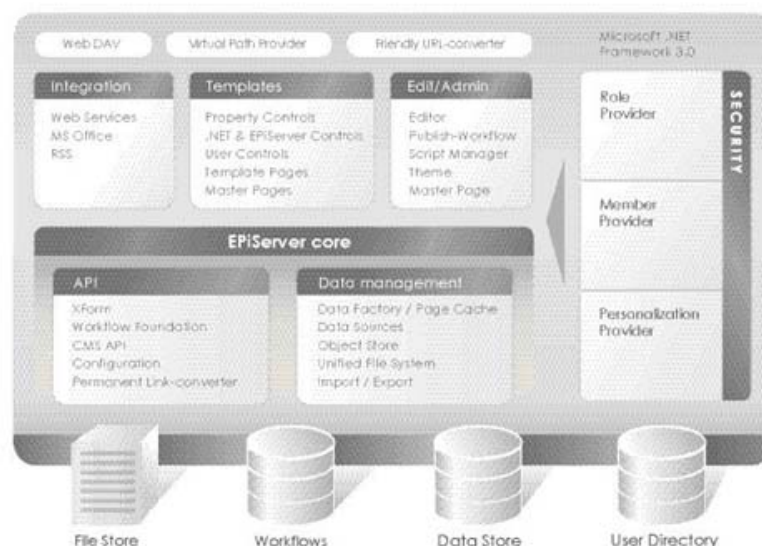
WORKFLOW WHEN WORKING WITH EPISERVER CMS

1. The editor logs on to edit mode. The system checks that the individual has the access rights to create or edit pages. If the editor has the access rights to create pages, the form is opened and the editor can fill in information.
2. Information created by the editor (text, links, etc.) is saved in the database.
3. When visitors access the page using their Web browsers, their authorization is checked first. If a visitor has the access rights to read the page, the system starts to load the various components and displays the page.
4. The graphical profile is retrieved.
5. The functionality of the page is loaded.
6. Information is retrieved from the database.
7. Any images and documents are uploaded to the page. The assembled page is displayed so that the visitor can read it on his/her screen.

HOW DOES EPISERVER WORK?

EPiServer CMS 5 is founded on a triple-layer architecture, making it easy to exchange information using Web Services.

Once a standard installation of EPiServer CMS has been completed, it is ready to use immediately. During the installation process, you can choose to install an example Web site that has a graphical appearance and a number of functions that are ready to use. When you are creating your own Web site, you can either use the sample Web site or you can start from scratch and build a completely new solution.



EPiServer CMS architecture

EPiServer CMS 5 is founded on a triple-layer architecture. No two solutions are the same, which is why we have an open and flexible architecture. It is possible to create plug-ins, adjust preferences, manage events and develop flexible file systems and other integration bridges. EPiServer CMS 5 makes it easy to exchange information using Web services.

EPiServer CMS uses Microsoft Internet Information Server as a Web server to handle Web publication. All the information displayed on these Web pages is stored behind the scenes in an SQL or Oracle database. The Web server and the database are run on a Windows server. EPiServer CMS uses the same authorization model as Windows, which means authorization work is extremely simple. Images and documents that editors upload onto the Web server are stored in one or more separate data sources on the Web server.

In simple terms, EPiServer can be divided into a number of parts. The first part is EPiServer's core or platform. This contains functionality that belongs to the basic system. The core is what supports version management, preview, workflow, rights to the page, etc. These are functions that enable you to work in edit mode as an editor.

On top of the platform is the customized solution, which makes the Web site different from other Web sites. In slightly simplified terms, the customized part can be divided into four parts.

1. First, we have the company's graphical profile, which is saved in a format template. This contains the predefined fonts, colors, etc., that are to be used on the Web site
2. The second part is a number of functions that visitors can use on the Web site. This could involve visitors being able to discuss something in the discussion forum, give a friend a tip or print a page. Each function is normally linked to an individual page template.
3. The third part consists of the rights that editors and visitors will have on different pages.
4. The fourth part is the information on the Web site, which is stored in a database. Any pictures and documents on a page are stored away from the EPiServer CMS itself, on a suitable data source.

MAIN FEATURES OF EPISERVER CMS

All credit to the technology, but the major strength of EPiServer CMS is its easy-to use Web interface.

Some of the key features of EPiServer CMS are:

- easy-to-use Web interface
- on-page editing
- high level of integration with Microsoft Visual Studio 2005
- installation includes predefined templates & ASP.NET server controls
- Web content version control
- workflow for publishing
- multilingual development and publishing environments
- support for WAI standards
- dynamic content management
- support for Portal Frameworks
- close integration with Microsoft Office
- user interface available in eleven languages
- file management using Windows Explorer

The following is also available:

- module that allows integration with Skype
- seamless 2-way integration with Microsoft SharePoint

USER-FRIENDLY WEB INTERFACE

The major strength of EPiServer CMS is its user-friendliness for Web editors. In this respect, its advantage is very specific in the form of a Web which is always current and up to date.

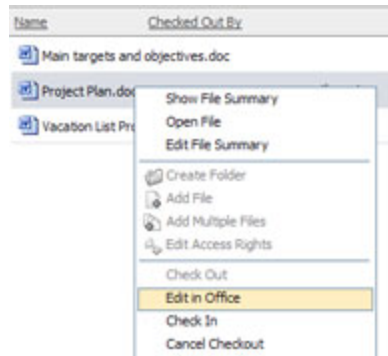
By using a Web browser, it is easy to control language and typography in line with your organization's graphics guidelines. All text editing is carried out directly on the Web site using the built-in editor. The entry level for getting started is very low - it's just as easy as using a standard word-processing program. You can format text, edit content, manage tables, add links, upload and insert images and files. What you see in the editor is what is published.



EPiServer CMS is user-friendly for Web editors

Use Microsoft Office as your editor

In EPiServer CMS, authors can create and modify content directly from Microsoft® Word, Excel or PowerPoint. Texts and pictures can be edited in Microsoft Office and published on the Web via EPiServer CMS. The graphical profile of the Web site can be obtained, because EPiServer takes away unnecessary formatting from the Office documents. The author can also choose to show the page as a document or with its original formatting. After publishing the information, the author can update and modify it from Office or in EPiServer CMS.



It's easy to edit Microsoft Office documents

Effective File Management with Version Control

The built-in file manager makes working with files easy. Editors can work effectively with images and documents using the 'drag-and-drop' function. Version control helps you keep track of your files and allows them to be held in a central place with monitored access. All changes that are made are tracked, along with information about who made the change and you can even see why they made the change. EPiServer CMS supports version control and includes functionality to check-in and check-out documents and files.

User Interface Available in 11 Languages

EPiServer CMS is available in eleven languages: Swedish, English, Norwegian, Danish, Finnish, Spanish, French, German, Portuguese, Japanese and Chinese. Logged-in users choose the language in which they want the menus and help texts to be displayed. If the standard languages aren't enough, we can simply add new ones.

EPiServer CMS offers intensive globalization support, which paves the way to more effective language management.

GLOBALIZATION – FOR MANAGING ONE OR MORE LANGUAGES

If you've worked with language management on the Web or in printed form, you'll know that you need accuracy, overview and structured procedures if the end result is to turn out well. It's a matter of keeping tight control of the different versions and changes across the languages.

EPiServer CMS offers intensive globalization support, which paves the way to more effective language management. You can see directly which languages are available on your Web site and which languages are used - from page to page. Producing views for taking stock of and comparing versions is easy. You can also control which languages are available on different parts of the Web site. If the Web site is not fully translated into a specific visitor's language, you can choose which language is shown as a second choice if the right language is not available.

On a purely structural level, the globalization support can be used for much more than language management. In practice, you can handle different variants of a page which don't need to have the language as the differentiating feature. For example, the globalization support is ideal for adapting Web pages to the target group. The same page can be written and published in several variants to meet the different information needs. An offer from a company may need to be described in different ways depending on the nature of the end customer's roles.

Based on this perspective, EPiServer can be an effective tool for different types of packaging; something which, for example, marketing managers, business managers and business developers can benefit from greatly.

PORTALS FOR EFFICIENT COMMUNICATION

Organizations often have high demands for a flexible, robust platform for the construction of operational portals, citizen portals, intranets and public Web sites. By creating portals, information and services that are important in a given situation can be brought forward, entirely independently of which computer is used. A portal is a point for the personal gathering of information and services in different situations. As a visitor to the portal you identify yourself via a login and are then given access to the information for which you have permission. Regardless of which system or Web site the information comes from, it is given a uniform graphic appearance.

EPiServer CMS supports Web Services for Remote Portlets (WSRP), the new standard for building portlets, which makes it possible to use information from a Web site based on EPiServer in a WSRP portal. Portals based on EPiServer can function as working tools for the company's or organization's employees and can combine information from the Internet, the company's intranet and other internal business-critical systems in one place in one Web interface. WSRP is currently supported by companies like Microsoft, IBM, SAP and BEA.

EPISERVER ENTERPRISE EDITION

EPiServer Enterprise is a solution that, among other things, shares the same files and stores all information in the same database. Enterprise Edition is mainly intended for environments where several similar Web sites are set up and want to have the possibility of sharing information. All Web sites can be edited from the same Edit mode and it is possible to link information between the different Web sites.

The following example demonstrates when EPiServer Enterprise may be more suitable than EPiServer Professional:

An international group of companies wants to set up a product Web site and wants the site to be available in 20 languages, each language supporting product launchings and promotions. The group wants to keep the cost down, while at the same time keeping up the standard and reliability of the Web sites—it is critical that the Web sites have optimal capacity when promotions are run in each country.

An Enterprise license covers 15 of the Web sites, with an Add-on License for the extra 5 Web sites. If the Web sites were divided between two servers, with 10 Web sites on each server, two Enterprise licenses would be required; one on each server.

WEB CONTENT MIRRORING (STAGING) FOR EFFICIENT CONTENT MANAGEMENT

In EPiServer CMS it is possible to define a selection of pages that will be "mirrored" to another system. The main feature of the content mirroring solution is the possibility to maintain content in one place and "push" the content to other sites, for example releasing content to one sub-site, multiple sites in different locations, multiple static sites, or multiple front servers.

VISUAL STUDIO INTEGRATION

EPiServer CMS has a high level of integration with Visual Studio 2005 including:

- EPiServer Project type that allows quick set up of new projects
- Template integration
- Custom DataSources for use in binding display components on template pages.
- EPiServer takes advantage of the built-in web server in Visual Studio, allowing developers to create and develop web sites without installing a database.

PLATFORM FOR INTEGRATION

EPiServer is a platform for developing Web-based integration portals with possibilities to integrate, for example, existing finance, order and e-business systems. The new platform supports integration with RSA Security's RSA ClearTrust® Web access management solution and Active Directory.

SYSTEM REQUIREMENTS

The following is required to run EPiServer CMS:

- Windows XP or Windows 2003 Server
- Microsoft .NET Framework 3.0
- Windows Workflow Foundation
- Microsoft SQL Server 2005
- Microsoft Internet Explorer 6.0 or later for editors and administrators

EPiServer CMS supports all major browsers including Firefox and Netscape.

EPISERVER AB

EPiServer AB is a product company with headquarters in Stockholm, Sweden. Founded in 1994, EPiServer AB is the leading company in Content Management and portal solutions through the platform EPiServer CMS. The company is a Microsoft Gold Certified Partner and has held AAA ranking by Dun & Bradstreet since 2000.

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