

CommonSpot.[™]
Efficient content management



Paper | **Thin**

your web site is an important **strategic** asset.

“THE AFL-CIO CHOSE
COMMONSPOT CONTENT
SERVER AS THE CMS
PLATFORM TO POWER
OUR NEW INTERNET
INITIATIVES BECAUSE IT
WAS THE ONLY PRODUCT
THAT DEMONSTRATED
ITS ABILITY TO SCALE
TO AN ENTERPRISE SOLU-
TION... OUT OF THE BOX.”

■ Bill Mountjoy
Director of Information Technology
AFL-CIO

Properly managed, it's a powerful tool for communicating, collaborating and getting business done. Managing that Web presence efficiently, with the right content management system, can help you to reduce up-front development and ongoing support costs, and improve the value of the site, by delivering more up-to-date and relevant content quickly and easily.

Organizations of all sizes worldwide depend on PaperThin's award-winning CommonSpot™ Content Server to manage their Internet, intranet and extranet sites.

commonspot **key features.**

CONTENT MANAGEMENT FRAMEWORK

- 100% browser-based
- Template driven Web pages
- 50+ out-of-the-box content objects
- Ability to create your own content objects
- Content reuse
- Full text search
- Cascading style sheet support
- Multi-language

AUTHORING AND PUBLISHING CONTENT

- Rich text WYSIWYG editing
- Microsoft Office integration
- Non-HTML Content (Word, PDF, video, audio, etc.)
- Native support for Macromedia Flash MX
- Dynamic self-updating indexes and navigation
- Register and index external content
- Preview mode

MANAGING CONTENT

- Content freshness reminders
- Content expiration
- Content scheduling
- Version history and rollback
- Authoring concurrency management
- 'My Pages', 'Page Finder', and other content discovery tools
- Link and image management tools
- Fully addressable URLs (no long query parameters)

SECURITY AND APPROVAL

- Granular security
- Flexible multi-level approval workflow
- Approval bypass

ADMINISTRATION

- Distributed site and subsite administration
- Enforced or default keywords and metadata
- E-mail notifications
- Task management
- Administrative reports

STANDARDS SUPPORT

- 508 accessibility
- Cross platform (WinNT/2000, Linux, Solaris)
- XML
- Web Services
- XHTML
- SSL
- Macromedia ColdFusion, Java, .NET/COM

ADD-ON FEATURES

- Content personalization
- NT Domain Security/Active Directory for authentication
- Rich custom metadata support
- Simple form and tabular datasheet creation
- FuseTalk discussion forum integration

INTEGRATION AND CUSTOMIZATION

- Custom rendering of content objects
- HTML/CFML base templates
- Custom authentication (LDAP, POP, etc.)
- Extensibility through custom Macromedia ColdFusion
- Extensibility through published APIs

SCALABILITY

- Development, authoring, staging and production servers
- Intelligent, high performance caching
- Multi-server shared database and shared file system support
- Content replication
- Static site generation
- Image/multi-media server support



fast. easy. affordable.

In the crowded content management landscape, CommonSpot Content Server stands out. With our unique out-of-the-box framework and flexible integration capabilities, CommonSpot is **fast** to deploy—no matter how uncommon your requirements. Our intuitive, wizards-driven interface makes it **easy** to empower non-technical contributors to create and manage Web content—without expensive, lengthy training.

CommonSpot's sophisticated feature set and **affordable** pricing are an unbeatable combination. With lower-priced vendors, you can forget about customization and scalability... and with more expensive solutions, you can expect to incur hefty consulting fees, and prolonged deployment cycles. No other content management solution offers CommonSpot's exceptional blend of rapid deployment, ease of use, customization and scalability.

with commonspot you can:

- Build a dynamically updated Web site in weeks, not months
- Empower non-technical staff to easily publish content directly to the Web
- Reduce ongoing operational costs for managing Web content
- Keep your Web site fresh and up-to-date
- Enforce a consistent 'look and feel' throughout your site
- Shorten the implementation time for new projects dramatically
- Control who can edit, access and view content securely
- Comply with Section 508 accessibility guidelines
- Support existing and new business practices for publishing content
- Integrate external applications seamlessly within your site
- Personalize and target content to specific audiences

Creating and editing content in CommonSpot is simple. Content can be edited right within the Web page, by any non-technical contributor.



“COMMONSPOT MET EVERY ONE OF MY REQUIREMENTS, AND IS THE MOST FEATURE-RICH AND USER-FRIENDLY CMS FOR THE MONEY. THE TOTAL COST OF OWNERSHIP OF THIS SOLUTION IS SO COMPELLING. RATHER THAN HAVING TO PAY SOMEONE ELSE EACH TIME I WANT SOMETHING UPDATED ON THE SITE, WE CAN DO IT OURSELVES, FASTER AND CHEAPER. WE HAVE BEEN EXTREMELY HAPPY WITH OUR RELATIONSHIP WITH PAPERTHIN. YOUR COMPANY IS CLEARLY INTERESTED IN HELPING US BE SUCCESSFUL.”

■ Paul Stubitsch
MIS Manager
Wilbert Funeral Services

why choose commonspot?

EXPERIENCE

Since 1998, organizations of all sizes worldwide in the corporate, government, education, health care, association and non-profit sectors have been relying on CommonSpot Content Server to manage their Web initiatives. Organizations like AFL-CIO, Biogen, Gillette, Heritage Foundation, Kent State University, Mayo Clinic, Northrop Grumman, Turner Sports and many others are leveraging CommonSpot's powerful, easy-to-use technology.

RAPID IMPLEMENTATION

CommonSpot's out-of-the-box functionality and flexible architecture dramatically shorten the time to market, allowing you to implement and deploy your site in weeks, not months. You'll be up and running quickly with a robust, tested application. Business users can be productive immediately, saving time and money.

EASY TO USE

Using CommonSpot's intuitive, wizards-driven interface, contributors can create new content right within the Web page, or incorporate existing content directly from Microsoft Office applications. No special technical skills are required. CommonSpot is a completely browser-based solution—there's no need to navigate to a separate application to create or publish content.

EASY TO CUSTOMIZE

CommonSpot's open architecture and extensive APIs enable easy customization and integration of external applications. CommonSpot imposes no limitations on the look and feel of your site, so you can design and build exactly what you need.

SCALABLE

Whether you are a small-to-mid-size organization or a large enterprise, CommonSpot is a great solution that scales to meet your needs. CommonSpot can be configured to run on a single production server, or can reliably scale to handle multiple sites and several load-balanced, high-availability servers.

AFFORDABLE

With a starting price under \$20,000, CommonSpot offers the sophisticated feature set of high-end solutions, at a fraction of the price. And you'll save in other ways, too. Utilizing CommonSpot's out-of-the-box capabilities reduces implementation costs, since there's no need for expensive consulting or development services. With business users empowered to manage the publishing process, your developers are freed to focus on technical tasks, ensuring more efficient staff utilization. Your total cost of ownership (TCO) will be lower with CommonSpot.

INDUSTRY STANDARDS

Built on Macromedia ColdFusion, CommonSpot leverages the power of the Java platform, without the complexity. CommonSpot integrates with major Internet standards including J2EE, XML and Web Services, and can be deployed on a number of highly scalable and reliable J2EE Application Servers including IBM WebSphere, BEA WebLogic and Sun ONE.

For more information, please visit us at www.paperthin.com or call us at **1.800.940.3087**.

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