

launchpad web

July 2010

The easiest way to manage your web content

Learn how you can leverage the dynamic capabilities of Launch Pad for Web (LP4W) to effortlessly manage web content and enhance your web presence.



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LAUNCH PAD FOR WEB

THE EASIEST WAY TO MANAGE YOUR WEB CONTENT

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1.0 THE IMPORTANCE OF WEBSITES

Your website talks to your customers when you can't. Do you like what it's saying?

As a key communication tool in the forefront of your organization, your website needs to be at its best. Now more than ever, consumers are using the internet to research, qualify and compare companies, and organizations that do not have an engaging website will find they are tossed aside before they are even placed on any consumer's consideration list.

As such, it is critical that you use your website to put your best foot forward. Is your website up to date with the correct information? Is it engaging and professional looking? Is it positioned to attract the right audience(s)?

Building an effective and engaging website always requires time and energy, which leads to a challenge that all organizations face: website maintenance. How much maintenance does your website require? Do you have the right tools in place to manage it effectively, and are you using your resources efficiently to do so?

Many companies rely solely on IT professionals to maintain their website but that may not necessarily be the best approach to take. By simplifying web content management tasks, organizations can empower business users to maintain web activity without relying on IT support, while valuable IT resources can be applied elsewhere in the organization. Website maintenance responsibilities that can be transferred from IT professionals to individual departments would alleviate the workload for the IT department by dispersing it amongst the entire organization.

Considering the major benefits of this process, it is apparent why more and more organizations are opting for this shift in web content responsibility.

2.0 BENEFITS OF CONTENT MANAGEMENT SYSTEMS

A web content management system (CMS) is a solution that allows users to create, edit, and publish intranet or website content. CMS' simplify website maintenance tasks and allow non-technical users to manage website content in a timely and efficient manner.

There are great advantages to implementing a web content management system. A few of the major benefits are listed below:

2.1 Business User Empowerment

One of the major benefits of implementing a CMS is the empowerment it provides to your business users. A CMS essentially eliminates the IT department's involvement in the website maintenance process. By simplifying tasks associated with content management, CMS' make it possible to transfer key responsibilities from the IT

department to other non-technical individuals. Not only does this eliminate the bottle-neck often found in the IT department when it comes to content maintenance requests, but it also allows for better management of content and a quicker availability of information online.

2.2 Greater cost efficiencies

There is an abundance of cost saving opportunities when it comes to implementing a CMS. Valuable IT resources can be freed up to concentrate on other projects. The improved availability of information will enhance work efficiency, and without the need to deal with tricky html code, users can now create, edit and publish content in a matter of minutes, resulting in cost-savings that can contribute directly to the bottom line.

2.3 Brand consistency

Websites that are managed by multiple users without a CMS may risk having a visually unappealing website. This may be a result of inconsistent layouts and overall look and feel throughout the website resulting in an unorganized and unprofessional-looking company image. CMS' offer organizations the ability to create websites with consistent branding style throughout the site- regardless of how many different users are managing the site.

2.4 Flexible Workflow

The web publishing process can be as simple as a once stage approval for the webmaster or as complex as multi-tiered approval processes for each department within the organization. Abilities to edit content and make design changes can also be configured within the workflow process.

2.5 Dynamic Content

CMS' allow users to build more dynamic websites, by leveraging various tools such as Web 2.0 and social media applications. Extensions and options such as Search Engine Optimization, page sharing or e-mailing tools, and interactive news bulletins are just some of the components that a CMS can offer to enhance a website.

3.0 WHAT IS LAUNCH PAD FOR WEB?

Launch Pad for Web (LP4W) is an IBM Lotus Domino-based web content management solution that makes it possible for anyone, whether skilled in website development or not, to maintain an organization's website.

With the Launch Pad for Web framework, end users can easily add and publish content to their section of the website while maintaining the organization's standard site look, graphics, menus, navigation, and functionality. Launch Pad for Web employs a sophisticated system for securing and approving content for publication with secure site activity that can easily be tracked and measured.

Refresh pages or give your entire site a new "look and feel" in a matter of minutes from one central location. With Launch Pad for Web, you can fully leverage Lotus Domino's support for leading Web standards, HTML authoring tools, Java IDEs, and scripting languages.

"Point Alliance made our migration painless. The simplicity of Launch Pad for Web has enabled us to push out content management of our website to our business users. We were very impressed with Point Alliance's planning and execution of the project and were extremely happy with the end result."

- Maria Kovacevic (CIO, Americas & Group Marketing Director, Canada), DTZ Barnicke

3.1 What can Launch Pad for Web do for my business?

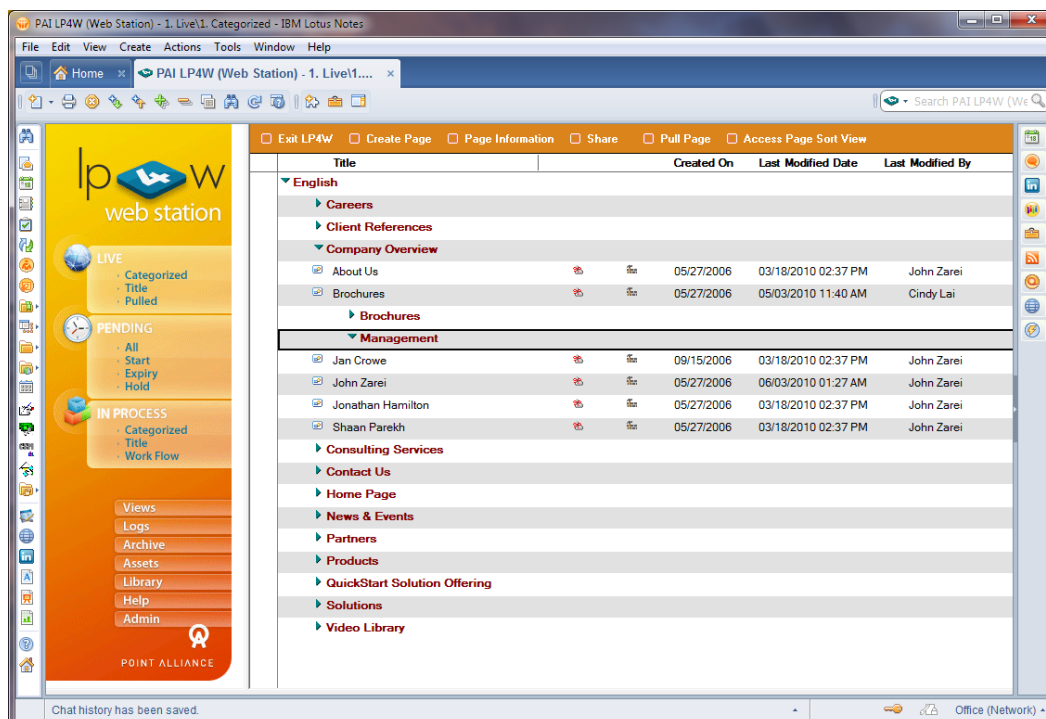
Launch Pad for web provides value to your organization in the following ways:

- ✓ Ensures rapid delivery of content through an efficient and intelligent workflow/approval system
- ✓ Provides content management, including versioning and archiving of content
- ✓ Empowers business users to contribute content, while minimizing IT's involvement
- ✓ Able to integrate with your current infrastructure
- ✓ Ensures site and brand consistency through the use of a central image repository
- ✓ Provides fast, accurate and rich search results
- ✓ Allows you to keep content fresh and the publishing process simple
- ✓ Dramatically reduces the time and cost involved in building, maintaining, and re-branding

3.2 Launch Pad for Web Features

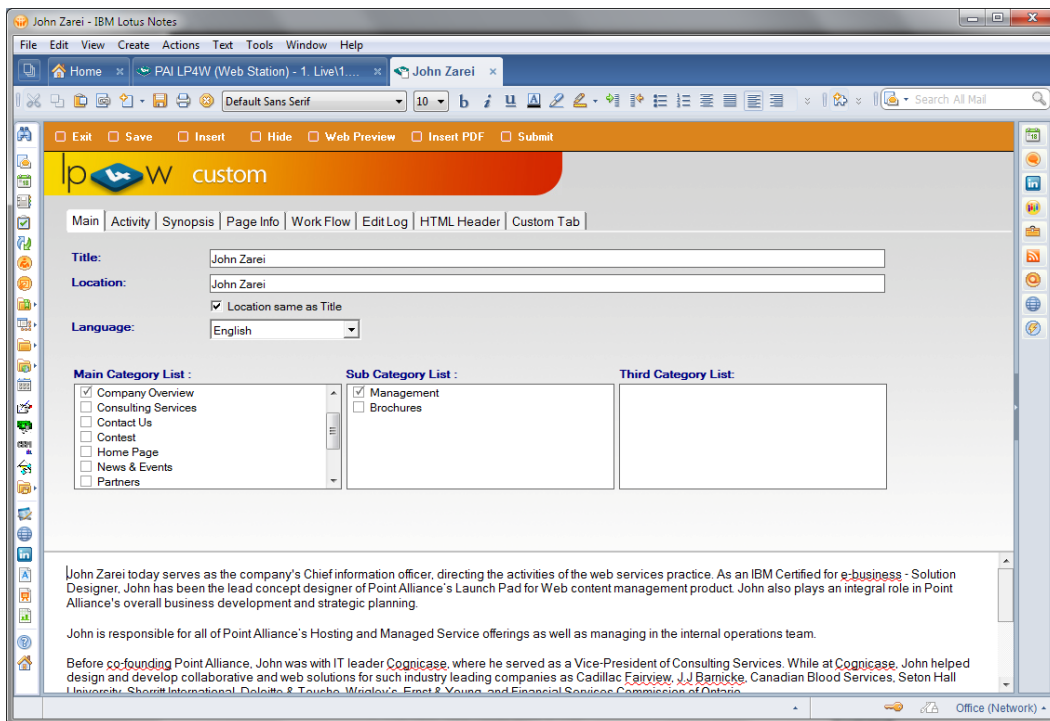
3.2.1 Administration

- ❖ Content management
 - Streamlined content management capabilities
 - Multiple editors and reviewers
 - Custom META tags (site, category, and content)
 - Database-managed content, resources and meta data
- ❖ Taxonomy
 - Hierarchical taxonomy classifies and structures web pages and resources into logical groupings based on their categorization
- ❖ Resource management
 - Centralized repository for graphics, PDF, Applets, Flash movies and more
 - Easy import and access for sharing between users collaborating
- ❖ Administration
 - Multi-level security
 - Multilingual content
 - Design template control
 - Easy page layout and organization, style sheets and customizable HTTP error messages
 - Secure review, approval and approval processes



3.2.2 Built-In Tools

- ❖ Search
 - Quickly locate content for reviewing and editing
- ❖ Search Engine Optimization (SEO)
 - Complete metadata support for all web content
 - Enhanced URL aliasing for SEO-friendly human-readable URLs
- ❖ Memberships and subscriptions
 - Ability to group or individually assign access to content
 - Subscribe to public and membership pages through RSS
- ❖ Forms and surveys
 - Create forms and custom fields to capture community feedback



3.2.3 Tracking

- ❖ Dashboard
 - View real-time, built-in website traffic statistics
 - Personalized action items and recent activity lists
- ❖ Logging, auditing, and analytics
 - Track and measure activity by page, section or site-wide
 - Track page hits per visit for each page
 - Google analytics

3.2.4 Editing

- ❖ Versioning
 - Edit live pages without affecting the web or intranet sites until pages are approved and published
 - Undo changes to last published version with one click of a button
- ❖ Flexible workflow
 - Review approval, and posting cycles (parallel or sequential)
 - Content removal features
 - Multiple approval paths
- ❖ Archiving
 - Automatic archiving for historical reference and retrieval- easy versioning and archiving means legacy files are always at your fingertips

3.2.5 Professional Services

- ❖ Training
 - Site administration
 - Content authoring
- ❖ Installation and configuration
 - CMS administration set up (users, site profile(s), categories, page layout templates)
- ❖ Front-end design
 - Site map
 - Wireframes
 - Graphical design- partnership with graphics design firm or work with your design firm
 - Page layout template design

3.3 Additional Launch Pad for Web Capabilities

Launch Pad for Web offers additional features to enhance the appearance and engagement of your website:

RSS Feed - allows access to Live pages from any RSS reader. The Feed can be controlled by category and number of entries shown by subscription parameters.

Site map - allows web designers to generate a site map dynamically based on the current set of live web pages.

Google Site Map - allows search engine on how to intelligently crawl the website using a sitemap.xml.

New Page Types - allows web designers to add new type of web content for Events, News Releases and Staff Profiles. These features are added to extend the web site content management by providing commonly used page containers.

Google Analytics - allows use a third party tool for generating page status, reports and statistics and graphical overview of website traffic and usage.

Sametime Awareness - can only be enabled within organizations that have an IBM Lotus Sametime server installed. Having Sametime awareness will allow users to collaborate and chat instantly with other users currently logged in.

Photo Gallery - allows users to organize and catalogue websites Photos. Photo Gallery uses a flash technology to display photos on the web.

Embedded video- allows users to embed YouTube video files directly into content with a configurable video player.

