



Benefits of SunFish CM

- Keep your Web Site Updated with the Latest Information
- Easily and Immediately Update Contents and Articles with No Downtime Required
- Reduce Maintenance Costs
- Eliminates Mistakes
- Provide Information to Millions of Internet Users around the World
- Share Information with Clients, Partners, Vendors and Employees
- Efficient and Cost Effective Form of Online Advertising
- Constant Access (24 Hours a Day/7 Days a Week) to Information on your Corporation
- Increase Customer Service and Company Profile

“Merely having a web site will never be enough to nurture customer relationships via the Internet. A company wishing to be successful in the online business community must strive to offer its Internet customers those value added services and personal touches which will ensure they return to the site again and again - bringing their business with them and ensuring brand loyalty.”

Martin Lindstrom

Author, *Clicks, Bricks and Brands*

Introducing SunFish CM



Nowadays, virtually every company in the world will already have a web site or a presence in cyberspace, from large multinational corporations such as General Motors, Citibank and Microsoft to the local supermarket. However, having a web site does not guarantee an increasing market share and profile, a global reach or stronger customer relationships. Companies that have a web site may not necessarily have well-defined goals. In fact, up to 80% of Australia's top 5000 companies have web sites because they felt they had to get online. They are not using their web sites as business and customer building tools, merely following the trend.

Despite those facts, it is imperative for companies to have an online presence. Having a web site is still the most efficient method for a company to advertise and share information with people (clients, vendors, partners, target consumers, etc) around the world. With a web site, a company will be able to share its core values and mission statement with the world. An online presence means a global presence. A web site will be able to reach more people and places than other means of advertising, such as television and print media. A well-designed and structured web site, with properly defined goals and full support by the company, can become a vital communication tool.

A web site is no longer a medium for an organization to define its corporate image and its presence to customers, employees, business partners and distributors of its product. Rather, it is now one of the most important collateral items an organization has to promote its image and products as it brings its existing business online.

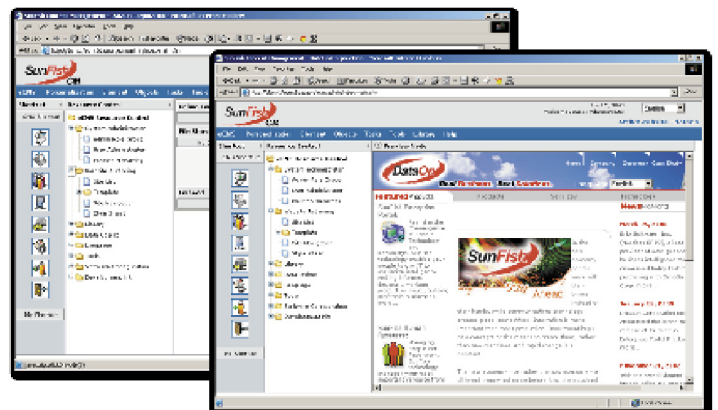
While sites were once devoted to outdated static company information, they have evolved to allow business transactions and have grown, in some cases,

in excess of 10,000 distinct pages. Management of these sites has been further complicated by the linking of business applications, enabling the spontaneous creation of page content from databases, commonly known as dynamic content.

By using Content Management System (CMS), organizations are able to maintain a single data repository, instead of multiple ones and use a single solution to publish content to sites on the Internet, intranets and extranets-creating operational efficiencies. **SunFish CM™** (Content Management) is an advanced CMS that allows organizations to effectively manage their own web sites. **SunFish CM™** allows organizations to effectively distribute such information both internally and externally to stay ahead in today's economy. Clients, partners and organization will have access to the latest information 24 hours a day, seven days a week at minimal costs.

SunFish CM™ reduces costs and helps overcome potential barriers to web communication by reducing the cost of creating and contributing content while ensuring content accuracy through approval and workflow processes. They also reduce site maintenance costs while ensuring usability and corporate branding. **SunFish CM™** allows each member of the development team to focus on their own area of expertise - whether it is writing and editing content, designing look and feel, adding new functionality or back-end administration and it allows users across all departments to easily contribute content to a site - without knowledge of any markup language such as HTML.

With information and technology constantly evolving and changing, there is no other choice, but to allow **SunFish CM™** to constantly update the information or run the risk of being irrelevant



Key Features

Increased Customer Service - SunFish CM™ helps the company to meet the needs of each client. With the web site constantly available for access, clients will be able to send emails and contact the company whenever they have questions or complaints, without being put on hold on the phone. Clients will also be able to learn more about the company by viewing its web site.

Convenient and Easy to Use - staff with basic computing knowledge can be trained to use **SunFish CM™** to add and edit content on the website as this system is user friendly and simple to handle.

Improved Speed - direct access to the web content allows information to be uploaded faster, without compromising the quality. This means less time spent on uploading and more time writing. Furthermore, changes to visual design can be done almost immediately to give the site a fresh look, while restructuring a site, merging and splitting areas can be implemented without substantial manual intervention.

Improved Accuracy - SunFish CM™ reduces mistakes and ensures content accuracy through approval and workflow processes. Any updates must pass through commissioning, creation and one or more predefined signoff steps before the system will publish it. The resulting audit trail provides accountability for each action.

Reduce Redundant Work - With **SunFish CM™**, you will be able to assign different users to be in charge of certain specific modules. In this way, roles will be clearly assigned. **SunFish CM™** can act as a lever to ensure that product information flows smoothly among the departments in an organization, thus reducing departmental conflict.

Save Time and Money - SunFish CM™ reduces the time and money necessary to collect, approve and publish content onto the web. Contents on the website can be frequently changed internally. This saves time and money compared to IT outsourcing.

Improved Efficiency - only one or two employees are needed to maintain the website and upload information onto the website.

Improved Customer Experience - SunFish CM™ provides customers with pages that are easy to navigate so that they can easily find the information that they are looking for. At the same time, it is also possible to provide customized views to users. Since the website is updated frequently, it encourages customers to come back again, thus increasing the traffic to the website.

Lowers Litigation Risks and Negative Customer Experience - SunFish CM™ systemizes the publishing of content through automated workflows, ensuring that all content is checked and signed off before it is publicly exposed. This reduces the risk of publishing the wrong price or the availability of information that may result in a strongly negative PR and a possible lawsuit. Similarly, communicating the wrong information can have serious legal consequences

Intuitive, easy-to-use self-service interface - ensures users can quickly access information and complete tasks with little or no training. Clear on-screen help and links to "how to" documents provide all the assistance that's needed.

Designed for enterprise-wide deployment - offers easy deployment and lower maintenance costs, since all software code is installed centrally on the server(s). The full system functionality is accessible from anywhere.

SunFish CM™ is compatible with popular database systems (such as Oracle and Microsoft SQL Server) and server operating systems (such as Microsoft NT4/2000 Server, Red Hat Linux and Sun Solaris).

Native support for XML - improves integration capabilities with other systems through new XML data interchange technologies.

Role-Based Security System - access to features in **SunFish CM™** can be restricted based on the role or position of each user. For example, the web site administrator will have virtually unrestricted access to all of the modules, while an IT staff may only have limited access. This feature will ensure that only authorized users will have access to important features or information.

Web-Based Operating System - SunFish CM™ operates on a web-based system and is compatible with most popular web browsers, with no legacy "baggage". This convenient feature makes **SunFish CM™** able to be accessed at anytime and anywhere, with just a computer and internet connection. The web site administrator will be able to update the content even when s/he is on an overseas business trip.

Multi-Language Ability - SunFish CM™ is available with multi-language modules, such as English, German, Chinese and Indonesian. This versatility enables the program to be deployed in various countries around the world. A multinational corporation will be able to operate **SunFish CM™** in its regional offices in different parts of the world.

Business Benefits of SunFish CM

Many costs are involved in building and maintaining a web site, and these costs can increase exponentially as the size and complexity of a web site and its audience grows. **SunFish CM™** automates many standard content and design management tasks, and can reduce costs.

The three biggest cost reductions can be realized in the areas of content updates and accuracy, reinforcement of corporate style and branding, and application development.

Enables Faster, Cheaper Content Updates

SunFish CM™ enables non-technical users to publish their own content. Traditionally, a Webmaster whose main responsibility is the technology, not the content of the site, publishes content. **SunFish CM™** removes this middle step by putting content publishing in the hands of the content experts.

Organizations have discovered that by implementing **SunFish CM™**, they can scale their technical team without adding new resources. This is accomplished by reallocation of publishing tasks to the content experts, which frees technical staff to build new applications.

Enhances Content Accuracy, Quality, and Value

SunFish CM™ puts users in control of content creation, contribution, and updates, thus enhancing the value of the actual content on the site. Users, who are content experts, are more likely to understand the value of accurate, relevant content than technical staff.

Organizations without **SunFish CM™** face delays in publishing new content or in correcting errors delays that can result in lost customers or revenue.

Centrally Manage Site Usability and Branding

SunFish CM™ provides templates and site structure tools that help enforce centralized control over site and corporate branding. Dynamic link management reduces the costs of manual link checking and correction while improving site usability through consistency.

The traditional web site model requires significant costs to maintain the structure and consistency of design or branding. Organizations must impose and police strict rules to ensure the integrity of the structure, or tolerate inconsistent site navigation and broken links. The result is either higher costs for technical staff or reduced effectiveness.

SunFish CM Includes

Content Template Management

- Allows the maintenance of categories and templates.
- Includes Workflow Management and Web Page Management.
- Uses Custom Modules like Contact us, Search and Feedback
- Enables the creation of new Custom Modules to cover every customer's need.

Article Management

- Maintains articles
- One category able to hold several articles
- Allows several categories to be chosen in one to one relationship with the templates that ensure the same layout

Multiple Site Management

- Allows the management of all of organization's websites, including Internet and Intranet sites from one system.
- Enables multi-language features for each site.
- Maintains CSS (Cascading Style Sheet) display that enables editing of all pages in one website, including colors, borders, background, heading and the font type.
- Manages headlines and news related to specific articles.

Admin Session

- Check in - check out user status.
- One or more users can be authorized to edit the content.
- Allows the administrator or other authorized persons to disconnect users who have not logged out of the system after finishing their work.

Content Management Reporting

- Site-wide reports including site statistic, personalization support, user report, and article tracking.
- Display the hits on the site, and classified for example, category and time period
- Indicates the history of articles, index by editors, and IP-addresses.

Return On Investment (ROI)

The keys to achieving return on **SunFish CM™** investment are: choosing the right tool for a business' requirements, and ensuring rapid implementation and development of the selected tool.

SunFish CM™ helps organizations realize returns on their investment by:

- Providing familiar tools to make teams immediately effective and to leverage existing organizational skill sets
- Integrating existing IT infrastructure.
- Offering organization economies of scale.

With these, **SunFish CM™** empowers organizations to be quick to the market and quick to react to change, while ensuring a low cost of ownership and implementation.

- Provides Familiar Tools

Providing familiar tools for both business and technical users ensures the system is quickly adopted and training costs are reduced. Use of familiar tools also leverages in-house team skill sets. Implementing **SunFish CM™** decreases development maintenance costs and outside consultant costs. Web developers and designers are also able to use their favorite HTML editing tools for creating site templates, making it unnecessary for them to learn any proprietary scripting languages to create site navigation and structure.

- Integrates Existing Infrastructure

By working with existing IT infrastructure, **SunFish CM™** provides return on investment in a number of ways - leverages existing investments in IT infrastructure and IT training, speed the time to markets by integrating quickly with IT environments, and reduces maintenance costs by providing standard interfaces for user and server management. Support for industry-standard technology also ensures ease of integration with other eBusiness applications. Web sites are not built in isolation and must integrate with existing and future implementations of data systems, e-commerce, and customer relationship management systems.

- Offers Economies of Scale

SunFish CM™ provides enterprise-wide economies of scale, allowing an organization to leverage work done on one web site or application across its organization. Templates, site structure, and content can be easily deployed and re-deployed for diverse applications including Internet, extranet, and intranet sites. Further, team skills learned on one project can be transferable to future projects to achieve enterprise-wide return on investment and economies of scale from the web content management implementation. The previous three factors should speed site development and maintenance, helping organizations realize quantifiable return-on-investment for their web applications.

SunFish Enterprise Suite™

SunFish EP™ (*Enterprise Portal*)

Consolidated delivery of browser-based business knowledge, solutions and collaboration.

SunFish CM™ (*Content Management*)

The total solution for creating, maintaining and distributing information and knowledge.

SunFish DM™ (*Document Management*)

Systematic process of developing, storing, indexing and retrieving documents.

SunFish BI™ (*Business Intelligence*)

Gather, store, analyze and provide access to data that facilitate better enterprise decision making.

SunFish EC™ (*e-Commerce*)

Manage and process commerce transactions between suppliers, partners and customers.

SunFish HR™ (*Human Resource*)

Unleash the power of your human resources through integrated, efficient process control.

SunFish SC™ (*Supply Chain*)

Improve efficiency through integrated management of procurement, inventory, production, sales and shipments.

SunFish SF™ (*Sales Force Automation*)

Monitor and drive your sales force through improved pipeline and customer data management.

SunFish FA™ (*Finance and Accounting*)

Process and manage A/R, A/P, GL and other accounting functions in a fully integrated environment.

Operating System

Microsoft Windows NT Server 4.0
Microsoft Windows 2000 Advanced Server
Microsoft Windows XP Server Edition
Red Hat Linux
Sun Solaris 2.8

Database Repository

Microsoft SQL Server 7
Microsoft SQL Server 2000
Oracle 8i
Interbase

Client Browser

Microsoft Internet Explorer 4.0 or later
Netscape Navigator 4.0 or later
Other browser version support depends on themes used

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