

SINERJI – Advanced Content Management System

This Document Is Written With The Aims Of Describing Content Management Systems And SINERJI, Insan's Content Management Solution Family In Specific.

► Information and the need to tame it

Whether it is internal pieces of information such as manufacturing process details or external documents describing product specifications and pricing, timely creation and distribution of information have become ever more critical to the functioning of organizations small and large. Never before has information been so fundamental in an organizations competitiveness, efficiency and overall accountability.

The creation and distribution of company wide documents brings with it the need to manage these giant heaps of information. Without a consistent management system, information created by one employee can never be found or utilized by another in an efficient and timely way.

Consider the instance that customers receive outdated pricing information. Or another instance where your production plant uses outdated documents to manufacture unusable components. What would you do, what would your loss be?

Systems that help you create and manage your organization-wide information are generally referred to as content management systems (CMS). A CMS helps you create and manage information in a consistent manner to be published as widely as necessary without any technical know-how or complex procedures.

► Welcome To SINERJI

SINERJI is our in-house developed content management system based on years of experience. SINERJI is an easy-to-use and easier to manage, highly modular advanced content management system. SINERJI is neither too fat requiring a lot of resources and technical skill to be deployed for small business, nor does it lack complex functionality and scalable modules needed in larger operations. We have designed it with the explicit intention of making it simple to operate and manage. To accomplish this we have separated the design and content, added intuitive user interfaces and created an architecture that could be centrally managed without losing scalability.

The template based database driven system allows users to effortlessly add their own content and supporting documents (pictures, Word, Excel, PDF, etc.) without the need for another web-designer, programmer or other technical staff. Once an article is published by the user it immediately becomes available to the rest of the company within the pre-defined section of the overall company information system. There are no additional tasks needed.

Various levels of user access exist to control privileges on the system as a reader, as a contributor or as an administrator.

SINERJI also offers various advantages for the administrator of the company. Main advantage is that there is no major administration tasks needed. Once the system is set-up and configured the only repetitive administration task other than those necessary for the operating system are SINERJI back-ups which can be performed at the push of a single button. In fact if required data back-ups can also be automated and scheduled.

► How To Create SINERJI

Using SINERJI you will be able to effortlessly create a hierarchy of sections/ departments and then unlimited numbers of documents underneath that hierarchy. A section/department may represent each of your product lines, business lines or topics of interest. There is no limitation to what they might actually represent and to make it easy to find out each section also allows you to describe what it's about. Such descriptions' further simplifies the usage of SINERJI for other employees and partners. If at a later time you need to add more items to your hierarchy you will be able to do so without any problems.

Furthermore SINERJI supports the creation of asymmetric sections within its multi-language module. This means that there can be five sections in one language and seven completely unrelated sections in another language. While the multi-language module can be used to present the different language versions of the same content it can be used to support complete different hierarchies such as those that might exist in multi-country operations.

Once you create sections they immediately become available to your content contributors to publish under. Content is added to the system again by using nothing more than a web browser minimizing the learning curve to operate SINERJI. Through a form, content publishers can use simple pull down menus to select section, language and then start adding the title, author, date, keywords, link, an introduction, the main article, related pictures and if necessary other document. The other document can be any in format, Word, Excel, Acrobat, etc. None of the content fields are mandatory and some of them such as date and author are already pre-filled to save time. If required custom html code can also be embedded into the content either manually or through the included simple inline html editor.

Once the necessary fields are entered and content submitted all necessary

pictures and documents are uploaded to the SINERJI system and the content registered with the database immediately making them available for access on the SINERJI. This same content will show up on all searches and automatically placed on the top of the documents in the authors selected section. Published articles can later be edited as needed in this same simple manner.

Each section shows a configurable quantity of the latest published documents to speed up the operation of the system over even slow network connections and dial-up modems. More documents of that section can be reached through instant searches or pre-defined menus. By default each section provides the introduction text, author and publishing date (time) of the content with a link to the full document. This format is highly configurable and can contain much more detail if needed.

Upon selecting an article a user can have the complete article appear in front of them with all supporting pictures and applicable documents. The task-oriented user interface makes it quite simple to navigate between sections and documents intuitively.

Content contributors and authors can be physically located within your company

- Centralized website management
- Centralized multi-level user management
- Collaboration
- Content/section/link/link section creator
- Basic HTML editor
- Group mailing (text & html)
- Separation of content and design
- Multiple design templates
- Multi-language support
- Catalogue management
- Document management
- Image formatting
- Consistent design throughout search
- Complex search capabilities
- Multiple channel/platform support (WAP, etc.)
- Non-proprietary data formats
- Menu based operations for all operations

The open and flexible structure of SINERJI allows it to be *quickly integrated* with most existing systems. In fact SINERJI can be considered a common denominator to *consolidate* disparate corporate data sources into one system. *Personalization, Work Flow, Commerce and Advertising Management* are modules which are currently under development and will soon be added to the SINERJI.

SINERJI can be deployed on a variety of configurations according to expected usage. For larger projects its' design allows deployment over multiple machines and cooperate with various load-balancing solutions.

► Hosted SINERJI

Hosted SINERJI features all of the above listed functionality but frees you from the burden of system management, network and hardware purchases. Hosted

SINERJI allows you to rent the application platform under annual contracts. The hosted version is a great choice if you do not want to deal with the purchase, management of hardware servers and network connectivity. A Hosted SINERJI saves you from expensive lease line connectivity charges as well as the purchase and maintenance of various server & network hardware.

Also because Hosted SINERJI is located in a highly redundant data center enjoying multiple high speed connections and direct peering to major ISPs it is easily accessed by your partners and customers even under heavy load.

The Hosted SINERJI is the same as the normal platform but your customized application is located in a major datacenter on the internet, managed and maintained by us. Hosted SINERJI packages include regular backups, ample capacity and serious security for very affordable quarterly fees.

for more information: info@insan.net +90 212 287 4101