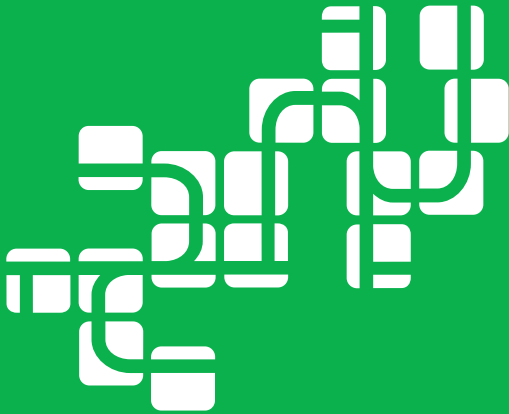


# *synkron* **VIA**

Content Management System





# Synkron Via CMS is a new generation Content Management System

During the last couple of years the Web has evolved from just another marketing activity to become a strategic and business critical issue. Companies are now using the Web for sales, support, product development, investor relations, recruiting, dialogue with customers and so on. For associations, the Web is where new members are recruited, existing are serviced and administrations made simpler. Public organisations are opening administration and improving service to citizens. All this means new demands to the Content Management System.

We are now introducing a new generation Content Management System – Synkron Via CMS. The system makes it easier to implement business critical functionality and to integrate to business applications in the organisation because it comes with a full development framework. At the same time, all typical CMS requirements are implemented fast because it comes with a lot of already developed standard functionality.

Via is a perfect choice when content is to be managed in multiple languages and to be published to multiple channels – even across multiple time zones.

## **About Synkron**

Synkron is founded 1997 in Aarhus, Denmark. Ever since the beginning, we have been developing technology that makes it possible to publish content to the Web without technical competences. We develop the Content Management Systems Synkron.web and Synkron Via CMS which are sold through a partner network. Today, we have approximately 800 customers with over 1000 sites.



# Get there faster, more efficiently and with fun

Fast



Synkron Via CMS is fast to implement because it contains many standard functionalities that just need to be configured. Content, definitions, structures, and settings can all be exported from one solution and imported in another. This saves a lot of time and you are faster up and running.

Throughout the development we have benchmarked a lot of typical operations so we can measure the speed increase each time a new version is released.

Functional



Day-to-day editorial tasks are made more efficient because editors in all content areas can multi-select elements and change properties on all at the same time. Even across hierarchical structures. This means that routine tasks are minimised and you spend time more efficient in the system.

The system has built-in Audit Trail so administrators always get a complete view of all performed actions and local users can get notified of actions on the elements they are working with.

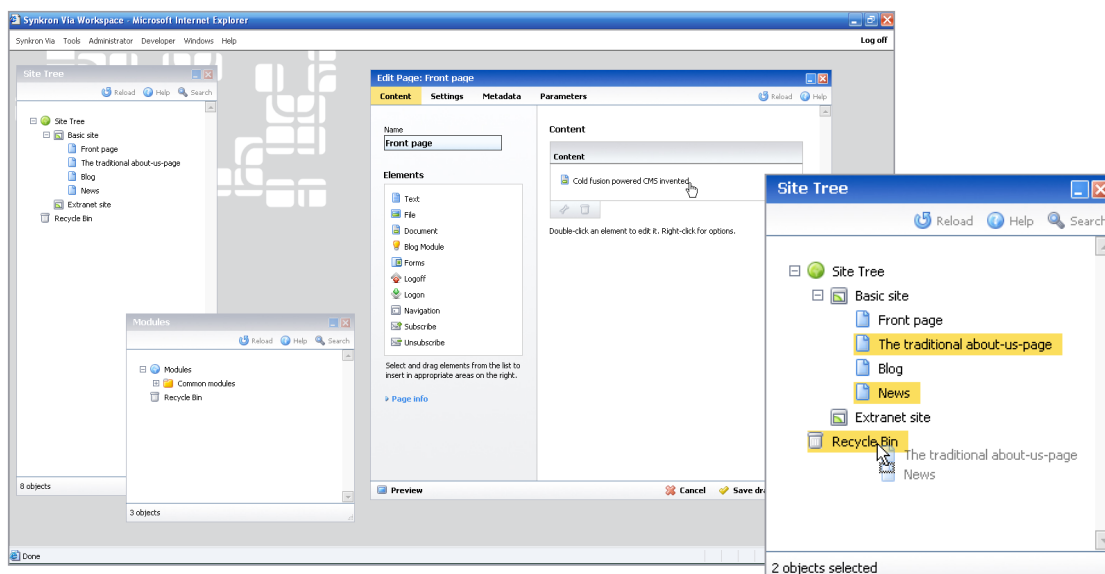
Fun



We have asked our users what they hate the most about present Content Management Systems and what they would love to see in a new CMS. The result is a brand new interface concept where the entire interface is kept in a single browser window. This removes the frustration of endless windows popping up and covering each other.

The administration system feels more like a real application than web pages in a browser and this makes it a far better experience to be a user.

*Synkron Via CMS is developed with three key values in mind: Fast, functional, fun. It must be fast to operate, it must be efficient and it must provide a great user experience.*



Get your message  
through in no time



## It's about communications – not technology

A CMS should make it easy for people to communicate without having to deal with all sorts of technical questions. The technology must be as transparent as possible.

In Via we have used a lot of interface principles the user will instantly recognise from other applications and operating systems. This means no guessing how things work and more focus on producing great content.

Users can produce content without worrying about when and where the content is to be published. Documents makes it possible to work with content managed as documents and not web pages.

## Newsletter is a strong loyalty and campaign tool

The Newsletter module makes it easy to reach customers, members, employees and so on. The module is integrated to the central user management so all subscriber information is kept with access information, preferences and other settings.

The Newsletter module contains a tracking function which enables you to keep an eye on the effect of the newsletters. Using tracking you can monitor which recipients subsequently visit your site and what pages are being displayed to them.

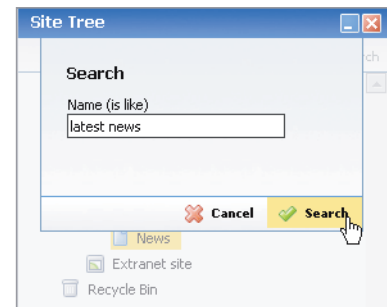
Documents are structured by templates to match the content types that are needed. Press release, product description, news article, job description, FAQ article and so on.

Editing content on large sites takes time. Fortunately, Via can automate a great deal of this work. Smart Lists can build dynamic lists from predefined criteria. For example, Smart Lists can build a list of the most recent job openings within a specific area.

Everything is managed by permissions so the individual user just has to focus on his/her own areas.

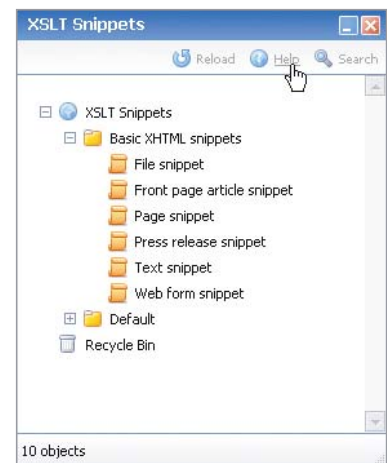
A newsletter can be sent out using split-testing. This means that you make two editions of the newsletter. Via then samples a small set of the entire recipient list and divides this list in two.

The two newsletters are then sent to the two groups and, based on tracking data, Via decides which newsletter editions performs best. This is finally sent to the rest of the recipients.



## Everything under control

Large sites often result in major problems for editors when they try to locate specific content – and just flipping through content is not always the best solution. In Via it's possible to search for elements, sort them and zoom in on parts of the content structure so you don't lose control.



## 1-click help

The system has 1-click help. This means that you just have to click once before you read the help text explaining the function that got you stuck. All help is integrated in the system's interface and is available right when you need it.

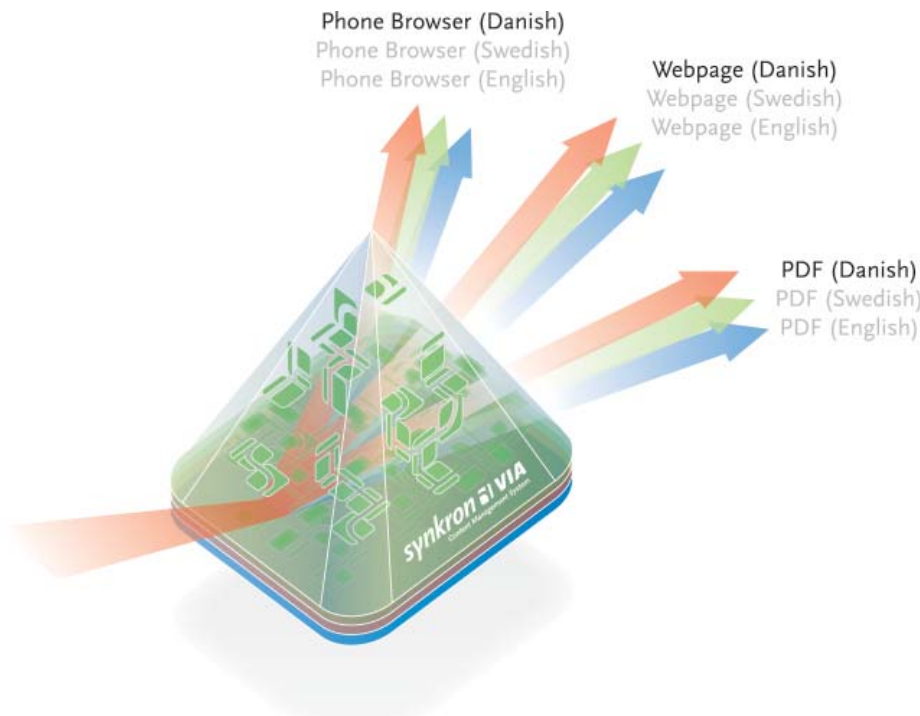
# Reach anyone in no time



### 3D documents

Documents in Via are three dimensional. They have Versions, Editions and Channels. This means that a single document contains all versions in all languages and intended for all clients.

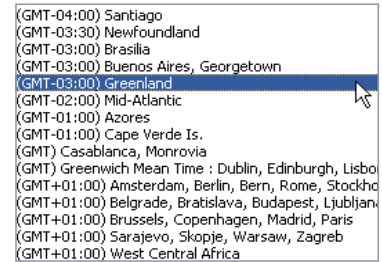
An example: A site that is published to Danish, Swedish and English for web browsers, mobile phones and PDF typically means 3 x 3 = 9 parallel documents, excluding the possible multiple versions. Via has one document.



### The search engines love your Via sites

There are many possibilities for search engine optimise your Via solution. Firstly, there is 100% access for developers to presentation templates. This allows for development of templates with the most search engine friendly code possible. Secondly, Via generates web addresses without the critical question marks, and you can even customise the address generation.

Furthermore, the system ships with modules that allows for automatic generation of internal links. Smart Lists increases the number of internal links with small effort by building dynamic lists of content matching specific criteria.



### Globalise your CMS

Via supports all character sets so language will not be a technical problem. Content is authored and published with the character set that is needed. Furthermore, the system comes with Time Zone Management that takes care of the situation when content is produced in multiple time zones, shown in other time zones from a server that is placed in a third time zone.

### Publishing through Channels

With Channels the same content can be published to multiple output channels. When the needed presentation templates are defined Via can detect if the content is requested by a web browser, a mobile phone, a PDA or something else. The content is then sent out through the matching presentation template. This is possible because all content is stored as XML entirely without information about presentation.

Lean back and  
enjoy the ride





## Not tested on humans

Synkron Via CMS is tested on humans. Lots of humans. We have tested prototypes on users all the way through the development process to make sure that the system performs best possible on different kinds of users. We don't believe that usability has only one dimension but that the system

should take into account that users have various levels of competencies. Only then is it possible to have a system that is equally optimal for occasional users and super users. This equals less trouble for everyone.



## Central user management

All users are managed in a central user database. By users we mean everyone that in some way gets in touch with the system.

For example, this means that newsletter subscribers, extranet users and registered users at a forum module that is externally developed all is registered the same place.

Is a user all of above, the person will only be registered once with information regarding newsletter, extranet and forum.

Thereby, you don't have the same users registered several times in the system and you can more efficiently integrate via to a CRM system.

## Audit Trail

It's a central principle in Via that no action can happen without the action being registered and later reported. This means that an administrator quickly can help a stuck user because the administrator can track the user's previous actions. But it also means that the system can provide investigation material if something has gone wrong.

The screenshot shows a window titled "Page properties: Front page" with a toolbar containing icons for information, search, help, and a clock. Below the toolbar is an "Audit Trail" section with a table. A mouse cursor is pointing at the clock icon in the toolbar.

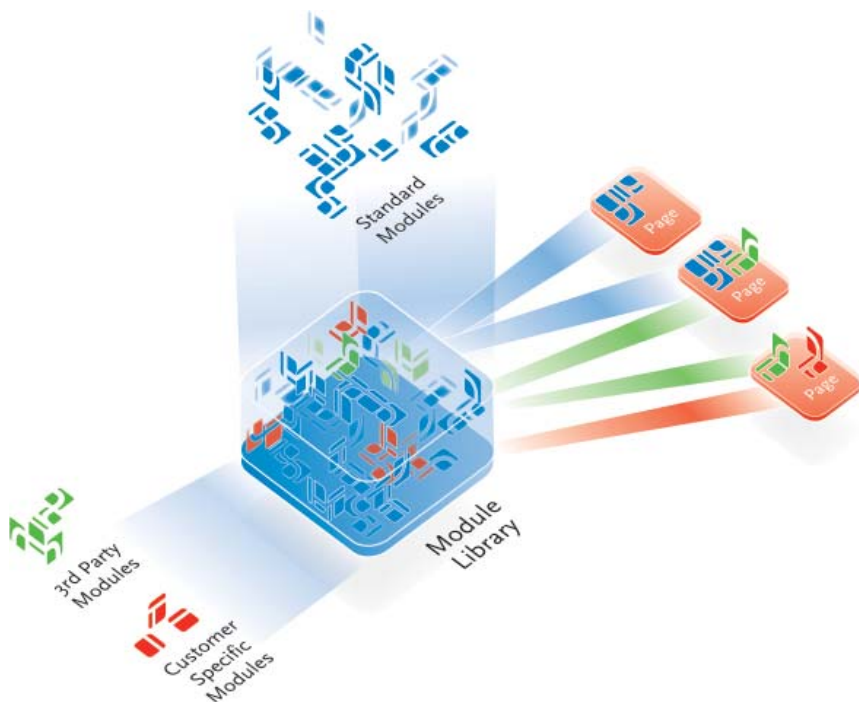
Date	Type	User
04/07/2006	Edit	Administrator
04/07/2006	Edit	Administrator

Audit Trail works both centrally and locally on individual elements in the system. On central level it's possible for an administrator to get reports on who has done what – where and when. On the local level users can view history of the elements and check to see whether an element has been changed by other users.

Audit Trail makes administrators sleep better at night.

# No limits for developers





## Develop new modules with .NET 2.0

Via ships with a set of standard modules that can be configured by the users of the CMS. Third party modules and customer specific modules can then be added to Via. New modules are developed as .NET 2.0 classes by using Microsoft Visual Studio.

When additional modules are added to Via they integrate seamlessly into the interface – revealing no difference from standard modules to the end user. All modules are accessed from a central module library that allows for use of the same modules everywhere in the solution.

## Fast up and running – and fast moving on

Synkron Via CMS is a standard CMS build on a development framework. This means that the most typical requirements quickly can be implemented by way of standard modules, and the more business critical requirements can be met flexibly by way of Via's development framework.

The system is developed in Microsoft .NET 2.0 using XML for data storage and exchange. XSLT is used for all rendering. Via's framework allows you to extend the system by using its many methods and classes. Fundamental management of permissions, caching, users, search and so on is provided by the framework to the developers so new modules can be developed faster and with much greater consistency in the final solution.

## The developer has full control of rendering

All content and structure is defined as XML and rendered through XSLT for any channel, being output for web browser, mobile phone, PDF or other.

The developer has Naturally full control over the XSLT for rendering, and there is WebDAV access to all XML templates and XSLT allowing the developer to use his/her favourite XML and XSLT editor.

