

Empowered Web Management 3.1 SM

Comprehensive, Simple and Affordable Content Management System.

Empowered Content Management, by Knivis, is a powerful content management portal combining the best of both worlds. A simple to use management portal with the flexibility and added power of a seamless interface for programmers to revise and evolve the management system. A management portal for the new millennium. Both non-technical business managers and highly technical programmers have their place in this new system. Managers drag and drop highly functional code into Web pages with very little training.

Why Empowered for Your Business Web Site?:

For The CEO

- Bridge the gap between business management and the IT department.
- Reduce content turnaround times, make business operations more efficient and avoid overlapping services between departments.
- Company-wide content sharing empowers the efficient sharing of content in various presentation options in various departments, committees, teams, etc. Published content can be shared and used in a nearly unlimited business fashion.

For The CFO

- **Empowering** your business Web site will produce almost immediate, quantifiable and easily repeatable financial benefits as return on investment.
- Revert back to original business structures and hierarchy and become more financially efficient. **Empower** both marketers and IT by better defining Web responsibilities.

For The CTO

- Intelligent code and design ensures ease of integration from initial setup to training. Complete integration in hours, not days, in most cases, with simple or very complex existing systems and business logic.
- Comprehensive integration of all major data exchange protocols such as XML, RSS, Web services, etc. Intelligent interfaces and work flow control empower ease of management and highly advanced system interfaces with the ability to deliver content to all high tech devices such as PDA's.

For The CMO

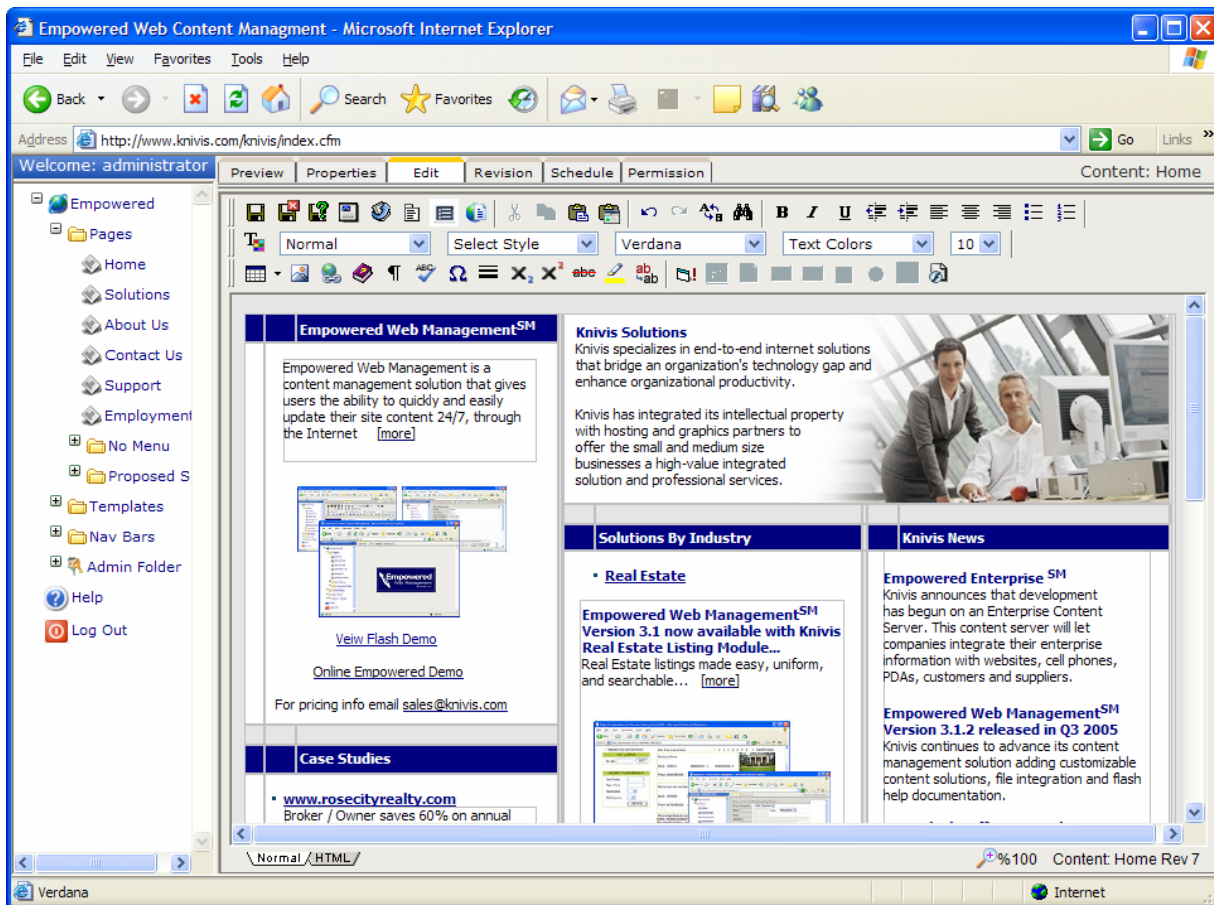
- Marketing dynamic Web sites is particularly challenging due to the character encoding of the URL's. Dynamic sites must employ Spider Safe technology which removes characters from URL's and replaces them with spider friendly links.
- Simple tools that assist marketers with search engine optimization can have spectacular results. Customers of **Empowered** can take advantage of the built-in automated tools and request custom search engine marketing expertise to increase search engine exposure and clicks.

The **Empowered** Editor is based upon award winning WYSIWYG technology used across numerous industries and in organizations including NASA, ADT Security, Boeing, Dell, Oracle, Fedex and thousands more in the following industries...

<ul style="list-style-type: none">· Banking & Financial· Entertainment & Media· Government & Military· Health Care, Pharmaceuticals & Hospitals	<ul style="list-style-type: none">· Manufacturing & Industry· Religious & Nonprofit· Retail & Catalog· Technology & Telecommunications
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The Empowered management interface is both user friendly and powerful. It is completely Web browser based and the appearance is similar to that of other major word processing systems. The system includes the ability to control both content and access rights. Business systems are managed through the tab based clicks near the top. The system provides the ability to edit Web page and manage properties and access rights to each page.

Managers can insert code-based dynamic features into Web pages by dragging and dropping them into the pages. The WYSIWYG editor window includes the following features:

- Save Page to Server.
- Spell Check – Spell Checker is also available for medical, scientific and numerous other specialty uses.
- Edit in WYSIWYG mode or view the HTML code to edit pages. The editor can also be used with cascading style sheets (CSS) and most any major HTML style editing function or feature.
- All major font features including font color, size and type.
- Undo, Redo, Bold, Italics, Underline, left, right or center justified, search document, etc.
- Post and Super Scripts.
- Link inserts for http, Mailto, etc.
- Bulleted list formats.
- Advanced table insert, copy & paste and creation from scratch.
- Image insertion, storage & processing and virtually every feature provided by major word processors.
- Executable Content – Insert coded dynamic features into site content.

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Hosted Solutions

Empower hosted solutions run on dedicated servers to ensure reliability, speed, security, rapid version control and updates, and real-time software maintenance. This to higher customer satisfaction and minimizes reliability risks. Industry data shows Knivis is within the top 4% of hosting firms using dedicated production servers. Knivis puts your Web services in a reliable, safe and highly secure environment.

System Requirements

Browser-Side

Viewing: All major browsers (Netscape / IE 3.0 or better & Mozilla)

Editing: IE 5.5 or better

Server-Side

Hardware: IBM Comp, MAC OS, Pentium or newer with 64MB RAM or more)

Web App Servers: MS ASP, ColdFusion Professional Server 5.0 or better with MS IIS CF MX support!

Web Server: MS IIS 4.0 or better with NT SP6 • Personal Web Server

Databases: MS Access, MS SQL 2000 • MS SQL 7.0/2000

OS: MS Windows NT (server Pack 6), 2000 & XP

Case Study Samples

Fortech Fabrication serves a niche client base in the metal fabrication industry. The ability to edit Web content at any time gives the company a vast degree of flexibility and increased turnaround times for modifications by over 100%.

Rose City Realty saves over 60% on the annual cost of website ownership using Knivis Web Management solutions. The Knivis real estate listing module eliminated the complexity of managing property and broker listings alone.