Clickability

cmPublish

Create. Publish. Reuse. Modify. Manage.

Integrated outsourced web content management from Clickability

Your website drives your marketing initiative by delivering the right information to your customers and prospects at the right time. Content is the key – and managing that content is critical for your business. cmPublish is the only tool you need for the vital tasks of web content creation and management.

cmPublish from Clickability is designed to streamline all the critical steps of building, updating and managing your website, from creating and categorizing your content through web design. cmPublish also facilitates easy modification of sites and reuse of content, and Clickability's "one vendor, one solution" approach makes the entire process more efficient and less costly than out-of-the-box, multiple-vendor or custom solutions.

A FULLY INTEGRATED OUTSOURCED SOLUTION
cmPublish Delivers One-Stop Content Management

cmPublish is your one source for content management, where you can create and organize content, publish Internet, intranet and extranet sites as well as email newsletters, and manage and report on the entire process – all from one vendor and one platform. No other solution offers the full complement of capabilities you need to keep your website current, dynamic and informative.

As the only completely integrated, fully hosted service on the market, cmPublish is more efficient and cost effective than

purchasing and installing an unwieldy high-maintenance software solution, and maintaining a fully staffed in-house web publishing department.

Without requiring any extra hardware, software, maintenance or specially trained personnel, cmPublish gives you enterprise level capabilities. Clickability continuously upgrades cmPublish to present the absolute state of the art in web content management and publishing, always available online at your team's fingertips.

THE CMPUBLISH ADVANTAGE

Over Installed Solutions

- More Features
- Higher Reliability
- No Maintenance
- Seamless Upgrades
- Lower Cost

Over Other Hosted Solutions

- Full Integration
- Enterprise Class Capabilities
- Proven Technology
- Clickability Expertise
- Single Vendor Relationship

POWER FOR PROFESSIONALS
Take Control of Your Web Content with cmPublish

Clickability offers you total control over website content, without the hassle of maintaining an in-house solution. Providing a range of powerful features that professionals demand, cmPublish empowers users to create and manage content for:
- web pages
- press releases
- articles
- downloadable product sheets and other sales collateral
- email newsletters
- advertising
- interactive forms for polls, surveys and web contributions

cmPublish also enables you to leverage all of your content by reusing it in multiple formats compatible with a broad range of communication devices, ensuring the right message gets to the right people at the right time. Advanced template features such as calendars, conditional statements and calculations ensure that developers have all the tools they need to build and maintain sophisticated and robust sites.

USER-FRIENDLY ENVIRONMENT
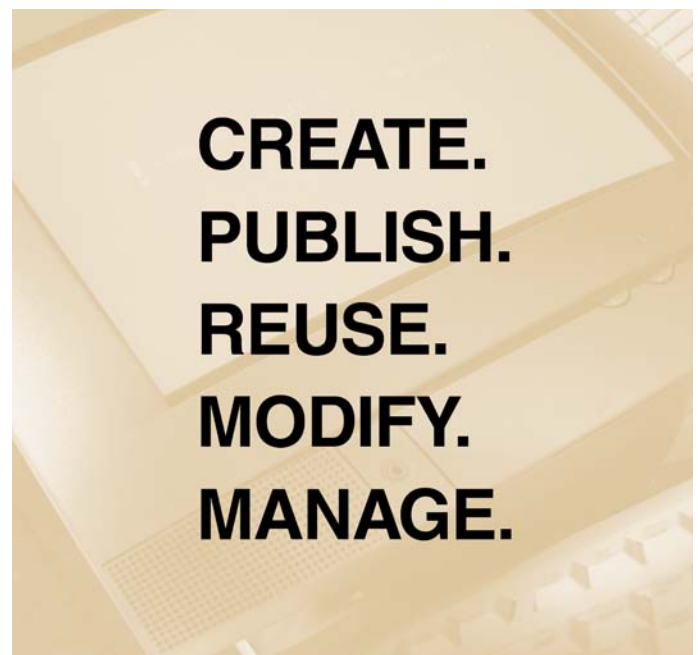### Get Up to Speed with Minimal Training

cmPublish users with limited technical skills can effortlessly produce highly effective websites. Clickability's content authoring environment is user-friendly and takes less than an hour to learn, even for novice users. Templates in the familiar HTML format and a straightforward tagging language make template management easy. Users can even automate publishing via scheduled updates. In addition, cmPublish provides intuitive user, group and role administration, allowing trouble-free oversight of any number of users into the thousands.

PROVEN EXPERTISE AND TECHNOLOGY
Leverage Clickability's Experience and Innovation

Clickability has developed the market's leading completely hosted, integrated content management platform based on unmatched experience and proven success with highly respected customers. Clickability's dedicated customer base, spanning diverse industries, includes many of the largest web properties in the world.

cmPublish is also backed by Clickability's expert professional services team, helping you optimize cmPublish for your specific business needs.

CREATE.
PUBLISH.
REUSE.
MODIFY.
MANAGE.

THE LOW-COST ALTERNATIVE
Save Time, Labor, Maintenance and Money with cmPublish

Unlike intrusive solutions installed in your enterprise, cmPublish requires no capital investment in hardware and software, and no long-term drain on ROI from constant upgrades. As an outsourced service, TCO for cmPublish is inherently less than the alternatives, while still delivering technology that rivals anything you install out-of-the-box, customize through an integrator or build yourself.

cmPublish also saves time and money by freeing up your resources to concentrate on their core strengths. Your marketing team can focus on the creative side of content development while your IT staff can use its valuable time in areas other than managing web publishing and the related systems.

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INDUSTRY LEADING TECHNOLOGY
Leverage the Latest in Content Management Capabilities

In addition to an economical solution, Clickability offers a range of high-value technological benefits.

Web-Based Interface
Users access cmPublish from any Internet connection using any web browser. All content creation, development, design, and reporting is done in this easy-to-use environment. All cmPublish services are provided directly through Clickability's web portal, eliminating any need for the third party involvement that other outsourced solutions depend on to do the same job.

Configurable Permissions and Workflow
cmPublish is a flexible tool that can be adapted to fit your business processes, encouraging customization for your company's unique permission and workflow needs.

Robust Categorization Engine
cmPublish incorporates a built-in categorization engine so users can classify, organize and search large volumes of content and media assets with ease. Content can even be assigned to multiple categories to reflect your particular business requirements.

Advanced Search and Filtering
Searches can easily be performed on a variety of attributes across all content and media stored in cmPublish.

Tight Revision Control
With versioning, auditing and asset locking features, cmPublish vigilantly keeps track of all changes made to content and media assets, preserving integrity and adding accountability to your content control process.

Industry-Standard Security
Clickability takes its commitment to security very seriously, employing industry-standard security measures to ensure your critical data is always protected.

NEW FEATURES IN V4.0

Clickability continues to advance content management technology with the latest release, version 4.0 of cmPublish.

■ **Integrated Reporting**

Integrates powerful web analytics tool directly to produce a variety of sophisticated, actionable reports.

■ **Web Content Submissions**

Permits site readers to contribute content through a website form, while maintaining editorial integrity.

■ **Enhanced WYSIWYG Editor**

Provides cross browser and platform compatibility, spell check, and support for style-sheets.

■ **Added Browser Support**

Supports Mozilla and Netscape browsers on Windows and Mac OSX, in addition to Internet Explorer.

■ **Internationalization**

Supports UTF-8 characters, enabling publishing to any character set.

■ **RSS Out of the Box**

Allows RSS, an XML format, for managing the flow of content in and out of cmPublish and facilitating the sharing and reuse of content.

■ **Remote Publishing**

Publishes to remote servers, so customers can use their own data centers for delivery of the final site, and maximize their investments in web infrastructure.

SUITE OF ON-DEMAND SERVICES

Get the Most Out of cmPublish

cmPublish offers several value-added applications – built right into the system and available through the same easy-to-use interface – going beyond web content management to maximize the force of your web initiatives. Clickability is the only hosted service to provide this extensive selection of value-added core business applications in a single tool, all designed to work together seamlessly.

Reporting

cmPublish combines content management with web analytics to produce a variety of sophisticated, actionable reports, incorporating metadata about website usage and cmPublish user activity. Clickability is the first enterprise class content management system provider to build site analytics right into the platform. The combination of these features in one tool with a common interface eliminates the need for third party reporting tools.

Email Newsletters

Content developed in cmPublish can be directly sent in email newsletters, further strengthening customer, partner or vendor relationships. Capabilities include designing, scheduling, distributing, and archiving of email newsletters, plus automated mailing list management.

Ad Server

cmPublish incorporates an ad server for managing advertisers and campaigns. The ad server automates ad rotations, tracking campaigns by day of the week and time of day, and monitoring click-through rates.

Interactive Tools

Clickability's well-known imWare interactivity tools - including SAVE THIS, EMAIL THIS, PRINT THIS and Most Popular - are integrated with cmPublish so they can be easily incorporated into your website.

SAVE THIS – web-based content bookmarks
EMAIL THIS – evangelists share content with friends
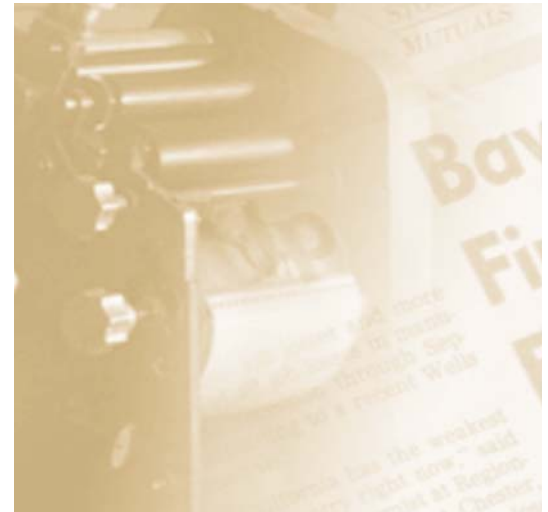PRINT THIS – content to go
Most Popular – what content is hot?

Clickability's imWare suite of tools fortify your customer relationships and enlist readers to distribute your content to a larger audience, outside your website's current readership - all with one click of a button.

Website Subscriptions

With cmPublish, you can develop subscription websites by building a "restricted" area for authorized users and a gateway to regulate access. This capability is essential in the development of intranet and extranet sites, as well as pay-for-content websites.

Polls and Surveys

cmPublish enables creation and maintenance of interactive user polls and surveys on your website, to gain useful marketing data or customer details.

WEB PUBLISHING

In addition to comprehensive content authoring and management, cmPublish also includes a full set of web publishing features, for designing vibrant and appealing websites, and positioning content to meet your marketing objectives.

Separation of Development Environments

In cmPublish, designers can publish websites without impacting users concurrently authoring content. In addition, cmPublish provides separate development, staging and production environments, making an uncomplicated progression from design to QA to live.

Template-Based Publishing

Easy and effficient publishing is facilitated by user-established libraries of templates, including content and images.

One-Click Preview

With one click, designers can visually preview the web page during development, without saving changes.

Versioning

Users can see the entire history of any template and select a previous version.

About Clickability

Clickability is the leading single source provider of on-demand web content management software, delivering award-winning, fully integrated hosted solutions to the top names in the publishing and enterprise worlds. Clickability is a privately held company headquartered in San Francisco.

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