

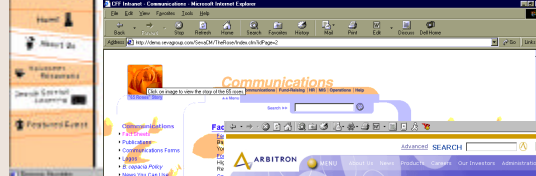
## SevaCM: Complete e-Communications Management

Designing and implementing a comprehensive web presence for your organization doesn't need to be overwhelming. Using SevaCM, what used to take months, can now take days.

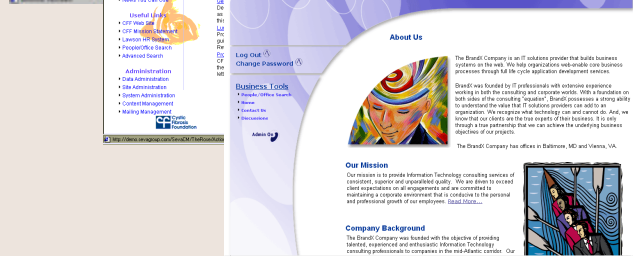
SevaCM is a 100% browser-based tool that allows non-technical personnel to manage how their organization communicates. It provides all of the tools necessary to build and maintain the appearance and content of web sites. In addition to providing full **content management** capabilities, SevaCM provides the foundation to easily implement fully configurable, secure and cost effective **web portals** in a variety of ways:



Public Marketing Sites



Secure Extranet Sites



Enterprise Intranets

### Benefits

SevaCM is revolutionizing the way in which some of the nation's largest organizations use web technologies to communicate with the public, their customers, members and employees. It provides one tool whose benefits include:

- ✍ Increased timeliness and accuracy of web content
- ✍ The ability to go from "concept to market" in days, not months
- ✍ Reduced dependency on technical personnel
- ✍ Minimized costs for document distribution and external mailings
- ✍ Easy configuration of site appearance, layout, and navigation including the ability to personalize each User's experience
- ✍ One central platform from which to access web-enabled business systems and external data feeds
- ✍ Comprehensive security for site access and administration
- ✍ Centralized storage of enterprise information

**For more information about SevaCM or our other services, please contact:**

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## Features and Functionality

**Content Management** – SevaCM provides all of the tools necessary to create, modify and delete content for each page of the website. To most effectively leverage an organization's existing information, a site's content can be displayed and maintained in a number of ways:

**Easy Content Entry** – Creation of new pages for a site is effortless with our step-by-step content entry. Content can be quickly entered using a web editor or copied from other sources via a "Cut and Paste" feature

**Support For Multiple Types of Content** – Many different types of content can be entered depending on your needs. Supported types of content include HTML, graphics, uploaded files (e.g. PDF, .doc), links, events, frequently asked questions, and more

**Content Scheduling** – Content can be created in advance and scheduled to appear (and subsequently disappear) in the site at a future time. It can even be assigned to multiple site areas with different schedules for each

**Content Approval** – Administration tools provide the ability to build and enforce a multi-level approval workflow. The workflow can vary by site area and provides automated approval notification

**Version Control** – SevaCM allows administrators to easily create new versions, activate versions, and rollback to prior page versions

**Fully Configurable Look and Feel** – The content, appearance, layout, and navigation of the entire site can be dynamically managed using SevaCM's *Contextual Administration* tool. The layout of each page can be unique or can share design templates with other pages.

**Personalized User Experience** – All navigation and content access can be controlled by a site administrator based on each User's profile. Individual Users see what you want them to see and how and when you want them to see it. Also, to provide an extra level of flexibility, each user can personalize their "home" page to include the content and navigation they wish to see.

**Email Management** – Text or HTML-based emails can be created and sent to selected members of the site's User community. These emails can include links directing the recipient to important site content.

**Discussion Forums** – Secure, moderated discussion forums are available for authorized users to facilitate the sharing of information.

**Custom Form Builder** – Custom forms can be created to gather valuable information from site visitors. No knowledge of HTML is required to create online surveys and polls, requests for information, and other useful forms.

**Integration of Other Applications** – The Integration of other web-based software is as easy as point and click. Other applications can even be included within a site page along with regular content and images.

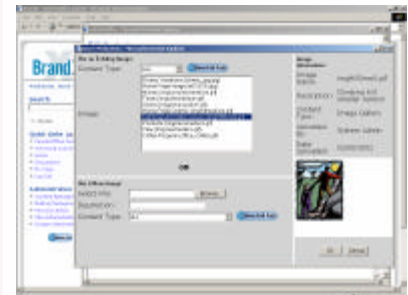
**Site Wide Security** – Security is incorporated throughout SevaCM. Access to product features, site pages, and site navigation is fully configurable.



Dynamic presentation of site content and graphics



Modify site "in place" using Contextual Administration



Easy integration of graphics using Image Gallery



Intuitive security administration