

# Comprehensive, Yet Affordable Web Content Management.



Many organizations still update their Web sites and other Web properties manually. They assume that comprehensive Web content management software is too expensive. Not any more. Metro gives you proven technology that delivers all the tools you need at a fraction of the price of costly enterprise-level solutions.

Metro is a complete Web content management solution that simplifies the process of creating, managing and publishing Web content. It is powerful and flexible, designed to handle your current and future Web needs.

## **METRO CAPABILITIES**

**Multiple sites**—Use Metro's powerful yet simple site management tools to power a single Web site or manage multiple Web sites in one application.

**Communication**—Metro lets you build sites easily for communicating about your company, products and services, from simple informational sites to advanced, interactive ones.

**Customer Service**—Metro offers tools that help you create customer portals and manage site content for user documentation and help resources.

**Business Development**—Use Metro to track your lead generation efforts and inbound inquiries.

**E-Learning**—Set up online tests within Metro. Great for schools and training efforts.

**Document Management**—Let Metro help you manage key documents for your organization. Search and retrieve archived documents. Ideal for intranet functions.

**Surveys**—Use Metro as your key toolset to conduct surveys for learning about your customers, products and services.

## **Key Applications**

- **Corporate Web sites**
- **Intranets**
- **Extranets**
- **Portals**
- **Marketing sites**
- **Blogs**
- **Online training sites**
- **Documentation sites**
- **Multi-site management**

**Web Analytics**—Metro easily integrates with popular third-party Web analytics and reporting programs.

**Support Systems**—Use Metro to handle registrations for events, seminars or other activities. Capture information to support troubleshooting efforts. Set up forums, discussion boards and blogs to let users communicate with employees or each other.

**Information Updates**—Metro delivers an easy way to update site content. Update through an easy-to-use WYSIWYG editor, or import Word documents to add or edit content.

## METRO ADVANTAGES

- Non-technical users can create and change Web site content quickly and easily.
- Metro is ready for work right out of the box. It doesn't require development resources for installation and use.
- Prototype a site within one day, or re-create the look and feel of existing sites within a few hours.
- Metro is scalable; it can manage multiple Web sites with one application and grow with your organization.
- Ensure consistent branding across multiple Web sites, and share content between your different sites.
- Edit Web content directly on the Web site itself, or import Web content from Microsoft Word documents.
- Includes search options to find site content.
- Robust, built-in security features control site access; workflow ensures that only approved content changes are posted.
- Customize the look and feel of your site with a click; reorganize pages anywhere on your site at any time.
- Built-in applications allow organizations to implement new site functionality quickly.
- Access is entirely Web browser based; no need to install any browser plug-ins or software on employee PCs.
- Navigation menus are automatically generated by the system, which eliminates broken links.
- Editor supports both Windows and Mac browsers. Metro works well in heterogeneous network environments.
- Scheduled publishing makes content updates when you want them.
- Includes syndication capabilities to load RSS content from other sites, or to syndicate your own content.
- Integration Link allows Metro to easily handle content and applications from other systems, such as .Net.
- Optimizes content for search engines.
- Imports content from Transit Solutions publications.

## Success Stories

### INTRANET FOR LARGE CLOTHING RETAILER

A major retail clothing chain has more than 10,000 employees. All of these employees are expected to stay current on company policies and procedures, and to be aware of events that affect their local stores. This meant countless hours of updates to the company's intranet site each day, and enormous usage spikes every morning as thousands of employees tried to connect to the company's servers at about the same time.

By utilizing Metro technology, it allowed the retailer's content managers to create a single update once and distribute it to all network sites on a regular schedule. The company can make changes to policy documents and send them out overnight, sharing the information across many locations to reduce traffic on the corporate servers.

In addition, Metro technology controls distributed updated event details to all connected network locations. Items are arranged by hierarchy, so stores receive only the information that is relevant to them. Events are organized at four levels: nationally, regionally, locally and by climate.

### INTERACTIVE WEB SITE FOR NATIONALLY KNOWN BROADCAST PERSONALITY

A nationally known broadcast personality and music performer discovered Metro technology while looking for web development software that was both versatile and robust. The goal was to create a site that contained thousands of pages, had a consistent look and feel, and could be updated often.

Creating the site using Metro technology cost far less than any of the other solutions reviewed and the development time was also far less. The customer received the best of all possibilities—a robust and comprehensive site, quick implementation, and cost effectiveness.

## BENEFITS FOR IT PROFESSIONALS

If you're an IT professional or a Webmaster, you'll like Metro because it frees you to do the critical work you're expected to do. Business users who create Web content also publish it, saving valuable IT staff time.

- No need for IT to spend time on extensive user training. Metro is easy for non-technical users, allowing them to enter content directly or import Word documents. Metro automatically converts Word documents to HTML.
- Built-in, user-friendly WYSIWYG editing also simplifies content updates for non-technical business users.
- You maintain control over the site to ensure branding.
- Metro's template-based publishing controls site layout and maintains the desired look and feel throughout.
- Login controls allow only users with proper credentials to make site changes.
- Security and access controls let you specify who can make changes, and the actions they may perform.
- Version control is easy. Metro allows rollback to a previous version or promotion of a newer one.
- Workflow tools route content for review and editing, and notify key users when changes or approvals are made.
- Setup is easy and quick, whether your company has a Microsoft or Linux server environment.
- Content changes are made through a browser: no need to install and configure additional software on desktops.
- Metro can provide a printer-friendly .pdf version of each page or an entire section of web content as requested, easing the need to develop site layout and content for printer-friendly versions of HTML.

## BENEFITS FOR BUSINESS OWNERS

As a business owner, you'll like Metro because it's affordable and provides a great return on your investment. Other benefits you get from Metro:

- Allows your company to always provide current information to customers, partners and employees.
- Enables IT staff to perform more value-added work while empowering business users to update sites immediately with content they create.
- Content updates are easy and immediate.
- No extensive training is needed. Non-technical employees can begin updating and publishing site content right away, using skills they already have.
- Powerful security controls only allow authorized individuals to make changes to content they have permission to edit.

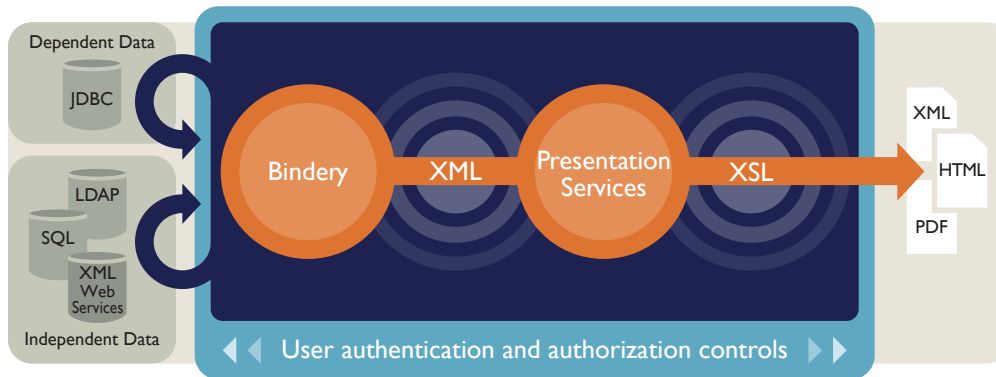
## BENEFITS FOR EMPLOYEES

If you're an employee responsible for keeping Web content current, you'll like Metro because it's simple to use. It also:

- Allows you to post new or updated information right now, using computer knowledge you already have.
- Lets you select and edit content right on the Web page.
- Easily generates site content in .PDF format, for easy and accessible documentation.
- Allows you to import Microsoft Word documents. Metro automatically converts Word documents to HTML.



## ARCHITECTURE



*Metro is built on Web standards, making it easy to integrate with solutions, standards and methods.*

### THE BINDERY

The Metro bindery is responsible for reaching out to the various data stores and generating XML for the delivery to the presentation services.

### PRESENTATION SERVICES

Based upon the type of incoming request, the presentation services layer asks the bindery for the corresponding XML, and then converts it into appropriate delivery format (HTML, PDF or XML) via XSL transformations.

### ABOUT AVANTSTAR, INC.

Avantstar is home to the world's most recognized desktop file viewing program—QuickView Plus. Since 2001, Avantstar has been focused on solving digital content viewing and content management challenges faced by businesses, government agencies and legal organizations throughout the world. Thousands of companies and millions of users worldwide rely on Avantstar's products to reduce licensing costs on unnecessary software programs to view files or publish critical business information to websites.

### DEPENDENT DATA

The information stored within the Metro system over which Metro has complete management control is called dependent data. This data is managed within a JDBC compliant SQL database management system.

### INDEPENDENT DATA

Information that is managed outside the Metro system (external applications, legacy systems, various repositories), but which Metro can still access, is called independent data. Metro provides many services and utilities to reach into standard providers, like SQL databases, LDAP directories, and WSDL Web services.

**CONTACT US NOW TO LEARN MORE ABOUT METRO.**

Visit our Web site at [www.avantstar.com](http://www.avantstar.com)  
to learn more about Metro.

Server:  
Microsoft Windows 2000/XP/2003  
or Red Hat Linux 7.1 or later

- Pentium III 933 MHz or higher
- 256 MB RAM
- 32 MB hard disk space
- OpenOffice (required for translation of Microsoft Word documents)

NOTE: These are the minimum installation and operating requirements for Metro. Additional memory and disk space may be necessary based on the volume of content managed through the software, as well as the anticipated maximum load or use of the software.

Java Requirements:  
Metro includes the Java Runtime Environment (JRE) and does not require any additional Java support.

Web Server:  
• Microsoft Internet Information Server 4 or later

• Apache 1.3 or later

Database\*

- HSQLDB 1.7.2 or later; Oracle 10g or later; Microsoft SQL Server (2000 or later); or My SQL 4 or later.

\* A JDBC connector is required for Oracle, Microsoft SQL Server or MySQL implementations.

Client side:

- Microsoft Windows 2000/XP or Mac OS X
- Internet Browser:
  - Microsoft Internet Explorer 6 or higher (Windows only)
  - Mozilla Firefox 1.0 or later (Mac or Windows)



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