

new i-d media

MEDIA

CMS Module



Agenda

New I-D Media CMS Solutions

- » **Introduction**
- » **Table Expert**
- » **Formular Expert**
- » **Clipboard Expert**
- » **Gallery Expert**
- » **Imagemap Expert**

Services & Locations

- IT Solutions
- Internet & Mobile
- Enterprise 2.0
- Social Media



Berlin / London / Cologne

82 employee, 8,5 MEUR business volume

CMS Solutions

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- » Gallery Expert
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PORTFOLIO

Content Management

Web 2.0-Screening und - Monitoring

Product- and Brand Staging

Eventmarketing

Communities

Viral Marketing

Enterprise 2.0

Intranet

Online-Marketing

Corporate Design

Web TV

Social Media

High Performance-Platform

Mobile

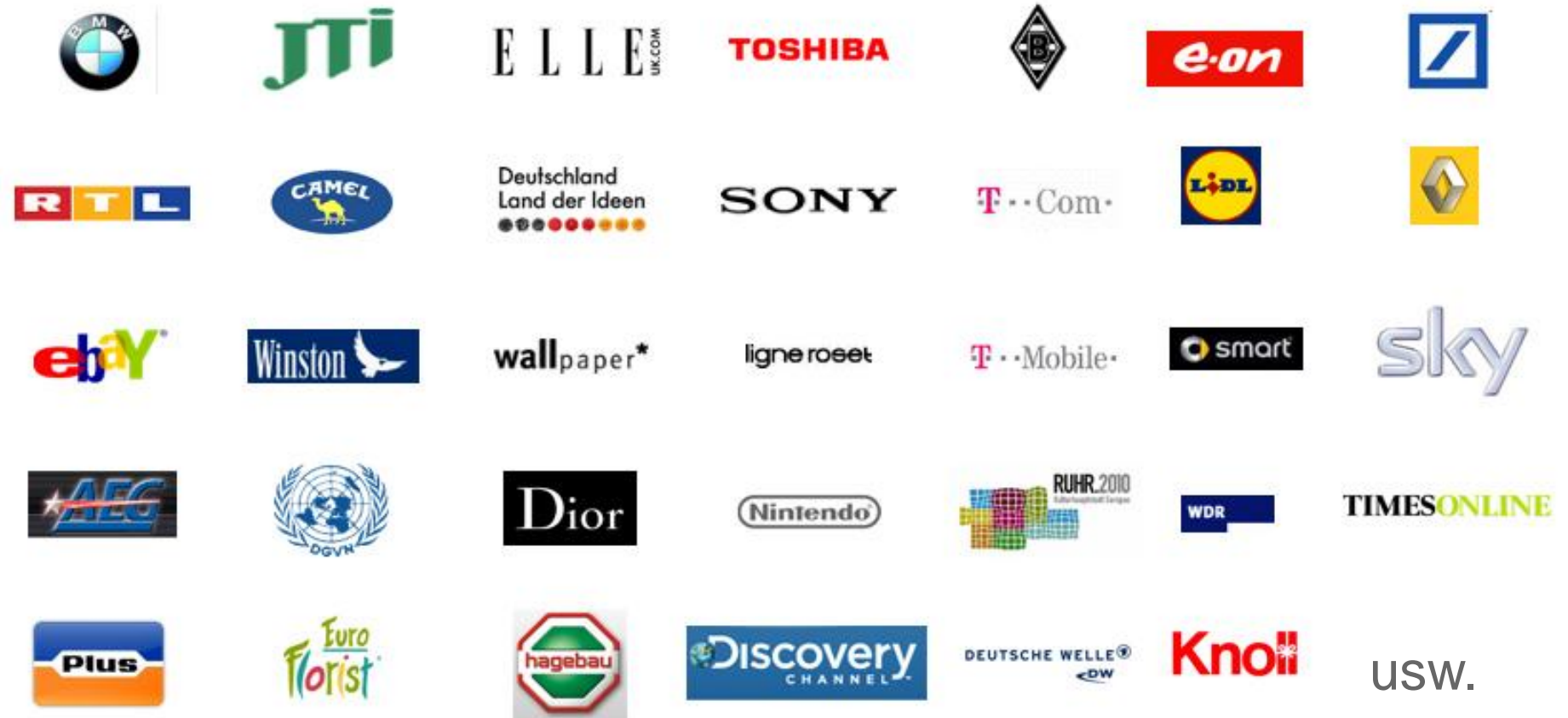
SEO / SEM

Direct Marketing

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COMPANIES AND BRANDS – REFERENCES



CMS Solutions

- » The products of OpenText (RedDot) are the development framework
- » This provides many starting points for the development of standard web applications
- » Since the year 2000 MEDIAL develops many useful additional modules and plug-ins for the RedDot platform
- » They are approved in many ways with our customers and are updated to the state of technology frequently

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Solutions

LiveServer

- » FAVORITEN EXPERT
- » VOTING EXPERT
- » MARKETPLACE EXPERT
- » CALENDAR EXPERT
- » WHAT'S NEW EXPERT
- » FAQ & EBOOK EXPERT
- » AUTHORIZATION EXPERT
- » NEWS EXPERT

Content Management Server

- » **CLIPBOARD EXPERT**
- » **FORMULAR EXPERT**
- » **GALLERY EXPERT**
- » **IMAGEMAP EXPERT**
- » RSS-FEED EXPERT
- » BILL-OF-FARE EXPERT
- » **TABLE EXPERT**
- » MEDIATHEK EXPERT
- » ALL-IN-ONE TEASER
- » TEASER MANAGER
- » MIGRATION EXPERT
- » CONTENTREPORT EXPERT

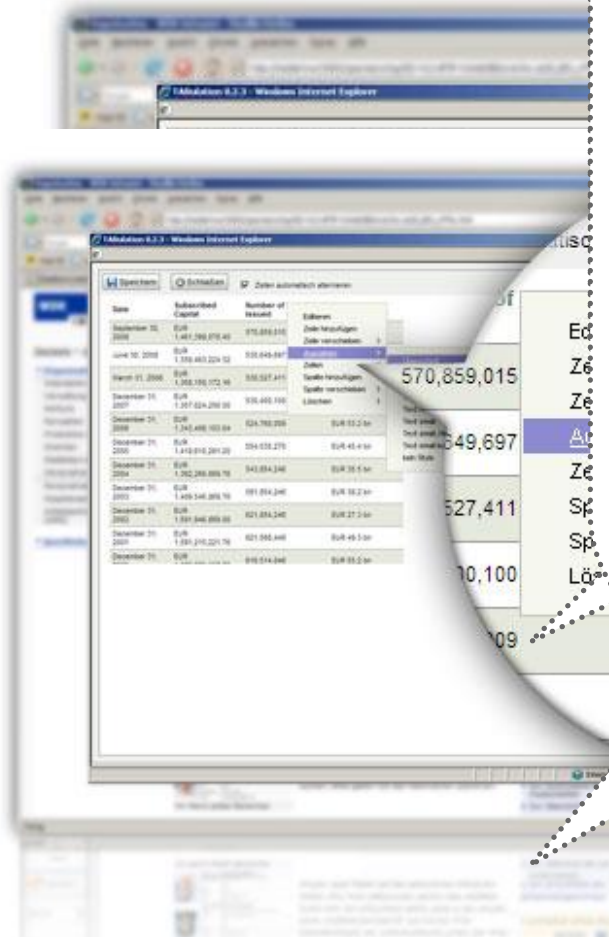
CMS Administration

- » SEARCH & REPLACE TEMPLATE XTRA
- » RdDOCDATA EXPERT
- » FILENAME XTRA
- » LOGFILE ANALYSER XTRA
- » LINKCHECKER XTRA
- » REFERENCE XTRA
- » FREE INSTANCE XTRA
- » PLACEHOLDER EXCHANGE XTRA
- » REMINDER EXPERT

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Table Expert



Cost benefit analysis:

- 20 Editors
- Each Editor has to create a table twice a week
- Time needed: 45 minutes
- 20 x 45 min = 15 h/Week
- 15 h x 52 Weeks = 780 h
- Hourly rate appr. 20 £
- 780 h x 20 £ = 15.600 £ / Year

By using Table Expert:

- More than 50% time-saving
- Reducing costs in general
- Easily to handle

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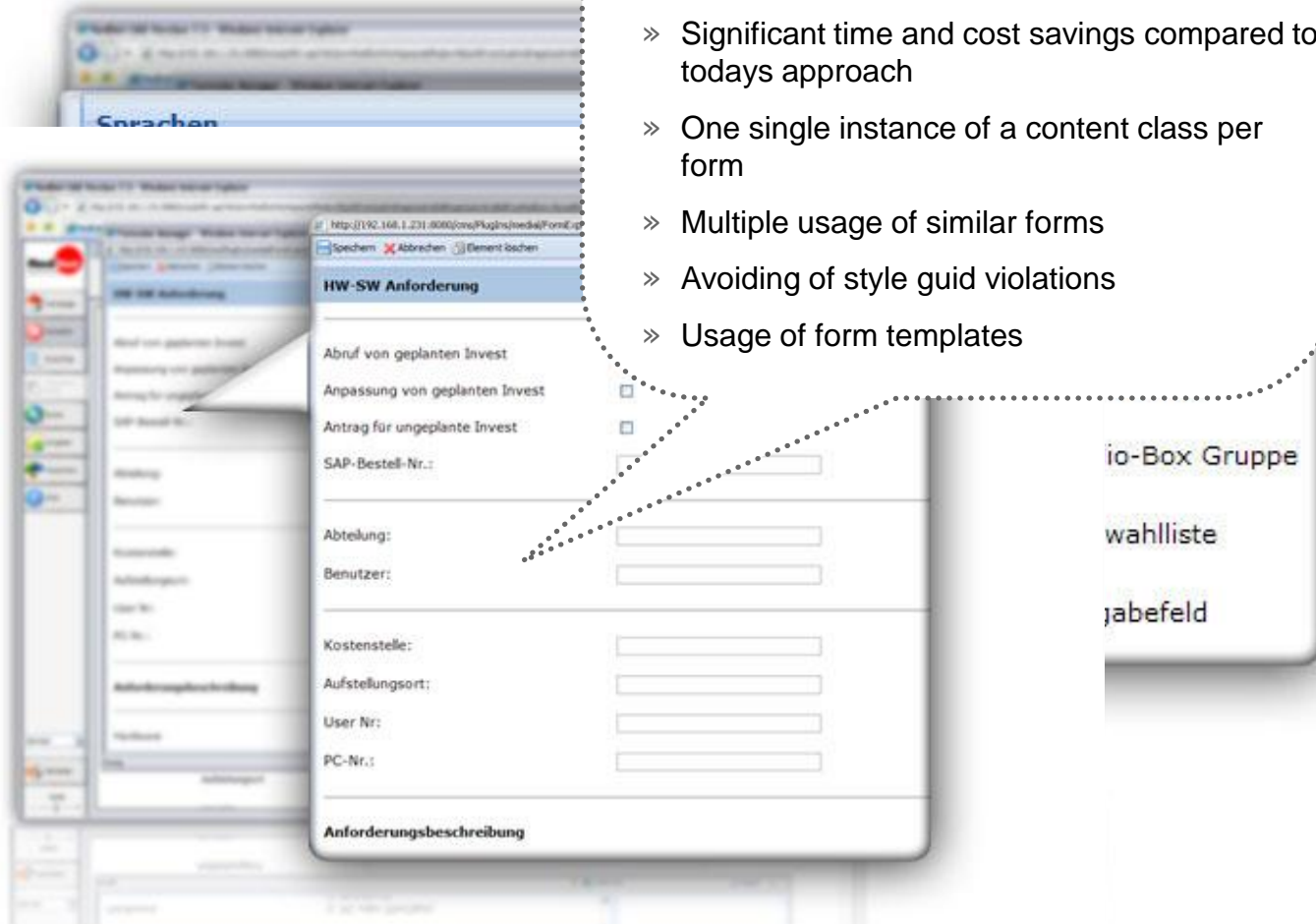
Formular Expert

Benefits

- » Very user-friendly graphical interface
- » Intuitive handling without training
- » Creating form by drag & drop
- » Creating forms with any number of input fields
- » Significant time and cost savings compared to todays approach
- » One single instance of a content class per form
- » Multiple usage of similar forms
- » Avoiding of style guid violations
- » Usage of form templates

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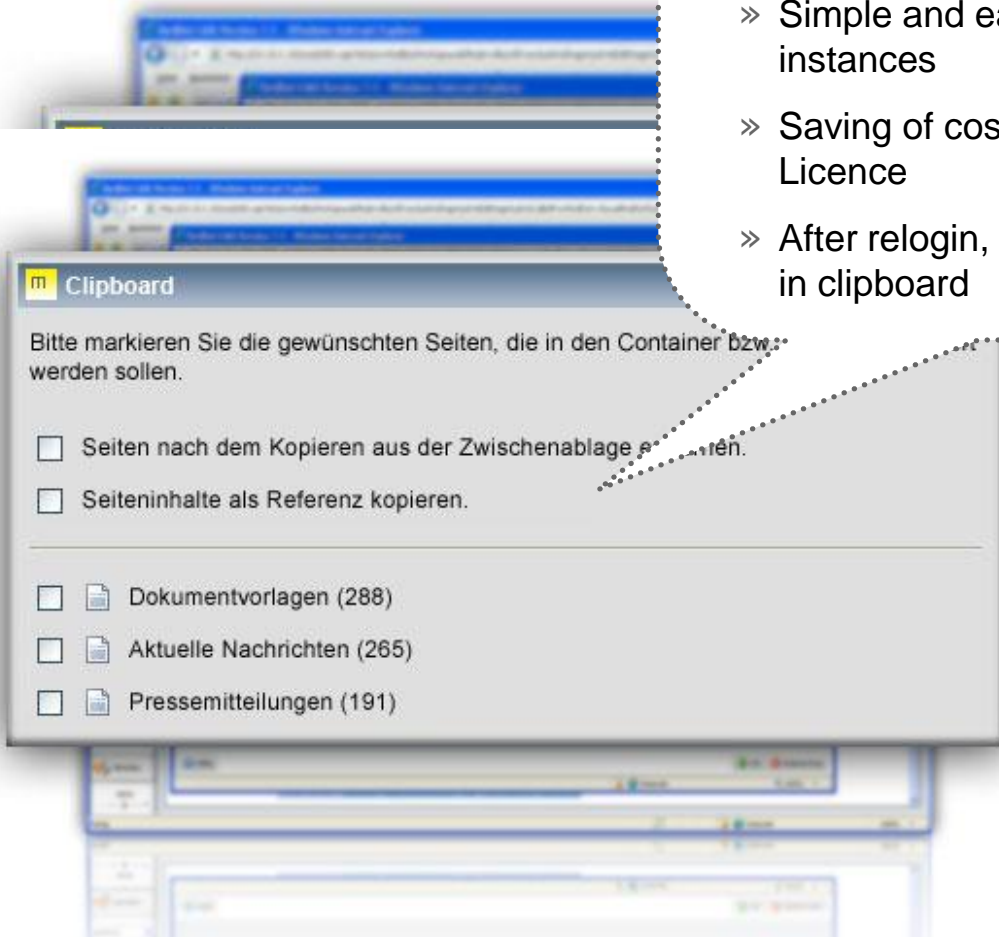
Clipboard Expert

Benefits

- » Enables fast copying of instances
- » Provides SmartTree features in SmartEdit
- » Simple and easy management of instances
- » Saving of costs for Smart Tree Licence
- » After relogin, sites are still available in clipboard

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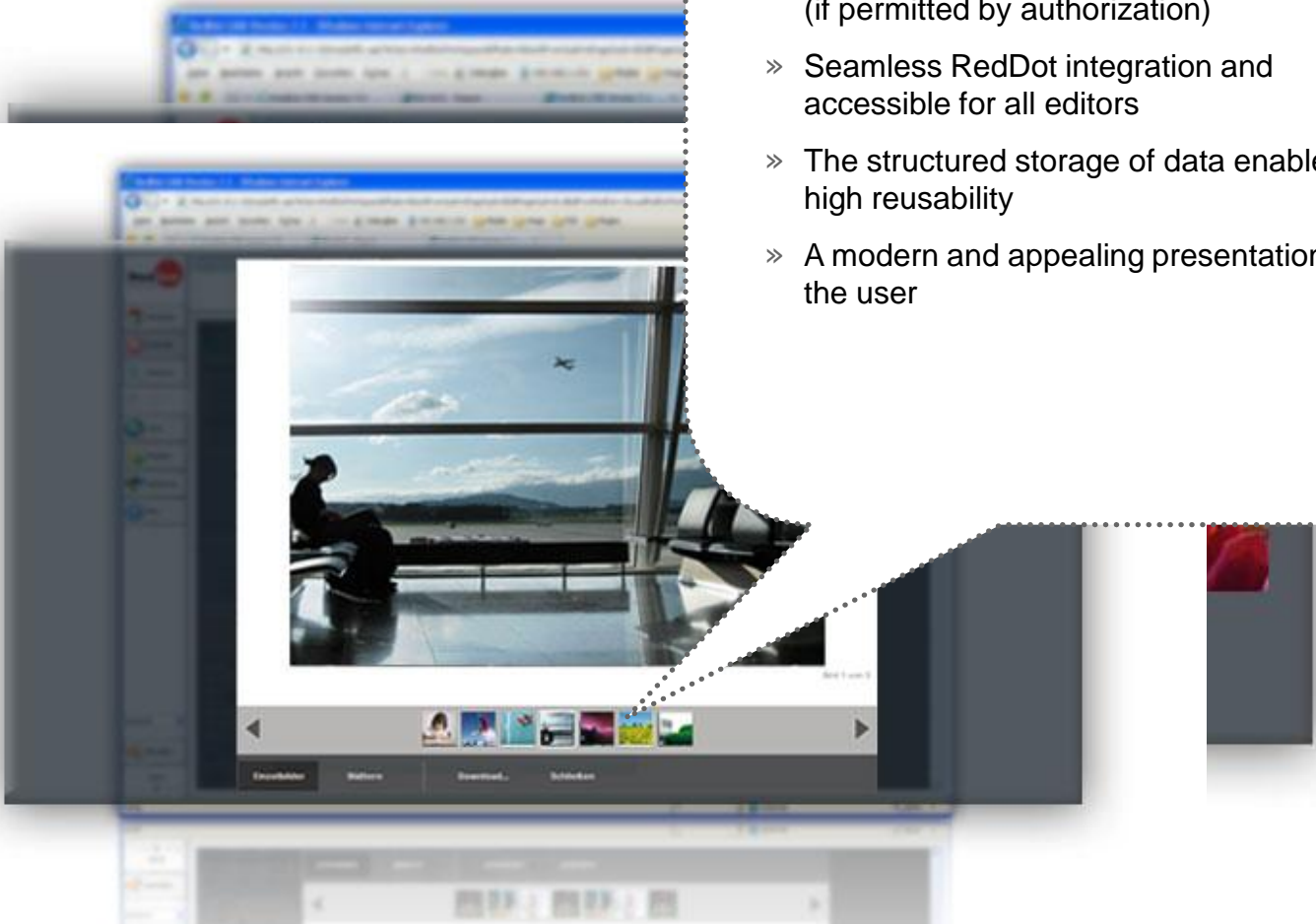
Gallery Expert

Benefits

- » Uploading ZIP archives to the AssetManager saves time significantly
- » Download of single images or the complete gallery as an archive (if permitted by authorization)
- » Seamless RedDot integration and accessible for all editors
- » The structured storage of data enables high reusability
- » A modern and appealing presentation for the user

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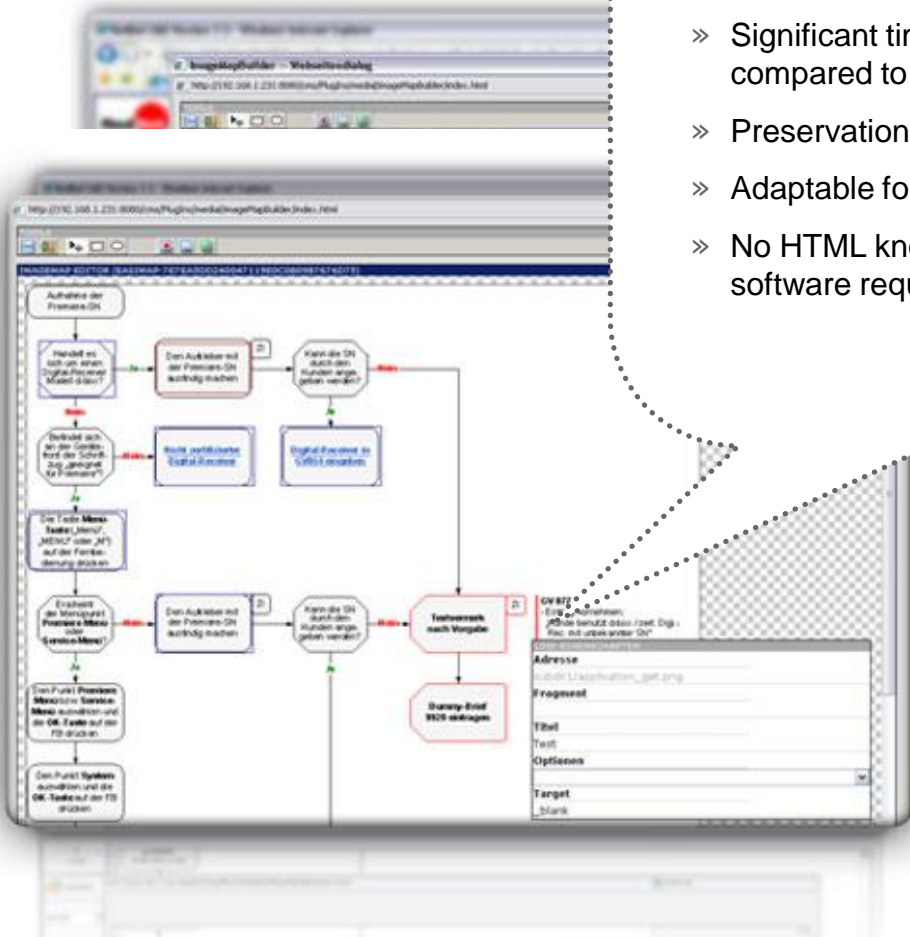
ImageMap Expert

Benefits

- » For the first time in RedDot editing of image maps is provided to editors
- » Very user-friendly graphical interface
- » Creation of image maps with the mouse
- » Significant time and cost savings compared to todays approach
- » Preservation of link consistency
- » Adaptable for all RedDot projects
- » No HTML knowledge or additional software required

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Thank you very much!

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