

# Spread the Word



The content publishing engine for membership organisations

## **Senior CPE delivers enterprise strength content management and publishing. It features comprehensive solutions for:**

- Managing multiple levels of member access to your website
- Multiple internal and external content providers, authors and publishers
- Publishing a wide variety of content types including audio, video and documents
- Monetising content to members and non-members
- Promoting events and monitoring ticket sales
- Publishing to multiple websites

## **User Friendly Front-End**

Capable of handling and serving thousands of pieces of content to front-end users, the system supports a wide range of navigation options which return results on all content types including:

- Comprehensive weighted searching
- Tag clouds
- Related categorisation
- Related content

## **User Profiling**

The system also uses sophisticated internal tracking to deliver a customised user experience, including explicit (user defined) preferences and implicit (system determined) profiling:

- User defined personalised homepage: Select content preferences through drag-and-drop page flakes fed by internal and external RSS feeds
- Create a series of search scenarios offering ready-made search solutions based on subject or role



# Benefits

## Membership Organisation Specific Functionality

Because the system has been designed specifically to meet your membership requirements, you will benefit from a range of features such the ability to restrict access to content based on membership status and tease potential new members with abstracts, encouraging them to request trial membership.

And because you can apply a value to all content through the system and determine who pays and how much, you can realise revenue from your valuable resources from non-members, whilst providing added value to your membership.

## Search Engine Optimisation

The system is a natural at search engine optimisation, not only is every piece of content visible to search engines, but the system also supports content tagging and other SEO friendly on page tools, such as tag clouds and categorisation.

All meta tags in the code (such as page titles, keywords, descriptions, authors and dates) are automatically populated by the system when you create new content.

## Universal Accessibility

All websites built using the system are built from the ground up to be accessible and usable. This means that they are accessible to the widest possible audience and on the widest range of devices, from home computers to PDAs and mobile phones.

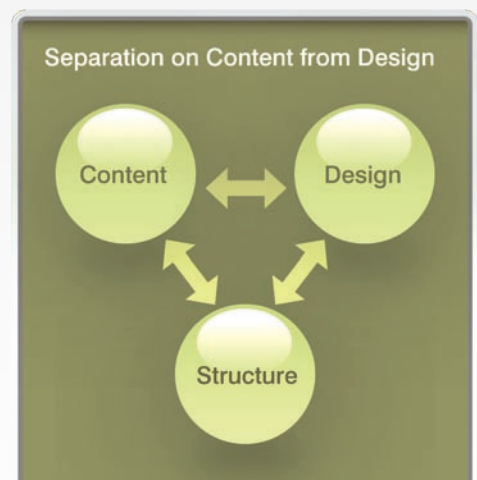
## Flexibility

The system draws a very clear distinction between content, structure and design, allowing each to be independent of the others.

Changing the design of your site is as simple as introducing a new template, without the need to rethink the structure of the site or provide any new content.

And because the system is centralised and fully modular, your site can grow to meet your needs. E-commerce for products, includes membership discounts and voucher codes.

The events system supports a full ticketing system which includes ticket allowances, pricing based on membership status and event monitoring.

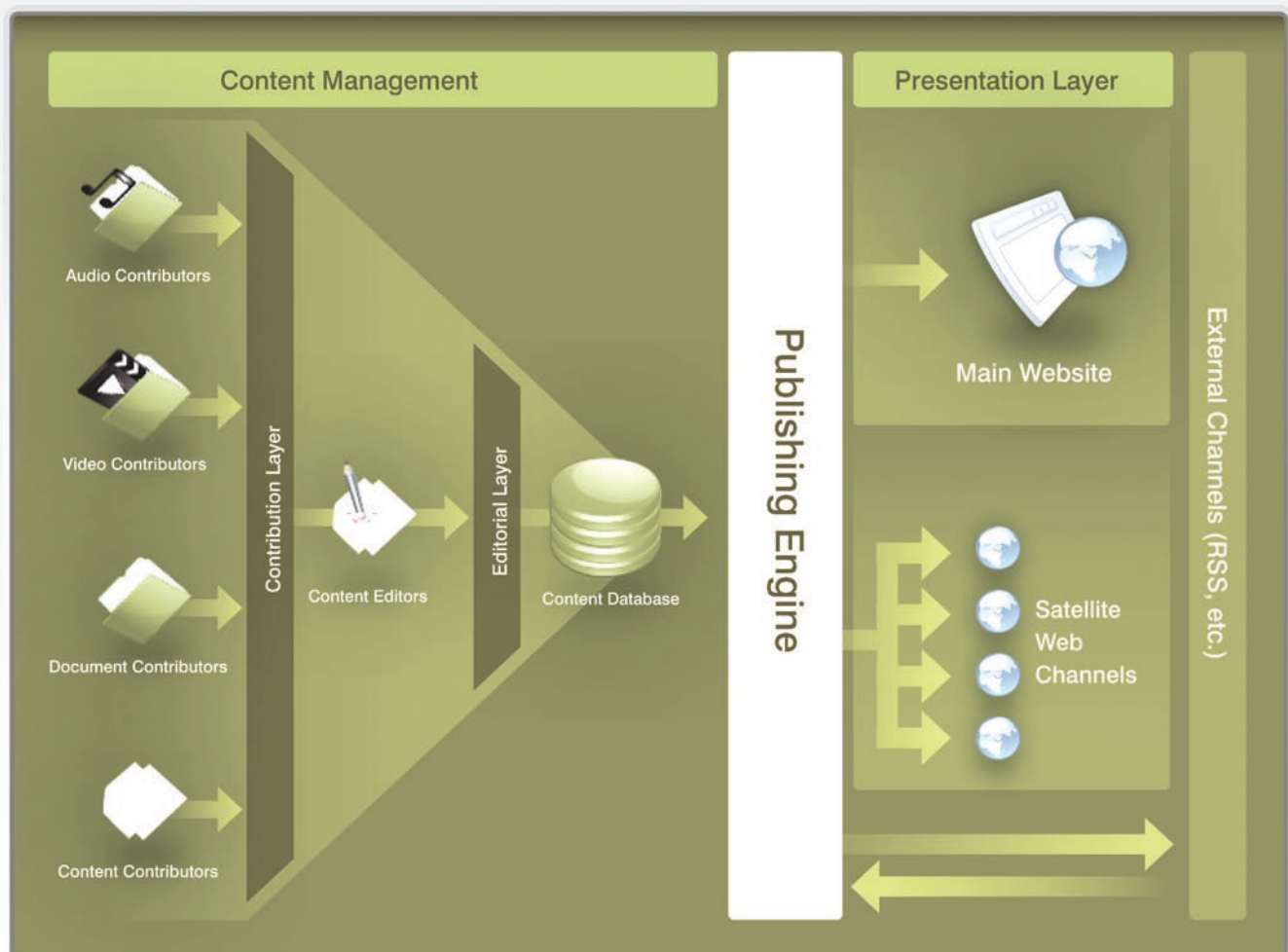




# Publication Flow

The system is designed for multiple contributors to add content to a centralised publishing engine, which feeds multiple websites and RSS feeds.

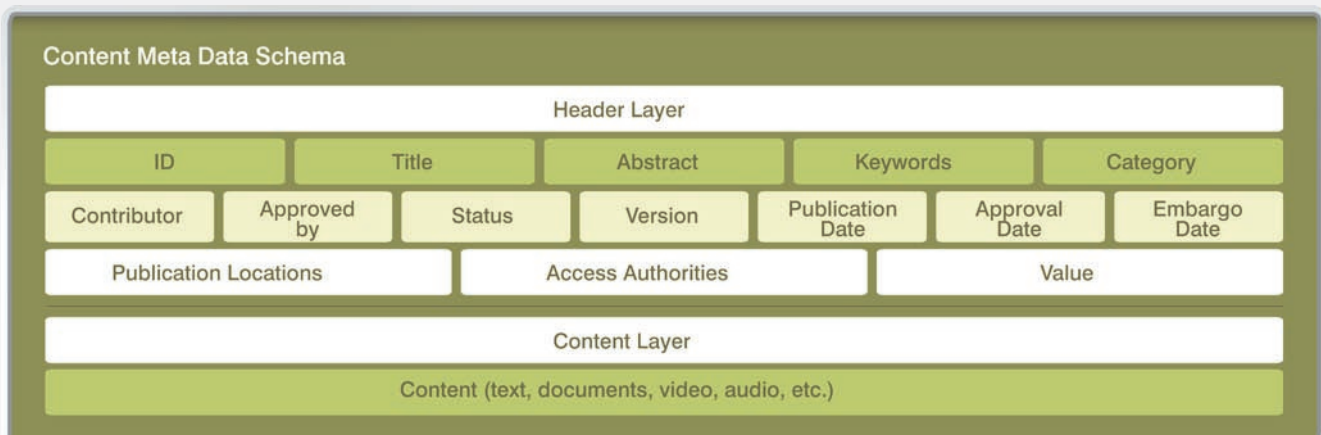
- Supports any number of contributors
- Accepts multiple content types including audio, video and documents as well as images and copy
- Contributors assemble entire content record including meta data and suggested publication locations
- Contributors submission passed to chosen editor for approval or alteration
- Supports any number of editors
- Full editorial dashboard function showing content flow status
- Full contribution and publication workflow, including:
  - Audit trail, content version history and roll back
  - Content rejection and suspension
  - Embargo and archiving dates
- Editors publish content to one or multiple locations





# Features

- Membership and user access management
- Monetisation on all content
- Keyword/tag thesaurus
- Subject categorisation
- Related content
- Search engine friendly URLs
- Multi-location and multi-site record publication
- User profiling (implicit and explicit preferences)
- Full e-commerce solution, including credit accounts
- Comprehensive content meta data schema
- Content modules:
  - News
  - Events
  - Document and Image management
  - Video and Audio
  - Committees
  - Products
  - Vacancies
  - Tenders
  - Banner advertising carousel



The Senior CPE is a fully hosted web application developed in .NET and SQL. Because Senior hosts the application we can provide:

- High performance and resilience through load balancing
- Almost instantaneous database failover (through mirroring)
- High performance database and backup network providing disaster recovery
- Continuous redundant data protection

## Contact

For more information about Senior CPE or any of Senior's other web products, please contact us at:

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