

SiteExecutive powers Web effectiveness

Offering a better Web experience for site visitors, content contributors and IT.

SiteExecutive™ is simple, powerful, extensible Web content management software

SiteExecutive™ Web content management software provides the foundation required for building effective Websites. It reduces the effort and complexity of creating and publishing Web content and deploying Websites so you can rapidly and effectively respond to new business opportunities and customer requirements.



SiteExecutive editing interface

With SiteExecutive you assemble sites from a library of pre-configured templates, navigation menus, graphics and modular applications. SiteExecutive is compatible with industry standard tools such as Dreamweaver, Fireworks and Photoshop, and technologies including XML, Java, Coldfusion, RSS, CSS and SOAP.

To promote widespread adoption by non-technical content authors and streamline Web publishing, SiteExecutive interoperates with Microsoft Word and other common desktop publishing tools. Importing content and building Web pages is fast and intuitive.

SiteExecutive balances ease-of-use with enterprise-class performance, extensibility, security and administrative controls. Licensed by the server for installation in your environment or as a hosted service, SiteExecutive is deployed by a wide range of client organizations including APUS, Geisinger Health System, Johns Hopkins, Northwestern University, and Wal-Mart.

Why SiteExecutive

"SiteExecutive improves control over the content lifecycle. Our Website now delivers more timely and accurate content, driving more Website visits, more online applications and more success for our school." – Rick Pollard, director, Technology Services for Howard Community College

Attract and Engage Site Visitors

To help you attract and engage site visitors, SiteExecutive lets you:

- Create XHTML and CSS compliant, search engine friendly, accessible sites
- Classify and automatically display relevant content where visitors want it
- Deliver content through the Web, email and RSS feeds
- Promote trusted relationships by enabling password protected content

Simplify and Govern Content Authoring

SiteExecutive provides an easy to use, controlled authoring environment where you can:

- Import content from MS Word and other common document types
- Ensure content integrity with built-in permissioning and workflow
- Create and manage forms and results handling without coding

Optimize and Extend Site Functionality

SiteExecutive features a modular, Web-based architecture and well-defined API so you can:

- Provide business-specific integration with Web and back-office applications
- Deliver enterprise-class performance, availability and security

SiteExecutive Overview

SiteExecutive 4 Key Features:

XHTML compatible WYSIWYG editor: our editor simplifies content contributions for site authors familiar with MS Word and other Web editors, and empowers site administrators with control over source HTML.

Built-in template and CSS editors: With SiteExecutive, designers get built-in tools for creating and editing templates and style sheets, as well as the flexibility to import templates from Dreamweaver if they prefer.

Content management: SiteExecutive provides version control for all HTML and binary files, audit trail for change management, and the ability to roll-back to previous versions of your content.

Workflow and approval routing: Single or multi-step approval workflows are easily configured.

Modular architecture: SiteExecutive provides a library of pre-built modules for adding dynamic functions to pages or templates, including forms, directories, smart navigation, search, RSS feeds, and more.

Taxonomy creation and management: SiteExecutive's classification engine lets you build and manage any number of taxonomies using a three-tier hierarchy.

Integrated search: Built-in Verity search engine indexes all pages upon publication. Search module lets you add search function on any page or template with full CSS control over results display. SiteExecutive can also be integrated with Google and other search solutions.

Security model: The administrative interface lets you create and assign roles and privileges to users and groups. SiteExecutive also integrates with Active Directory and other LDAP servers.

Human readable, dynamic URLs: With SiteExecutive, URLs correspond with directory and file names. Renamed, moved or deleted objects associated with internal links will be automatically updated, preventing broken links.

Image management and manipulation: A simple point and click process lets users apply images to any page or template. Built-in image handling tools enable re-sizing and scaling.

Mobile device ready: SiteExecutive leverages CSS 2 capabilities so you can deliver content optimized for smart phones and other mobile devices.

Well-documented API: Provides complete access to the SiteExecutive object model, enabling integration with external systems and the development of custom modules.

Demo SiteExecutive and learn more:

Visit http://www.siteexecutive.com/products/online_demo for an online Flash demo, submit a request for a live demo or call 1-877-797-2554 to speak with a sales representative today.

"SiteExecutive has simplified and streamlined the processes of Web publishing and Website deployment – we're now able to maintain and grow our sites in ways we never could before."

Mary Beth Hansen, CIO, the Center for Biosecurity

Supported Platforms

Content Authoring

- Internet Explorer 7 (Windows XP and Vista)
- Firefox 2.x (Mac OS X and Windows XP)

Server

- Windows 2003
- Solaris 10
- Red Hat Linux

Databases

- SQL Server 2005
- Oracle 10 G

Web Servers

- IIS 6
- Apache 2.x (Linux, Solaris and Windows)

App Server

- Coldfusion 8

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<http://www.systemsalliance.com>

Or, contact your local Systems Alliance account executive or SiteExecutive reseller today.

<http://www.siteexecutive.com>