BackStream Enterprise Edition

Other products offered by BackStream

>**BackBone** XML based CMS Development Solution
>**Catalog Manager** Web based Catalog Management System
>**Intranet Edition** Content Management for corporate intranets
>**Syndication Server** accepts NewsML, NITF, ICE and other XML standards
>**Publishing Server** distributes content to various communication devices (WAP, UMTS, WebTV, PDA)
>**Tracking and Tracing Module** monitors and reports content usage

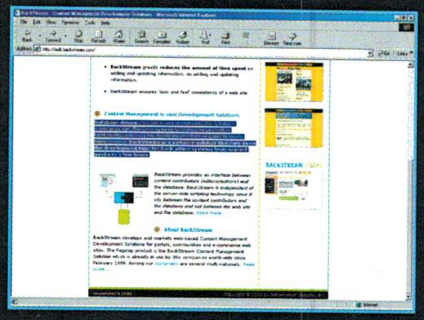
About BackStream

BackStream supplies products and services for the content management market, that are user friendly and work efficiently via the internet. BackStream offers software solutions for syndication, distribution, storage and management of content.

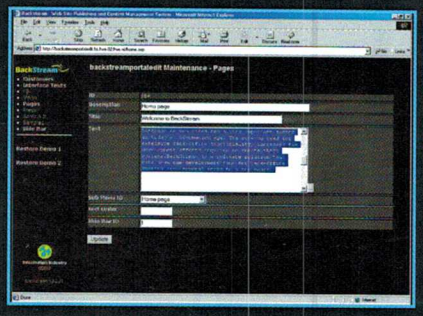
Call BackStream for a demonstration

on +31 20 386 83 65 or contact us at info@backstream.com

>Web site



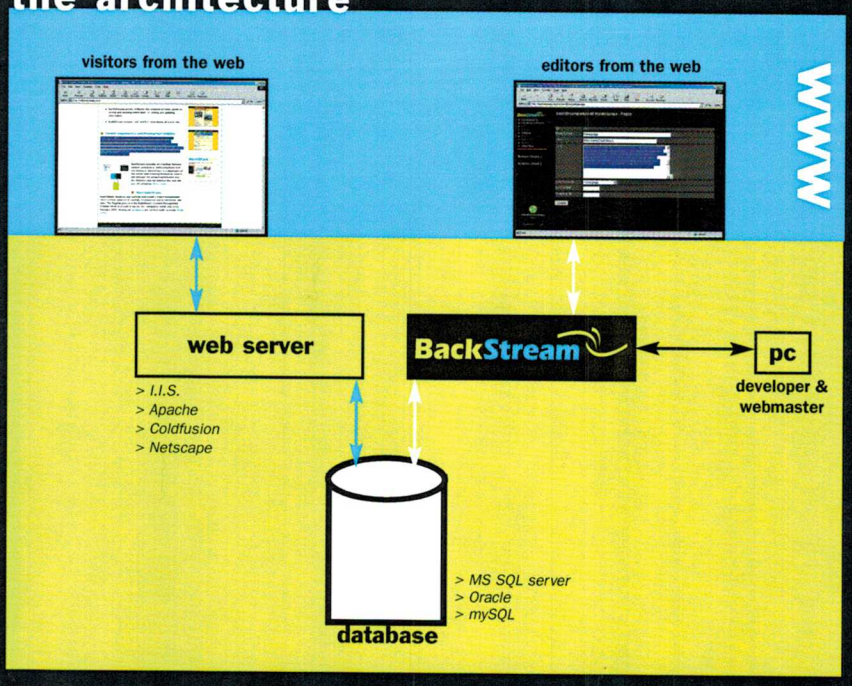
>Backoffice



BackStreamed web sites

Coca-Cola Nederland
Sociaal Economische Raad
ING Onderneemhet
Giant
ClassicDriver
Talkline
IEX
WSX
Bilderberg Hotels
Today over a 100 web sites are BackStreamed

the architecture



www.backstream.com

BackStream

Enterprise Edition

BackStream Enterprise Edition

BackStream Enterprise Edition: the XML based Content Management Solution

The BackStream Enterprise Edition is a user-friendly web based Content Management System. Using the BackStream Enterprise Edition both webmasters and other employees of organisations can manage the content of web sites in a very simple way.

What is Content Management?

Content Management is actively managing the content (text, pictures, documents, graphics, etc) of your web site

Why Content Management?

Increasingly companies are confronted with organizational problems related to the management of content on their web sites. These problems will only escalate. The only way to avoid this is to adopt content management tools and practices.

Characteristics BackStream Enterprise Edition

1 Focus on pure content management
2 Easy integration with other back-office modules
3 No influence on performance of web site
4 Scalable
5 Stand alone system
6 XML based
7 Short implementation time

End-user features

>**Ease of use** BackStream is remarkably easy to use: 30 minutes is the average time spent per user for training. No knowledge about HTML or XML is required.

>**Consistency** BackStream ensures 'look and feel' consistency of a site by only allowing to update text (XML) and images and not the layout or design.

>**Powerful** Content contributors can perform full text searches on content. Content (arranged in database records) can be added, viewed, edited and deleted. Users can also upload images and browse through uploaded pictures using a thumbnail (miniature) viewer.

>**Export** The data export functions of BackStream can be used for archiving and analysis purposes in desktop applications.

>**Platform independent user interface** Since BackStream is a browser-based system it allows content contributors to use e.g. Apple Macintosh, Windows or Linux web browsers.

>**Workflow management** BackStream can send e-mail notifications when content is edited. The e-mail message contains information about the article that has been edited, by whom and when. Clicking a link included in the e-mail opens BackStream in a browser window and shows the edited content.
A common scenario is that the editor-in-chief receives e-mails about articles being added, reviews the additions and ticks the 'publish on web' check box. Only the editor-in-chief sees this check box since this is stored in his user rights profile.

>**Security** BackStream supports SSL (the same encryption technology that protects credit-card transactions) to encrypt the user name and password log on procedure. When the user has successfully logged on, SSL is no longer used (since it slows down the web browser). The user credentials are safely stored on the server until the session ends.

>BackStream greatly reduces the amount of time spent on adding and updating information on a web site
>BackStream facilitates the delegation of updating of a web site to non-technical content contributors
>BackStream ensures 'look and feel' consistency of a web site

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