

syscom:gm .NET

Designed for associations and non-profits, Syscom:gm .NET delivers a comprehensive all-in-one approach for managing web sites and streamlines delivery of information to members and other site visitors. Now you can easily maintain multiple web sites with an enterprise-class, unlimited-users based system that enables integration of outside resources such as your AMS, social networking, job banks and more.

Multi-user, Multi-site

By group identification or as an individual, multiple users can be assigned privileges as authors, editors, systems managers or other roles. Privileges can be broad in nature or limited to specific content and portions of an unlimited number of sites.

Easy Administration

Powerful but designed to be used by non-technical personnel, the Syscom:gm interface makes it easy quickly and accurately make changes to content or site structure.

Template Management

Authorized users can easily create and modify a library of templates to give your pages the appropriate style and context. Content can be assigned a unique template for each contextual instance across multiple sites and communication channels (web, email, RSS, blog, etc.) Templates are a combination of HTML, CSS, and ASP.NET code.

Version & Audit Control

Every version of a content object, as well the associated metadata is maintained and tracked. Our rollback

feature makes it easy to recover historically relevant content, authors, dates and any change management comments made during the editing process.

Architecture Management

Web administrators can easily update, change, and add to your web site structure, navigation and taxonomy. With our secure, web-based administrative interface, changes are immediately reflected throughout the site—dynamically updating menus, breadcrumbs, community groupings, search results, and content relationships.

Meta-Tagging, Search and SEO

Users can easily tag content with appropriate HTML title tags, keyword tags, metadata tags and taxonomy elements which effectively move your content higher in search engine rankings. An unlimited number of client-administered metadata elements are supported and can be applied to any content object whether it is HTML, a presentation, audio or video, podcast, images, blog comment or more.

Advanced Search Features

Deliver an exceptional level of “findability” with an enterprise search capability that includes faceted search interfaces, federated search options, and metadata based relevancy factoring. This combination of technology and easy-to-use interfaces deliver the power and help visitors delve into and find the information they really need.

Profile-based Personalization

Information about visitors, including their areas of participation, expertise and interests can be used to automatically present targeted content to your users. When connected to your AMS or CRM, this provides



a powerful tool to deliver meeting information, books and other ecommerce based on a user's profile.

Users can receive email notification or RSS feeds when new content or items of interest are published.

Separating Content from Presentation

Management of your content (metadata, permissions, relationships, etc.) is separated from how that content is presented by using templates with validated CSS and HTML. This separation provides the flexibility to deliver content, optimized for the specific communication channel (web, mobile, RSS, etc).

Audience-based Permissions

Access rights are determined at login (via integration with your AMS or CRM system) based on membership type, including membership status, committee membership, or purchase history. Permissions control both authoring and administrative privileges as well as the viewing privileges of specific content objects or group of content objects.

Web 2.0 & Social Networking

Web 2.0 features such as a full-featured blog and wiki are included. Podcast files can be delivered in a variety ways including RSS feeds.

Document Collaboration

Members of communities can author, share, edit, update, and comment on documents to be shared among community members. Collaboration features include version tracking, email, RSS notification, workflow, and ratings.

Integrated WYSIWYG Editor

A browser-based WYSIWYG HTML editor with a familiar word processing style interface allows non-technical users to create, edit, and post content quickly and effortlessly. Key Features Include:

- Support for custom styles
- WYSIWYG table editing
- Internal and external hyperlinks
- HTML view to allow custom coding in content
- Style sheet support – with the ability to restrict formatting to specific styles
- Microsoft Word-like spell-checking
- Paste from Word with auto-stripping of tags
- & more...

Inline Editing

Our inline content editing allows users to see the content they are editing, in context as it will actually look on the page when published—no more guessing

what the page will look like as you are making changes.

Taxonomy Management

A comprehensive taxonomy manager allows your organization to maintain multiple, hierarchical taxonomies with features such as related terms, synonyms, and multi-select tagging. With the taxonomy manager, it is easy to see all your content that is tagged with specific keywords and to add new taxonomy elements as your site content grows. As content is tagged with taxonomy elements, your web site users will find it easier and easier to quickly get to the information they want, when they want it.

Powerful Integration Options

Having successfully integrated dozens of websites with back-end systems from a wide variety of AMS/ CRM vendors, Syscom Services is recognized as an authority in integration methodology within the association and non-profit markets. Our work has led us to be invited to speak on this topic at many industry events and to participate in the development of industry standards for integration of disparate systems.

Easy to Manage Workflow

With Syscom:gm you can create simple to elaborate workflow and notification processes to help automate document approval and publishing.

Implementation & Professional Services

Syscom provides clients a complete suite of professional, consulting, award winning visual and site architectural design services. Technical, design and project managers oversee implementations to insure successful site launches.

Design Studies & Taxonomy Development

Our team of professionals can help lead a coordinated process with your team leaders to analyze your organizational needs and goals to develop an operational plan for delivering content that truly delivers value. Syscom taxonomy experts work closely with your department leaders and information experts to establish an information architecture and content taxonomy that is appropriate for your sites.

Syscom:gm .NET Platform

Syscom:gm .NET is based on an industry-standard software systems by Microsoft: SQL Server, VB.NET, ASP.NET, XML, and Internet Information Server).



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