

Content Centre™: Streamlining the Production and Delivery of Internet Content.

Open Market's Content Centre™ streamlines the production and delivery of Internet content. Content Centre enables non-technical managers to use an ordinary Web browser to control the powerful content management and delivery features of Open Market's Content Server. With Content Centre, companies can establish and enforce smart workflow procedures and monitor and track all revisions for each story, image, or publishable asset. Content Centre offers:

- Streamlined content management processes
- Comprehensive revision tracking
- Unmatched performance and scalability
- Automated content publishing
- Customizable workflow management
- Rapid deployment

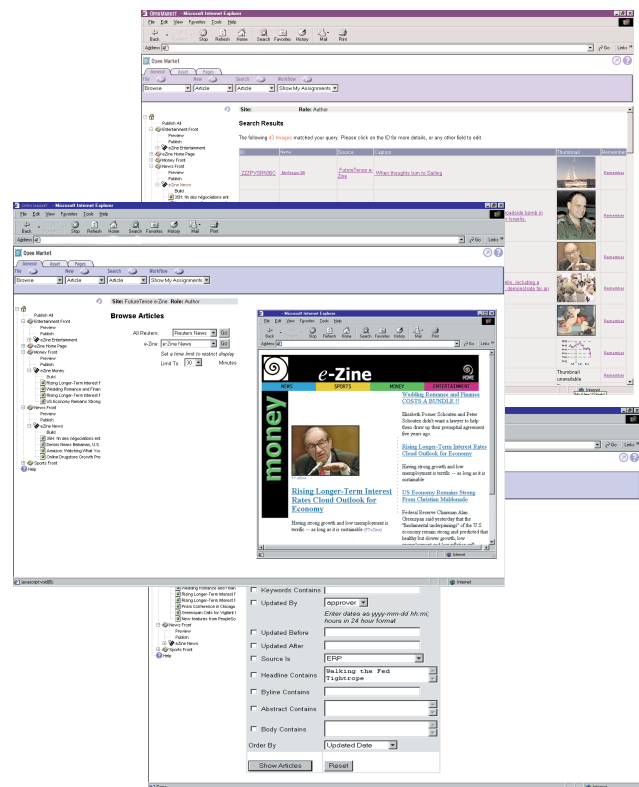
Fast, Efficient, Integrated

Content Centre frees your staff from the tedious coding required by other publishing solutions. Instead of writing code, editors can easily browse multiple content sources, make selections, and quickly prepare materials for publication. Its comprehensive and logical copyflow system provides all the tools content creators need to create and edit content, publish to multiple formats, such as HTML and Wireless Application Protocol (WAP), and deliver dynamic, engaging customer experiences.

Content Centre comes with a pre-designed, customizable database schema, a library of page templates, and comprehensive editorial and workflow services. System installation and deployment can be completed quickly. Content Centre's scalable, extensible design supports your organization's unique requirements. The system's flexible, open development environment supports easy integration with other Web technologies.

Content Acquisition and Creation

Content Centre imports XML-tagged text, images, audio, video, and many other file formats from a variety of content sources. A browser-based interface makes it possible for any authorized user, no matter where they're located, to contribute and modify, review, or assign content directly to your Web site.



Content Centre enables non-technical personnel to input and manage content. Using an intuitive, browser-based interface, content contributors can manage the content creation and publishing process. Content Centre enables businesses to provide fresh, relevant content and rich customer experiences.

Content Management

Content Centre lets you easily manage all content and assets, including templates and their elements. A database using the Content Centre schema provides support for adding, editing, searching, copying, updating, and deleting articles, collections, images, and linksets through easy-to-use browser-based forms.

Workflow Management

Content Centre's workflow capabilities enable organizations to develop accurate and efficient site production processes. With Content Centre, Web site managers can easily establish rules and workflow processes that ensure that content is reviewed and approved before publishing. Content Centre does the rest, ensuring your workflow procedures are followed by automatically moving page assets along to the next appropriate production step.

Revision Tracking

Content Centre establishes centralized control over your entire content production process. Its check-in/check-out feature allows only one user to edit an item at a time. Past versions of an item can be stored and retrieved so you always have an edit trail. And, you can always roll back to an earlier version of an asset.

Editorial Interface

Content Centre's advanced editorial interface allows your production staff to search, browse, and evaluate content, and edit and embellish content with images, linksets, audio, or video. You can assign related page asset content to templates, and select, assign, and rank articles to collections and sections. With Content Centre, you can simultaneously publish content to multiple publications and formats, and the system allows the delivery of static, scheduled, or dynamic pages.

Publication and Delivery Management

Content Centre can deliver content dynamically or statically, and publish at pre-specified times. Content can be published simultaneously to other sites using multiple formats and templates. Content Centre can also bypass established copyflow procedures, and automatically publish or deliver content from sources such as industry-standard databases, flat files, wire feeds, or legacy systems.

Built on the Power of Content Server

With Open Market Content Server as its foundation, Content Centre is able to offer a set of integrated production, management, and delivery systems that support:

- Content management and delivery
- Template design and management
- Content acquisition, creation, and delivery
- Multiple security and encryption features
- AltaVista and Verity search technologies
- Site administration tools

The Open Market e-Business Suite

Open Market's comprehensive e-Business Suite enables companies to manage and deliver online content, engage in personalized marketing and merchandizing. Our integrated suite can be deployed more rapidly and at a lower cost than comparable custom developed solutions or solutions built with applications from multiple vendors. Unlike competitive products, the Open Market e-Business Suite can be easily extended and adapted to meet changing business requirements because it is built on an open, standards-based architecture.

Web Servers:

Netscape Enterprise Server
Microsoft IIS 4.0

Operating Systems:

Windows NT 4.0
Sun Solaris

Database:

IBM DB2® Universal Database™ Version 7

Oracle 8 Series

Application Server

IBM WebSphere®
Application Server 3.5



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