



bluenogCMS

Blending open source and standards to provide a new generation of Enterprise Content Management

The Value of Enterprise Content Management

The need for Content Management has exploded in the last ten years. Enterprises have always had a need for a tool that can easily manage, navigate and organize content, but the uses today are myriad and profound. The result has been that multiple different types of Content Management have arisen – Document Management Systems, Archival Services, Web Publishing Tools and Content Portals, just to name a few.

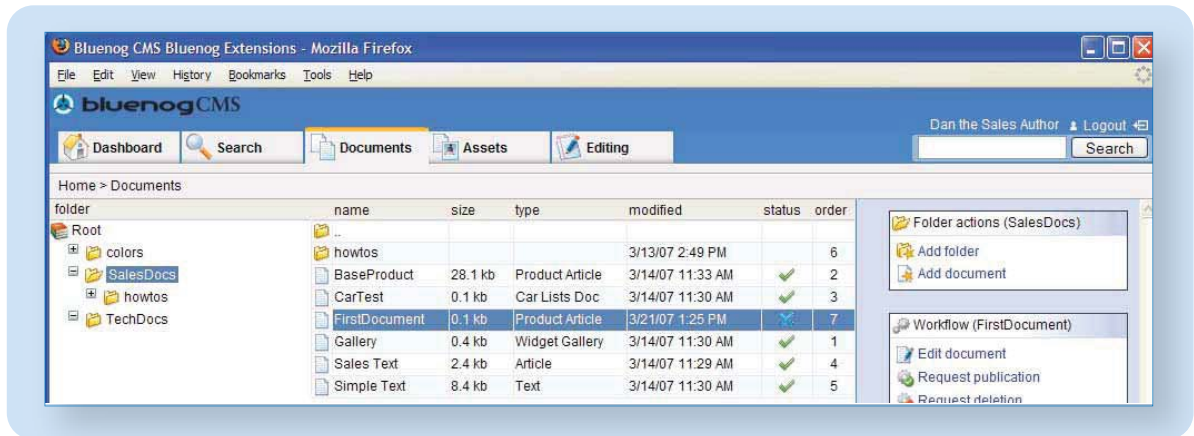
Enterprise Content Management (ECM) is focused on the base foundation of content – allowing the content itself to be viewed, managed and manipulated as data, so it can be repurposed for different applications. The features and functionality that an ECM includes are:

- **Maintenance of data** – The ECM performs data validation automatically.
- **Pre-Publishing/Preview** – the ability to see the “look and feel” of content before it is formally approved and published. Outputs include web sites, RSS feeds and printed documents.
- **Reusable** – ability to publish the same content to multiple locations.
- **Searchable** – a published taxonomy and index of the content that allows users to quickly find the appropriate information.
- **Security** – ability to assign permissions on content for authoring, publishing and accessing the data.
- **Structured** access to data and meta-data.
- **Versioning** – ability to store and track changes to content. This allows viewing and comparing with older content in a seamless manner.
- **Workflow** – ability to assign approval chains to content. This makes processing more efficient and automated, providing a quicker time to market.

BluenogCMS – All the benefits of an ECM in an affordable package

BluenogCMS is a leading ECM product and one of the components of Bluenog Platform – a commercial infrastructure software stack built on open source packages.

BluenogCMS allows organizations to cost effectively introduce an enterprise quality CMS to achieve the benefits described above.



By leveraging industry standards, BluenogCMS can integrate with both open source and commercial products to provide a seamless end-to-end content syndication system for practically any business need. BluenogCMS leverages an open architecture to separate content from the display and business logic. This n-tiered architecture approach de-couples the content and allows it to be reused for many different applications, as well as to create a data/content hierarchy and approval/authorization chain.

The most unique aspect of BluenogCMS is the pricing structure – unlike other CMS systems, there are no per-user or per-CPU charges. BluenogCMS is licensed per ECM Repository – a customer can create as many sites and output mechanisms as they wish, including pre-production and non-production environments, for no extra cost. BluenogCMS has many features for IT and the business:

- Heterogeneous support – BluenogCMS runs on Linux and Windows, and supports multiple Application Servers as well as Database Servers.
- Support for multiple "look and feel" presentation layers - BluenogCMS can run on top of multiple containers. Integration is seamless and requires no coding/integration to connect.
- Fully XML-compliant CMS – BluenogCMS stores all your data as XML, which allows users to create structured content with associated meta-data. BluenogCMS also includes a customizable graphical document editor, which comes

with over a dozen built-in document templates. New templates can easily be built using a broad pallet of field widgets. Documents are locked while edited, so there is no issue of conflict within the same piece of content.

- Asset Maintenance – seamlessly store text, images, binaries or any combination. Bundled support for Adobe PDF documents, Microsoft Office documents, images and more.
- Simple document navigation – an explorer like interface to search, add, modify and retrieve content.
- All content is automatically indexed and tagged using the built-in search engine, Lucene. This allows for simple and rapid searching of content throughout the repository. New content is immediately indexed to make it searchable as soon as it is created or modified.
- Delegated workflow allows authors to request publication or removal of important content. A built-in task list allows editors and approvers to review items to be approved in a simple user interface. Multiple levels of delegation and approval can be built in to the system.
- Drafts and versions of content are stored, making it easy to come back to existing edited content as well as revert back to previous versions of content. This is extremely useful for content aggregation scenarios, where composite documents need to be created from multiple individual pieces of content.
- Full support for LDAP-compliant user and group security.

- Support for internationalization (i18n).
- Multi-channel access to the same published content, promoting reusability. Content can be previewed prior to publishing.
- Content rules allow BluenogCMS customers to leverage the system to track restrictions such as (a) single item/multi item lists, (b) min/max lengths, (c) min/max value, and (d) restrictions on content type, among many others. Custom validation can be written to support whatever needs arise.

ECM vs. Other Types of Content Management Systems

When companies think about content management, it typically falls into one of three areas – Enterprise Document Management (EDM), Web Content Management (WCM) and Enterprise Content Management (ECM). BluenogCMS is an industry leading ECM solution. There are subtle and not-so-subtle differences between the three, as we outline here:

EDM	WCM	BluenogCMS (ECM)
Focuses on transactions and workflow	Centered on the web and websites	More general purpose, can be used for both documents and web publishing
Works primarily with unstructured data formats (e.g. .doc, .pdf, .xls)	Works with web content only (HTML/images)	Works with both structured and unstructured data
Content only available as documents	Content can only be used within a Web presentation	Separates data from display, can combine different doc types (e.g. XML, MS Word docs)
Large price tag (\$250K+)	Medium to Large price tag (\$100K+)	Most cost effective pricing option (\$50K+)
Complex development environment	File system or database-based repository	Built-in repository allows for indexed searching, guided navigation and configurable caching

BluenogCMS enables companies to leverage a true enterprise quality CMS in an affordable manner. BluenogCMS offers the most important features in a CMS without being needlessly complex. In addition, the architecture allows new functionality to be added seamlessly, with little modification to the core CMS.

About Bluenog

Bluenog is a software and solutions company that provides enterprises with best-fit IT solutions to solve common business challenges, maximizing the benefits of both open source and commercial software. Bluenog specializes in leveraging a Services Oriented Architecture (SOA) approach to project development and rollout. There has been an explosion in the interest for open source software; percentage-wise it is still a small portion of the overall IT spend in organizations. Most organizations will settle on a “hybrid” approach, whereby both open source and commercial software will be blended to provide the most flexible and cost effective solutions for organizations. Bluenog takes a holistic view of an organization’s existing legacy, commercial solutions and complementary open source tools to allow the most effective architecture and implementation of new projects. Bluenog Platform was introduced to provide customers the ability to use open source tools in a commercial manner – supported by a single vendor, providing indemnification, customer support and updates/upgrades so your business can focus on delivering value and not on supporting underlying IT infrastructure.

Bluenog also provides SOA Blueprint services, and entire lifecycle service that allows customers to incrementally move from an “As-is” architecture to an ultimate “To-be” framework that leverages SOA methodologies and solutions wherever possible.

BluenogCMS Hardware and Software Requirements

BluenogCMS is supported on the following Hardware/Software:

Linux:

- * Intel Pentium 4 1.2 GHz or higher (Dual 2.0GHz recommended)
- * Red Hat EL3, Suse ES 9 or similar distribution
- * Apache Webserver 1.3 or higher (2.0 recommended)
- * 1GB of RAM (2.0 GB recommended)
- * 200 MB of available hard-disk space for system storage
- * 2 GB of available hard-disk space for data storage (5 GB or more recommended)

Windows:

- * Intel Pentium 4 1.2 GHz or higher (Dual Xeon 2.0 GHz recommended)
- * Microsoft Windows 2000/2003 Server
- * Optional: IIS 5
- * 1GB of RAM (2.0 GB recommended)
- * 200 MB of available hard-disk space for system storage
- * 2 GB of available hard-disk space for data storage (5 GB or more recommended)

Additional Hardware Requirements:

1. Support is available for clustering/Disaster Recovery and H/W requirements will depend on the number of nodes in the cluster
2. The CMS and repository can be split on different servers; the configuration above can be used for each

Application Servers:

- * Tomcat v5.5/Geronimo version 1.1.1
- * BEA WebLogic Server v8.1, v9.2, v10

Database Servers:

- * MySQL version 5.0
- * Oracle 9.2, 10g

Portal Servers:

- * BEA WebLogic Portal v8.1, v9.2, v10.