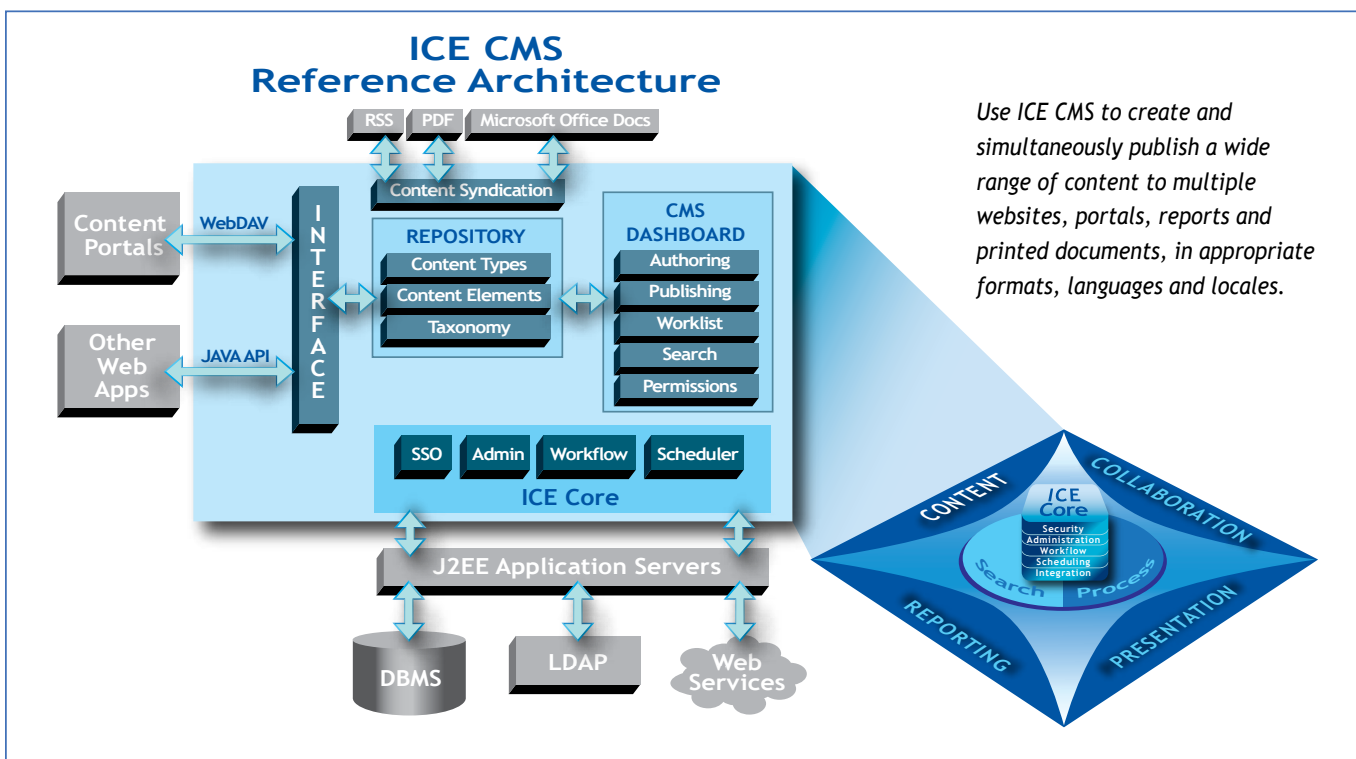


Bluenog ICE CMS

Executive Summary

Bluenog ICE CMS™ is an Enterprise Content Management (ECM) system that is both powerful and intuitive. Its Explorer-like interface and full-featured, customizable WYSIWYG editor for text and graphical documents are familiar and straightforward. On the back end, ICE CMS categorizes content as if it were a file system. ICE CMS's built-in repository stores and manages structured and unstructured content, alone or in combination, in full standards-compliant XML. Administrators set enterprise-wide workflow rules, notifications and fine-grained permissions from a single central location. Audit trails and multiple content versions can be tracked and accessed with a single mouse click.



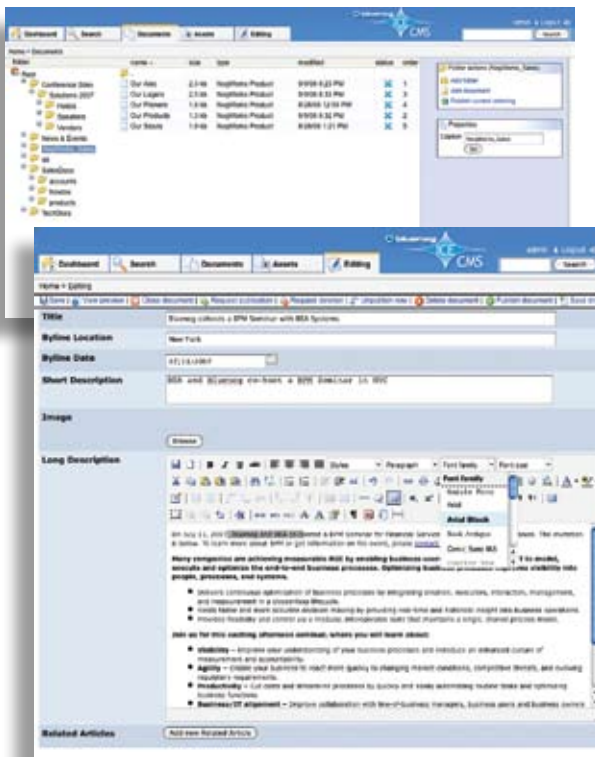
How ICE CMS works

Upon entering ICE CMS, users see an intuitive and easily-navigable Explorer-like interface. Through it they can store, search, retrieve and manage any enterprise-wide content they're entitled to access. ICE CMS's built-in search engine, based on Lucene, automatically indexes and tags all content as it is added, created or modified. This makes searching throughout the enterprise-wide repository easy and fast.

ICE CMS is a single, fully standards-compliant XML repository from which users can create and manage multiple forms of structured and unstructured content with associated metadata. ICE CMS's ability to run on top of multiple containers and its full internationalization (i18n) support enable users to publish the same content simultaneously and in multiple languages on the web, as electronic archives, or as printable documents – with different look and feel presentation layers each time.

ICE CMS seamlessly stores text, images, binaries, PDF files, Microsoft Office documents and more. It includes feature rich WYSIWYG text and HTML editors for creating or editing content, with over a dozen built-in templates. It includes a feature-rich WYSIWYG text and HTML editor for creating and editing content, with over a dozen built-in templates.

As a single centralized repository for all of an organization's content, ICE CMS significantly simplifies administration and the application of consistent business rules. With respect to workflow, it offers a full set of centrally-administered features, audit trails and notifications with multiple layers of delegation and approval. Users can easily request when and where specific content be published or unpublished. A simple user interface with a built-in task list allows editors and approvers to immediately review items submitted to them. ICE CMS automatically stores drafts and versions of content, making it equally easy to work on existing content or revert to previous versions. This is particularly useful in content aggregation scenarios where composite documents need to be created based on specific versions of multiple individual pieces of content.



ICE CMS centrally-administered features include audit trails and notifications with multiple layers of delegation and approval. Users can also easily request when and where specific content be published or unpublished.

ICE CMS's user and group security is fully LDAP-compliant. As such, it can import existing organizational permissions from other LDAP-compliant applications and apply them across its entire repository. In operation, ICE CMS administrators can set fine-grained permissions for individuals or groups across the organization using ICE Central™, a central administrative console. ICE CMS content rules allow administrators to track a wide range of restrictions such as single item/multi item lists, minimum/maximum lengths, minimum/maximum values and restrictions on content type, as well as create custom validation as required.

Configuring and administering ICE CMS licenses is simple and cost-effective. Priced on a per server basis, rather than by CPU or user count, ICE CMS offers a low cost solution with no risk of hidden extra costs as your needs grow and change. Its commercial license includes 9 x 5 support as part of the base package, with 24 x 7 support available as an option. Source code and indemnification are also provided to paying customers.

ICE CMS: A Key Component of Bluenog ICE

ICE CMS is available as a stand-alone solution, and also as the content management engine of Bluenog ICE™, a comprehensive and tightly integrated suite of content management, collaboration, portal and business intelligence software. Bluenog ICE is an Integrated Collaborative Environment that leverages the latest Web 2.0 technologies and accelerates Enterprise 2.0 web application development and deployment, at a fraction of the cost of traditional alternatives. Its unified framework simplifies administration and security, and provides ready integration with third party commercial and open source projects.

In addition to ICE CMS, Bluenog ICE includes:

- **ICE Collaboration™** feature-rich Wiki and group calendaring software that enables enterprise-wide content sharing and event publishing through a secure, intuitive portal interface
- **ICE Portal™** a Rich Internet Application (RIA) portal development environment that gives users a highly customizable, interactive experience with secure access to dynamic content, reporting functionality and enterprise applications
- **ICE BI™** a powerful tool to design, view, distribute and interact with secure reports based on enterprise-wide data

Bluenog ICE significantly cuts the time and cost of development, implementation and maintenance compared with integrating stand-alone solutions. It leverages existing investments in software and expertise, reduces the burden on IT and improves data security.

Supported Configurations

ICE CMS is designed to adapt easily to existing environments. It runs equally well on Linux, Solaris and Windows, and integrates seamlessly with a wide range of application and database servers such as Tomcat, WebLogic, Oracle and MySQL. Please visit www.bluenog.com for the latest list of supported configurations.

About Bluenog

Bluenog is an enterprise software and solutions company that specializes in integrated content management, collaboration, portal, and business intelligence. Leading organizations rely on Bluenog products to build and deploy Rich Internet Applications (RIA), manage dynamic website content and readily integrate with existing systems at a fraction of the cost of traditional alternatives. Bluenog Solutions Group meets our customers' unique challenges with pragmatic combinations of commercial and open source software. Headquartered in Piscataway, NJ, Bluenog is also a Red Hat, Oracle and Actuate reseller.

For more information, visit www.bluenog.com

ICE CMS Features
ICE CMS Functions
ICE CMS Resulting Benefits

Manage and deliver information to multiple endpoints, using multiple look and feel presentation layers, from a common platform	<ul style="list-style-type: none"> - Simultaneously publish the same content to multiple websites, portals, reports and printed documentation, with easily defined content attributes - Centrally administer versioning, workflow and security controls across all endpoints 	<ul style="list-style-type: none"> - Develop applications and manage infrastructure at a fraction of the cost of traditional alternatives - Non-technical users quickly see their content in action
Fully standards compliant XML-based repository	<ul style="list-style-type: none"> - Create structured content and describe it with extensive metadata (author, creation date, languages supported, title, short title, etc.) - Easily manage, search, permission and provision content based on an extensive set of criteria - Content is 100% repurposable for multiple application endpoints - Images can be uploaded from the local file system or the CMS repository 	<ul style="list-style-type: none"> - Easier to search for and find any and all content, even newly added content - Increases relevance of content to particular users - Easier to reuse and repurpose content without modification - Easy and immediate access to all content
Simple document navigation and powerful index / search capabilities	<ul style="list-style-type: none"> - Explorer-like interface to search, add, modify and retrieve content - All content is automatically indexed and tagged using built-in search engine, Lucene 	
TinyMCE HTML Editor and Configurable HTML Cleaner	<ul style="list-style-type: none"> - A customizable graphical document editor that non-technical authors can use to create content based on pre-defined, easy-to-use templates 	<ul style="list-style-type: none"> - Empower non-technical authors and editors to quickly create new graphical content without burdening IT
Comprehensive workflow and delegation	<ul style="list-style-type: none"> - Authors request content be published or removed - Built-in task lists alert editors and approvers to items that need their attention - Administrators can define multiple levels of delegation and approval 	<ul style="list-style-type: none"> - Expedites content review, approval and publication - Improves content quality and accuracy organization-wide
Content versioning	<ul style="list-style-type: none"> - Stores drafts and versions of content - Easily roll back to existing edited content or previous versions with just a single click - Easily create composite documents from multiple versions of individual pieces of content 	<ul style="list-style-type: none"> - More flexible, easier to use - Speeds testing and maintenance
Full LDAP-compliant security	<ul style="list-style-type: none"> - Restrict access to content at the individual user or group level based on pre-defined authentication policies 	<ul style="list-style-type: none"> - Easier to administer and maintain - Ensure consistent security control regardless of content type
Full internationalization support (i18n)	<ul style="list-style-type: none"> - Create, store and publish content in multiple presentation contexts and locales 	<ul style="list-style-type: none"> - Easier to administer and maintain a single content management platform for all global applications
Heterogeneous support	<ul style="list-style-type: none"> - Supports integration with a wide-range of platforms (e.g., Linux, Solaris, Windows and MacOS), Java Application Servers (e.g., Tomcat, Weblogic, GlassFish, jBoss) and Database Servers (e.g., MySQL, Oracle, Postgres) 	<ul style="list-style-type: none"> - Maximizes existing hardware and software investments - Easily adapts to changes or additions to OS and infrastructure environment
Commercially licensed product based on open source projects	<ul style="list-style-type: none"> - All products backed by 9 x 5 (standard) or 24 x 7 (optional) support, maintenance updates and professional services - Source code included with product for paying customers - Leverages extensive development efforts of respected, well-documented Apache and other open source projects - Bluenog offers indemnification for all its products 	<ul style="list-style-type: none"> - Lower cost, enterprise-caliber solution - More power and control for the software developer who has access to the source code - Reduced maintenance costs, lower overall TCO - Innovate without the burden of maintaining and supporting open source projects - Reduced risk and liability
Simplified pricing/ licensing per server	<ul style="list-style-type: none"> - Pricing based on number of servers rather than CPU or user counts 	<ul style="list-style-type: none"> - Easier to configure and administer licenses - No hidden or extra costs