

# tera Site Manager



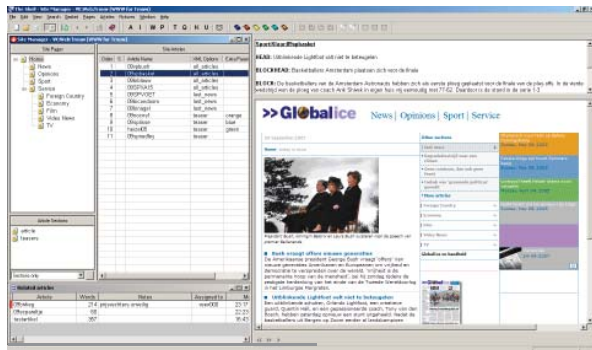
## Product Sheet

Tera's Site Manager organizes and manages content for digital publication such as web sites and other presentation technologies using XML-based output channels. A fully integrated part of GN3, Site Manager is the bridge between the content database and the web database (for dynamic sites) or the web server (for static sites).

Site Manager is completely accessible through the GN3 Shell and can automatically select content for publication and publish content that is appropriate for the presentation technology (web, wap, etc.).

Site Manager is the missing tool in modern Content Management Workflow.

A newsroom application, Site Manager is easy to use, and completely integrated with GN3's security and user profiles. Site Manager is used by Web Editors to maintain the site structure and to organize the content. Because GN3 is media neutral, Site Manager content production workflow is a standard part of GN3.



The new Tera Site Manager

Using Site Manager, a web editor can browse GN3 and gather articles into Web Pages. Conversely, the content database can be continuously queried for stories that satisfy specific search criteria and be automatically published. For example, Site Manager might search for sports stories containing the phrase "Olympic Games" and in the workstate "Done." Site Manager can be used to populate web sites, wap sites, mobile sites and to prepare feeds for syndication.

Site Manager can then be used to define relationships between pages and assign web attributes (such as style sheets, categories, etc.) Using Site Manager web site structure can be easily changed by editors with no html or xml expertise.

The web editor can also edit content or send it to the content creator for update.

## At a glance

- *Content Selection: Site Manager uses GN3 queries to automatically gather content and distribute to output channels*
- *Structure builder: Site Manager reflects the web structure (in terms of sections and pages) and allows to modify it*
- *Web site planner: Site Manager can be used off line to plan the web site and schedule the publication*
- *Media neutral: Site Manager produces xml files suited for different media (mobile, wap, rss etc)*
- *Single User Interface: Site manager is fully integrated with GN3. Site Manager uses the same GN3 workflow for digital presentation because it is the same content used for print and other presentation technologies*
- *Automatic feeder: Site Manager can automatically feed an output channel*
- *Fast, solid, flexible: Like all Tera products*

Easy to use  
but with a solid  
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Site Manager allows the web editor to plan when (date and time) a page will be published and when it will expire. In this way, web publication can be staged in advance.

Site Manager is fully integrated in the GN3 Shell and the GN3 editorial system, so it is completely integrated in the content production workflow. All activity is traceable.

The GN3 article structure allows article items to be marked for specific presentation technologies. For example, a headline might be marked for web, wap, print, a combination or all except wap.

Most importantly, all content changes can automatically be reflected on the web site: the same content will be automatically used for multiple presentations.

Tera's GN3 content production workflow is the same regardless of the presentation technology. Site Manager effectively manages the presentation of that content on the web. Site Manager is the perfect web content management and publication.



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