



launchpad web

Unleash the power of your web and intranet sites.

Whether you are looking to rebrand your existing site or build a new one, Launch Pad for Web (LP4W) is the powerhouse solution that you've been looking for. LP4W is a user-friendly, customizable, and scalable web content management solution that you can count on to efficiently create, deploy, and manage your web or intranet sites. And, did we mention that LP4W is fast, reliable, and cost effective.



Tell me more...

LP4W empowers your business and marketing team—allowing them to manage content anywhere, anytime.

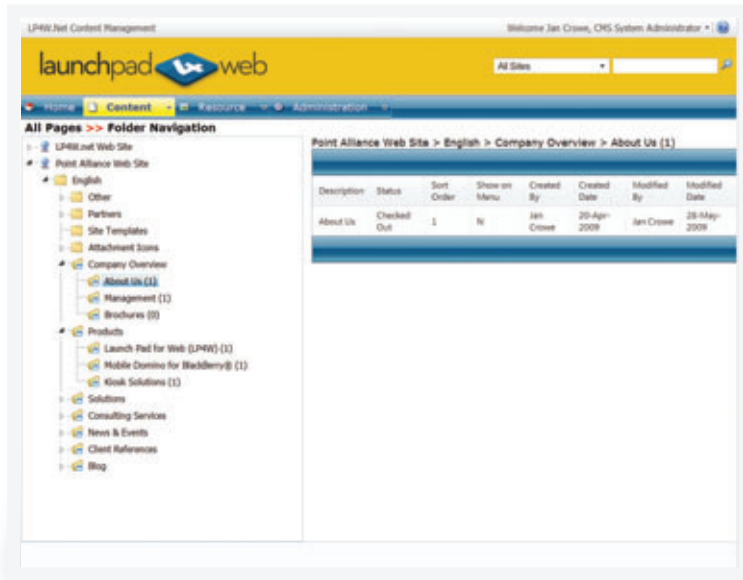
LP4W is the web content management solution for creating and managing Web 2.0 rich, interactive, consumer-oriented, community-focused, web and intranet sites.

Available in two license models: in-house installation or Software-As-A-Service.

What can LP4W do for your business...

- Ensures rapid delivery of content through an efficient and intelligent workflow/approval system
- Provides content management, including versioning and archiving of content
- Empowers business users to contribute content, while minimizing IT's involvement
- Able to integrate with your current infrastructure
- Ensures site and brand consistency through the use of a central image repository
- Provides fast, accurate and rich search results
- Allows you to keep content fresh and the publishing process simple
- Dramatically reduces the time and cost involved in building, maintaining, and re-branding





Key Features

Dashboard

- View real-time, built-in website traffic statistics
- Personalized action items and recent activity lists

Content management

- Streamlined content management capabilities
- Multiple editors and reviewers
- Custom META tags (site, category, and content)
- Database-managed content, resources and meta data

Search

- Quickly locate content for reviewing and editing

Taxonomy

- Hierarchal taxonomy classifies and structures web pages and resources into logical groupings based on their categorization

Flexible workflow

- Review, approval, and posting cycles (parallel or sequential)
- Content removal features
- Multiple approval paths

Resource management

- Centralized repository for graphics, PDFs, Applets, Flash movies and more
- Easy import and access for sharing between users collaborating

Versioning and archiving

- Edit live pages without affecting the web or intranet sites until pages are approved and published
- Automatic archiving for historical reference and retrieval — easy versioning and archiving means legacy files are always at your fingertips
- Undo changes to last published version with one click of a button

Logging, auditing, and analytics

- Track and measure activity by page, section or site-wide
- Track page hits per visit for each page
- Google analytics

Forms and surveys

- Create forms and custom fields to capture community feedback

Memberships and subscriptions

- Registered users can be grouped or individually assigned access to membership flagged content
- Subscribe to public and membership pages through RSS

Search engine optimization (SEO)

- Complete metadata support for all web content
- Enhanced URL aliasing for SEO-friendly human-readable URLs

Administration

- Multi-level security
- Multilingual content
- Design template control
- Easy page layout and organization, style sheets, and customizable HTTP error messages
- Secure review, approval, and publishing processes

Professional Services

Front-end design

- Site map
- Wireframes
- Graphical design — partnership with graphics design firm or work with your design firm
- Page layout template design

Installation and configuration

- Installation and configuration
- CMS administration setup (users, site profile(s), categories, page layout templates)

Training

- Site administration
- Content authoring