



The PartnerComm ContentXpert **A Technical Summary**



About This Summary

This summary explains the attributes, advantages and technology of PartnerComm's ContentXpert. ContentXpert allows companies to store documents in a digital format and make them accessible over the Internet or a company's intranet or extranet. It accepts documents from a variety of applications and lets companies manage and revise them once they are in ContentXpert.

Introduction to ContentXpert

With the speed of communication becoming ever faster, more and more companies are finding that the old way of providing information – in print – is failing to meet their needs. Print communication too often lacks the immediacy that today's companies require. Its strongest point, permanency, often is its worst downside: print communication is often obsolete as soon as the ink is dry.

Print communication is expensive to produce and ship, and it's cumbersome to store. Print documents are difficult to share among employees in different locations, and revisions or updates generally require the creation of entirely new documents, starting the cycle all over again. For international companies or companies with multiple-language audiences, print communication requires completely different documents for each language (or, as another option, bilingual or multilingual documents).

To solve these problems, PartnerComm has developed a corporate information hub called ContentXpert. ContentXpert accepts documents from a variety of applications, effectively organizes those documents, provides search capability and provides specific groups of users access to the documents through an easy-to-use, Web-based interface.

ContentXpert is:

- ◆ Easy to administer and maintain.
- ◆ Compatible with most current database and browser architectures.
- ◆ Able to accept documents in most formats.
- ◆ Portable in terms of its technology.

Examples of documents to which PartnerComm's application could easily apply include:

- ◆ Summary plan descriptions.
- ◆ Policies and guidelines.
- ◆ Press releases.
- ◆ Company bulletins and newsletters.

ContentXpert Overview

PartnerComm's ContentXpert lets a company collect, manage, revise and present documents from a wide variety of original sources, such as Word, Excel, PDF, etc. It provides effective organization and presentation of the documents. Finally, it lets a company determine access through a Web interface.

Technically, PartnerComm's ContentXpert relies on Web-based architecture. Documents are stored within a database in XML format. ContentXpert can be used with any database accessible with a JDBC client, such as Oracle, SQLServer or DB2. The documents are managed from the database and revised in the same format in which they were originally created, such as Word, PDF, etc. The end user accesses the documents through any HTML browser or accessory that has a WML-capable browser (such as personal digital assistants and Web-enabled phones).

ContentXpert gives a company fast, organized dissemination of documents, the strength of providing real-time updates and revisions by the company and Web-based access to that wealth of information by employees anywhere, anytime.

ContentXpert Technology

The objective of the technology behind ContentXpert is to assimilate documents originally created in any of a variety of programs into an easy-to-use, real-time and cost-effective Web-based collection of documents that can be modified, searched and deleted as needed.

Administrative Component

ContentXpert's administrative component allows a user to:

- ◆ Upload new documents into ContentXpert.
- ◆ Download and change documents.
- ◆ Delete documents.
- ◆ Move documents within folders.
- ◆ Add new folders to group documents.
- ◆ Manage access to the application (change passwords, grant access, add users, etc.).
- ◆ View previous versions of documents.

Access to the administrative component is accomplished through an HTML browser. The application for ContentXpert is written in JAVA. It runs on the company's Web server and requires that a JAVA server (e.g., Tomcat) be installed and running on the company's architecture. Today, JAVA servers are a common piece of architecture in most large companies. The JAVA programs provide the interface between the ContentXpert database and administrative component. This is accomplished through JDBC.

Each document is converted into XML and XSL through C programs that reside within the ContentXpert application. XML stores the content of a document. XSL contains the information to display that content on an HTML browser or a WML-capable browser, such as on Palm Pilots and Web-enabled phones. The C programs also parse the document for searching, to allow keyword and advanced natural-query searches by end users.

The original document, along with its XML and XSL complements, are then stored in the ContentXpert database. The database resides on the company's architecture and can be any type of database accessible with a JDBC client. These include but aren't limited to Oracle, SQLServer and DB2. Because C compilers exist for all major operating systems, ContentXpert's conversion programs are portable to any new operating system that a company might choose.

For access, the administrative component requires a username and password. Various levels of access to the administrative component can be specified.

End User Access

End users view files from ContentXpert in either HTML or WML format through a browser interface. This interface resides within the ContentXpert application but is customized to meet the look and feel of the company.

The browser interface within the ContentXpert application is displayed using JAVA servlets that run on the company's Web server. As with the administrative component of the application, the access by the end user requires that a JAVA server, e.g., Tomcat, be installed and running on the company's architecture.

The JAVA programs that are part of the ContentXpert application access the database to locate the required document or documents. They then translate the XML document into either HTML or WML using the XSL files created when the document was converted. The communication with the database is accomplished by using JDBC.

Either entire documents, or portions of them, can be viewed. Portions of the documents are obtained through a keyword search or a more advanced, natural-language query. (To make this function work, C programs parsed the documents during their conversion into XML format.)

Flexibility & Portability

ContentXpert uses technology that can sit on a variety of platforms.

Because it incorporates JAVA programs, the ContentXpert application can be expected to run on any platform that has a JAVA server up and running. The C conversion programs within the ContentXpert application can be easily ported to any operating system, including Linux, Solaris, Windows NT and Windows 2000.

Because communication to the database is accomplished through JDBC, the ContentXpert application allows access through a variety of databases. The database may also reside on a separate server from the ContentXpert application for increased flexibility.

Because document storage is accomplished through XML, the ContentXpert application provides the greatest amount of flexibility for finding and displaying content on multiple platforms. Without customization, ContentXpert will display documents in HTML or WML formats.

The administrative component allows a company's ContentXpert administrator to define the hierarchy for organizing the documents. It also allows the administrator to specify the level of access for each end user, down to the document level.

Conclusion

The PartnerComm ContentXpert lets a company store, manage and revise different formats of documents (Word, Excel, PDF) in a central location. The documents can be viewed and searched in a Web-based environment by authorized users. Administration and management is performed by authorized personnel in a friendly Web-based environment.

ContentXpert provides a company with organized, Web-based document distribution, real-time updates and revisions, and searchable functionality for any employee with access to a Web-capable browser.

About PartnerComm, Inc.

PartnerComm, Inc., is a human resources communication agency that specializes in all types of employee communication. Since 1994, PartnerComm has provided award-winning, turnkey communication services including research, strategy and implementation including copy writing, Web design, art design, and print and video coordination. PartnerComm's business has been built on developing creative, results-oriented solutions to our clients' needs.

Headquartered in Arlington, Texas, PartnerComm has offices in Houston, Texas, and Nashville, Tennessee. With over 25 team members, PartnerComm is among the largest consolidated HR communication practices anywhere. PartnerComm has a high level of expertise in both creative writing and art design, as well as in generating innovative solutions to diverse communication challenges. We have in-house copywriters, a graphic arts department and professionals skilled in all aspects of print and electronic communication.



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