

WEB SYSTEMS/WEB PORTALS/E-COMMERCE



Noxum - Web Systems/Web Portals/ E-Commerce

A top-level editorial system for content management
and web publishing

**Competence, scalability and performance for
optimum business processes**

noxum



"The content management system of the future provides the crucial tools for successful business communication. The modern CMS should allow companies to manage and publish documents on internal and external websites quickly, reliably and from a number of different sites. State-of-the-art web systems ensure that companies can fulfill their customers' wishes effectively. Flexible and high performance Web 2.0 concepts are essential here."

Michael Stegmann,
member of the board of directors
at Noxum GmbH

The World Wide Web – the place to do business

The days when companies developed their websites purely for reasons of image are long gone. Indeed, the Internet is now one of the most important communication and sales tools for medium-sized enterprises and larger company groups.

From a global perspective, the discussion about Web 2.0 has shown that companies are now developing their websites into communication and sales portals which focus on specific target groups and the generation of turnover. As far as functions and applications are concerned, users' expectations of online systems are growing all the time.

In addition, communication tasks in marketing departments are increasingly being viewed in the cross-media context of printed and online campaigns. This requires a technology which allows the centralized management and localization of data. This ensures that the data can be reused at a later date to publish content in various languages and via a range of different media.

Top-level content management and web publishing

Publishing, i.e. the delivery of content, is one of the central functions of a content management system (CMS) and has a bearing on the performance and dynamics of a website. The Noxum Publishing Studio allows high rates of access, prevents failures through load balancing, generates dynamic shop content and can be connected to established payment systems.

Noxum GmbH has been providing content management software solutions since 1996. The Noxum Publishing Studio is based on the company's wealth of experience in the areas of web CMS, product information management and technical communication.

Well-known companies such as www.porsche.com and www.test.de (STIFTUNG WARENTEST, Berlin) which use the system are prime examples of what we regard as "state-of-the-art" in the area of web content management and web publishing.

Payment systems and methods
WEB.Cent
infin-MicroPayment
T-Pay
Firstgate ClickandBuy
CompuTop PayGate
PayPal
Credit card



Central content base, system networking and business processes



"The Noxum Publishing Studio brings together a wide range of information from various sources and websites and offers a genuine pool of information for visitors, exhibitors and journalists at the NürnbergMesse. Structured project planning, efficient scheduling and our good working relationship with Noxum GmbH have made it much easier for us to introduce the system."

Petra Weinzierl,
head of the new media department at NürnbergMesse GmbH

Nowadays, high-performance content management systems can easily be integrated into a company's infrastructure, where they take over important areas of information management. Standardized interfaces ensure that the information base needs only be managed from a single point. What is more, all linked information systems can be operated from this point.

Noxum follows an integrative approach which brings three individual areas (web systems, technical communication and product information management) together under the umbrella of content management. The XML-based Noxum Publishing Studio is the perfect platform – not only because of its content management capabilities but also thanks to its compatibility with merchandise management systems, content enhancement, master data consolidation and product data management.

Output formats
Websites (HTML/XHTML)
Portable document format (PDF)
Adobe® FrameMaker® (MIF)
Adobe® InDesign® (INDD)
Help systems (HTML Help)
Rich text format (RTF)
Mobile devices (WML)
Other formats available on request

Web Content Management and professional translation processes

As globalization progresses, many simple company sites are evolving into web portals with a number of languages and a number of websites. Product and company information must therefore be available in a number of languages. This increases the demands placed on a professional content and translation management system.

Fundamentally speaking, a content management system must provide optimized content structures which are oriented towards specific target markets. It must also allow the various language versions of a content module to be managed simply and offer a straightforward, rapid translation process and workflow.

With its professional translation management system, the Noxum Publishing Studio content management and editorial system satisfies all these requirements. Data are entered into the system once and can then be used, prepared and translated into the required languages for all company divisions. Working together with technological partners such as SDL/Trados® GmbH and across® Systems GmbH, Noxum creates direct interfaces which optimize the translation process and workflow.

Examples of futuristic web front ends



User-oriented content management = convenience and usability

With the Noxum Publishing Studio, editors can easily manage text modules, data from external sources, media objects, content structures and processes within a convenient editorial user interface. Nowadays, helpers who only occasionally compile content are integrated into the content maintenance process in exactly the same way as specialist editors. The content management system regulates individual editor access using an appropriate role and rights management system.

The Noxum Publishing Studio is based upon a client/server architecture and is able to provide various editorial clients. Depending on the requirements, these can be Windows or browser-based for power users or configured as "easy to use" clients.

Functionality, reliability, scalability and performance

- Flexible, intuitive interface which can be adapted by the user (Dockable Windows™)
- 100% Unicode-based
- Individually adaptable search forms
- Integrated WYSIWYG XML editor
- Option of linking in external XML editors
- Data formats for mobile services, RSS feeds
- Integration of any documents and image data
- .NET-based client/server architecture
- Windows or browser-based client software
- Encrypted communication with SSL
- Media-neutral data storage in relational databases (e.g. Oracle®, Microsoft® SQL Server), option of support for other databases
- Publishing service for various target media

Closed user groups (Intranet/ Extranet)
Company-wide Intranet – a protected website for critical content
Multitenancy
Parent and subsidiary company websites
Globally available log-on form
Access restrictions
Link to ADS, LDAP
IP protection
"Single sign on" functions
Support for the "double opt-in" procedure
User management with functions such as "forgotten password" etc.
Blog site



"The Noxum Publishing Studio offers a variety of functions, though without being bewildering to the user. The fact that the software is very user-friendly has allowed us to implement our international communication strategy quickly. As a result, we were able to integrate the websites of our subsidiary companies into the web portal of our company group in next to no time."

Andreas Bachmann,
marketing & corporate communications, Koenig & Bauer AG



Noxum

More than 10 years' experience in the fields of

- Editorial systems
- Content management systems
- XML data management and collection
- Cross media publishing

Memberships

GPM Deutsche Gesellschaft für Projektmanagement e. V.
 Forum ITC
 tekcom - Gesellschaft für technische Kommunikation e. V.
 Verband deutscher Maschinen- und Anlagenbau e. V. (VDMA)

Partnerships

across® Systems GmbH
 Adobe Solutions Network
 Antenna House, Inc
 Fachhochschule Würzburg-Schweinfurt
 infinity loop GmbH
 JustSystems, Corp
 Microsoft® Gold Certified Partner
 SDL/TRADOS® GmbH
 Webtrekk GmbH

References

BB&K Bassier, Bergmann & Kindler GmbH	Media agency
Bosch Rexroth AG	Electric drives and controls
Daimler AG	Automotive industry
DexxIT	Wholesaling
DGH Grosshandel	Wholesaling
Dr. Ing. h.c. F. Porsche AG	Automotive industry
dSPACE GmbH	Mechatronic control systems
Duttenhofer Group	E-business, commerce
Ebert + Jacobi GmbH & Co. KG	Pharmaceutical wholesaling
Fresenius Medical Care GmbH	Medical technology
Handwerkskammer Unterfranken	Public body
Hydrometer GmbH	Measuring devices
KBA Metronic AG	Printing and labeling equipment
Kinshofer GmbH	Gripping systems
Koenig & Bauer AG	Printing machines
KROHNE Messtechnik GmbH & Co. KG	Measuring systems
KUKA Roboter GmbH	Industrial robots, welding systems
LEONHARD KURZ GmbH & Co. KG	Hot stamping foils
Manometer AG	Measuring systems
NürnbergMesse GmbH	Trade fair service provider
Pepperl+Fuchs GmbH	Industrial sensor systems
Publicis KommunikationsAgentur GmbH	Media agency
RKW Süd GmbH	Concentrated feedstuffs
RUD Ketten Rieger & Dietz GmbH & Co. KG	Chain systems
STIFTUNG WARENTEST	Service institution
TECHNIKdirekt.de	E-business, commerce
tecsis GmbH	Pressure measuring equipment
TRUMPF GmbH & Co. KG	Production engineering
WIKA Alexander Wiegand GmbH & Co. KG	Measuring systems

Would you like further information?

You can request additional brochures on the following topics:

- Product Information Management
- Technical Communication
- Media Asset Management

as well as the Noxum Publishing Studio product brochure.

<http://www.noxum.com/de/contact.html>

Noxum – a passion for software

- Owner-operated company
- Established in 1996
- We develop standardized software and individual customer solutions in the areas of content management, cross media publishing, technical communication, product information management, web systems/web portals and e-business.
- Noxum solutions are already used in over 30 countries.
- We are passionate about producing software for optimum content management and editorial processes.
- We are firm supporters of XML and the associated standards.
- We allow publication processes for all media.



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