

Enterprise Content Management

Content Management has become an integral part of company IT. As a coordinative, superordinate entity, this technology does manage or present simple, unstructured information, multi-media content, structured XML- or DBMS-data, as well as important and valuable documents. The content management technologies required for this need to be combined with process-driven applications and open, standardized communication interfaces. Providers classify these frameworks and toolsets under the term Enterprise Content Management (ECM).



The InterRed GmbH addresses these requirements with the company software InterRed Enterprise. High-performance and innovative technologies based on service-oriented architecture (SOA) are the basis of your future-proof IT. What started with 'intranets' and 'extranets' has long since developed to become the focal point of data exchange of modern enterprises.

The Enterprise Content Management System "InterRed Enterprise" masters the five central disciplines of professional Enterprise Content Management. With InterRed Enterprise content can be:

- Captured
- Managed
- Delivered
- Stored
- Preserved

ECMS: Capturing

An important aspect of the service-oriented system approach (SOA) is the openness of the architecture. The InterRed Open Data Services (ODS) combine SOA in a special innovative, fundamental and open technology. On

this basis, InterRed Enterprise easily communicates and is coordinated with external systems. Though a single, monolithic repository would be an ideal ECM fundament, in the real world different, isolated repositories and databases have to be integrated. The InterRed Open Data Services form a central data bus, via which any information can be provided.



The data management that is thereby created for any applications, enables a uniform and standardized information access. Beside the structured data management, the InterRed Open Data Services ensure an easy communication. The enterprise content management system InterRed guarantees a synchronous (e.g. SOAP/WDSL), as well as an asynchronous (e.g. XML, CSV, SQL, LDAP, WebDAV) access to the entire content repository.

ECMS: Managing



When managing content, versioning and workflows play an essential role for efficient teamwork. Furthermore, an ECMS has to manage structured and unstructured data, as well as multilingual content. Beside this, InterRed Enterprise provides an integrated Business Process Management with the Content Coordination Technology. Thereby, for example, processes, as the translation of content, can be automated or expedited by making use of defined actions for the reaching or leaving of workflow stages. Also external applications and actions can be integrated into the InterRed workflows.

Another aspect of the efficient management of data is the easy, fast and comprehensive research. When using conventional search engines for

this, there usually are constraints. They often deliver unsatisfying results, as they work only on the basis of a full-text search. An intelligent solution is provided with the InterRed ContentAgents, which help to purposefully determine information related to a specific topic.

ECMS: Delivering



With the help of the content delivery technology, the information of the content repositories can be delivered into various media and formats. An intranet or extranet portal can be created within shortest time due to the integrated functions (rights management, content teaser, navigation structure, search engine, application interface etc.). Enterprise content management at its best.

ECMS: Storing



InterRed Enterprise media-neutrally stores and versions the content. The versioning preserves the history of the content development, as well as of the editing user, thereby making all changes transparent and retraceable. With a visual version comparison all changes are shown clearly structured, supporting quality assurance and associated processes, for example the translation of texts.

ECMS: Preserving



InterRed Enterprise can handle large volumes of data, even if these are only available as unstructured data. All data that should be stored are dedicated and automatically made available. When preserving big files (e.g. high-resolution pictures, video and sound files, PDF files), the meta data of these files can be stored in the system for search purposes.

Enterprise Content Management with InterRed

Intranets have developed from a discussible option to a central, important company technology. Using them, company knowledge can be created and used just-in-time, faster, more targeted and comprehensively. Regarding ROI, and even more for strategic aims, an intranet is an economic solution. A high-performance intranet is more than an end in itself. It stands for renown for the company and appreciation for the own employees, for whom a modern, efficient intranet is a central tool of communication.



A crucial factor for success is the flexible technical basis of the enterprise CMS. Only if ideas, concepts and processes can be realized without complex programming work, the intended objectives can be reached.

InterRed Enterprise is successfully operated as an ECMS for intranets, extranets and enterprise portals since many years. The functionality of the software exceeds the requirements described here by far, and is further enlarged by the integrative product family of the InterRed GmbH in the fields

print publications (InterRed Print), web portals (InterRed Online), knowledge management (InterRed ContentAgents), live reporting (InterRed and community (InterRed Community).