

## InterRed - The Products

### High tech – Integrated and future-proof

Dimension and complexity of current internet-solutions are growing exponentially. Interactive Web 2.0 portals are replacing conventional, only representative, portals. Fast analyses are required for an active management of content, based on the needs of the customer. Many companies do increasingly interlink the internet, intranet and extranet to optimize processes. In many cases, also the production of print products is integrated into the central content-workflow. All these factors lead to the emergence of areas of conflict, representing enormous challenges. With the professional content management and editorial system InterRed your company is fit for the future, as InterRed offers not only a web CMS, but a high-performance system for managing content for all common media. This is round off by a high expertise due to a company history of more than 15 years.



The InterRed universe

## InterRed - Content Management at the highest stage

The InterRed-universe offers considerably more than a 'conventional' content management system. The system of perfectly inter-coordinated components supports you in the development of new, exiting ideas, and enables an easy and cost-effective project realization. InterRed thereby helps you to enhance your competitive advantage.

### InterRed Online – Professionally managing websites

Whether dealing with media-neutral data storage, Web 2.0 integration, sophisticated workflow-mechanisms or high-performance page-deliveries of multimedia online portals – InterRed Online is the right choice. This is affirmed by numerous market leaders from different sectors trusting in our online CMS.

### **InterRed Enterprise** for Intra- and Extranet

Seamless integration into the IT-infrastructure – for example by an integrated LDAP-interface – is a necessity for a modern software for running an intra-/extranet. Furthermore, sophisticated, and at the same time clearly structured, rights-management, personalization and the integration of tools like Word® or Excel® are important. InterRed Enterprise offers all this and a lot more.

### **InterRed Print** – Multi Channel Publishing for print, online and mobile

In the field of IT-solutions, the convergence of media is leading to a coalescence of so far separately handled areas. Media-neutral data storage, with the possibility to output content into the media paper, online or mobile (EPUB, iPad, iPhone etc.) is essential for a future-proof system. Exactly this is taken into account by the InterRed GmbH – remaining true to its maxim of the technological forefront. With InterRed Print, holistic multi channel publishing 'at it's best' is realized. Content can be transferred to nearly any media from just one source.

### **InterRed RhoLive** – Live Reporting for up-to-date analyses

Professional analyses, evaluations and development – common optimization processes in a company – are often neglected, or carried out only with inadequate and laborious methods, when managing the web, intra- and extranet. InterRed RhoLive delivers well-founded answers to the essential questions coming from the sales, marketing and technology department – whenever you need them, in real time. To receive an answer to your questions, you only require an internet-browser.

### **InterRed Content Agents** – Intelligent Knowledge Management without extra work

The challenge to find the right information regarding a specific topic is probably as old as the ability of humans to record information in a written form. With an increasing number of texts it becomes even more difficult to find a solution for this challenge. And it is not only important to find the right texts, but also to select the texts with the highest relevance and to sort them by their relevance. The American trendscout John Naisbitt coined the phrase „We are drowning in information but starved for knowledge.” Only due to the already reached degree of information output, the volume of information does not anymore grow exponentially. The conceptual problem is also reflected in economic aspects. According to the Federal Office for

Economy and Technology, employees spend an average of 35% of the working time for searching for existing information in the company. Clearly, the time for searching cannot be eliminated totally. But even halving the time would significantly increase the resources for more important tasks. In this environment, the InterRed ContentAgents are useful 'Agents', monitoring the information sources, automatically linking content without additional manual work, and creating semantic knowledge webs. Thereby, they can automatically and by command provide further relevant information and select catchwords for texts. All this on the basis of unstructured texts and without extra work.

### **InterRed Community** – Making dialogue simple

The integrated and high-performance community is suitable for websites as well as for the intra- and extranet. As content management system and community 'speak the same language' and use the same database, the editorial and content management system InterRed provides extensive possibilities, from single-sign-on to easily created discussions of content or the involvement of users into the content creation processes.