Press information

CeBIT 2008: CONTENS presents enterprise 2.0 features and further developed social network

Munich, 28.01.2008 – CONTENS´ key aspects of presentation at the CeBIT are extended enterprise 2.0 features, SOA solutions and the advanced development of the social network solution CONTENS relate. The improved integration of corporate translation management systems in CONTENS makes it even more easier to carry out translation processes. With its partners Across and Elephant Seven CONTENS is situated in hall 3 stand C65.

Having integrated extended enterprise 2.0 functions into its CMS technology CONTENS supports innovative standards for the efficient data exchange between different online applications. The implementation of the OAuth and open ID standard permits the simple and safe single sign-on authentication of other desktop and online applications as well as the access of other external applications to the CONTENS API. That way registration processes are made less difficult to open ID users. Once registered, they can use their profile again and again.

CONTENS also simplifies the exchange of content with other programs by the integration of microformats. Microformats integrate additional semantic information, which can be extracted and used by other services or applications, into web pages. Thus, e.g. it is possible to find dates and contact details faster and to export them easier.

CONTENS with Service Oriented Architecture (SOA)

Since its recent introduction to CONTENS, the system benefits from the Service Oriented Architecture (SOA) with its number of helpful services which are constantly extended. Available is e.g. the object service, which contains basic functions for providing, updating and deleting objects. Also available is the page service which permits producing, deletion and publishing of web pages. Those CONTENS services can be addressed via the SOAP API as Web services and can be used for example in order to publish new content reacting to certain events.

Furthermore the CONTENS REST Services are also new. Those services are used via the HTTP protocol and HTTP methods without needing an additional SOAP layer.

Simplified internationalization

The administration of multilingual content has always been a priority to the CMS solutions of CONTENS. Using UTF-8 and Unicode, online appearances can be created in all languages. CONTENS now features special translation workflows to make the operation of website localizations more simple. In addition, optional interfaces to the corporate translation management systems of Across and SDL Trados permit further process optimizations. Thus external translation agencies can be involved in the localization processes by being informed automatically as soon as new content has to be translated.

Social software for the use in enterprises

A further highlight is the development of the social network solution CONTENS relate. With CONTENS relate, CONTENS was one of the first to present a comprehensive solution for the structured development of social networks in the past year at the CeBIT. The solution already extended far beyond the functions of simple blogs and wikis. This year the enterprise presents for the first time the complete integration of its social software solution into the content management platform CONTENS enterprise.

Now the shared use of integrated CMS functions for central processes such as the right administration or workflows is possible. Counted among those are the registration and the automatic assignment of user status. Likewise the back ends of individual network applications such as newsletter modules, tag administrations or knowledge data bases can be smoothly integrated into the CMS. That makes the administration within an uniform user interface possible.

The "manager lounge", the exclusive network for specialists and executive staff which is operated with CONTENS relate, for example profits from an individually developed billing solution, which was integrated into the member administration.

Strong partners at the CONTENS stand

Once again CONTENS is supported by well-known companies at the CeBIT. This year the CONTENS partners Across (www.across.net) and Elephant Seven (www.e-7.com) will participate as co-exhibitors.

Meet us at CeBIT 2008

Please schedule an appointment for a personal presentation by sending an Email to info@contens.de or via www.contens.de/cebit

About across Systems

across Systems GmbH (www.across.net), headquartered in Karlsbad near Karlsruhe Germany, is the manufacturer of the across software solution for Corporate Translation Management (CTM). The company is a spin-off of Nero AG.

The across Language Server is a central software platform for all corporate language resources and for controlling translation processes and workflows. The system simplifies, accelerates, and improves the management, coordination, and implementation of translations. The software includes a translation memory, a terminology system, and powerful project management and translation workflow control tools. Product managers, translators, and proofreaders all work in one system, either in-house or via a seamless connection to translation service providers.

The target group includes all who offer or commission professional translations, such as export-oriented medium-sized enterprises, language service departments of international corporations, and professional translation service providers. By using across, translation costs can be cut drastically, and the investment in across usually pays off in a very short time.

About Elephant Seven

Munich | Hamburg | Bielefeld | Barcelona | Bonn| Berlin

The Elephant Seven AG develops value enhancing communication and e-business solutions for brands in the fields telecommunications, automobile industry, financial service providers, logistics, lifestyle, and media for national and international companies. Elephant Seven develops solutions in the fields

strategy consulting, marketing, communication, and technology for their customers. Elephant Seven disposes of longstanding know-how for successful cross-medial strategies, above-the-line as well as online advertising, intranet- or extranet applications, e-commerce, CMS- and CRM solutions, and IT architecture.

The multiply internationally awarded Elephant Seven AG has the following customers among others: Allianz, Audi, DaimlerChrysler, Deutsche Post World Net, Deutscher Ring, Doc Morris, Dr. Oetker, Dräger Safety, Immobilienscout24, mobile.de, Montblanc, Svarowski, SEAT, Tchibo and Storck.

About CONTENS Software GmbH

CONTENS Software GmbH provides content management software (CMS) for companies with sophisticated online communication needs. Its line of products meets the demands of businesses from small online editors to international companies.

A strong network of experienced partners conceives innovative and customized CONTENS solutions and implements them according to individual demands. With the help of the CONTENS platform-independent CMS products businesses can quickly realize and edit extensive online projects without any prior programming knowledge.

Among the well-known businesses that use CONTENS content management products are Adecco, Brose, Concordia Insurance Group, Eli Lilly, HypoVereinsbank BKK, HVB Direkt, John Deere, the Swiss cantons of Aargau and Freiburg, Max-Planck Institutes, Mövenpick Hotels & Resorts, MVV Energie AG, the Oettinger Imex Group (among others "Davidoff"), Peri, Ratiopharm, RTL, Schwyzer Kantonalbank, Siemens TS, the City of Biel, and T-Mobile.

Further information

CONTENS Software GmbH

Alexander Friess
Oettingenstr. 25
D-80538 Munich
Phone: +49 (0)89 51 99 69-0
Fax: +49 (0)89 51 99 69-78
E-Mail: friess@contens.de
http://www.contens.com

P-Age die Presse-Agentur GmbH

Elke Scheffold
Fürstenrieder Straße 275
D-81377 Munich
Phone: +49 (0)89 790 860-19
Fax: +49 (0)89 790 860-10
E-Mail: elkes@p-age.de
http://www.p-age.de