

# AQUIFER

Content Management System



**AQUIFER IS CONTENT MANAGEMENT LIKE YOU'VE NEVER SEEN BEFORE. IT HAS ALL THE CAPABILITIES OF A FULLY-FEATURED CONTENT MANAGEMENT PACKAGE, PLUS SOME EXTRAS THAT REALLY MAKE IT SOMETHING SPECIAL.**

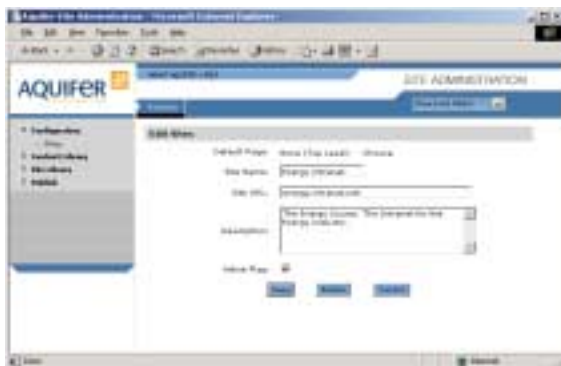
Aquifer provides distributed content entry with no knowledge of HTML, multi-tiered content approval, reusable content blocks, content expiration, a user-friendly interface and flexibility in the way content displays. But Aquifer goes further, which is how it got its name.

An aquifer is an underground layer of earth, gravel, or porous stone that yields water for wells, springs and other water sources. Aquifer allows you to run as many Web sites (Internet, intranet, or a combination) as you want from one installation of the software, on one database, at one cost – a software cost that doesn't increase as you add sites.

Aquifer makes a distinction between content blocks and Web site pages. This means that you can use the same content block on multiple Web sites. If you change that content block, all the sites using the block will reflect the change.

We created Aquifer with ease of use in mind. That's why Aquifer allows you to add pages to Web sites without the hassle or expense of programmers. Simple screens allow anyone with authorization to easily and quickly add pages, and as soon as those pages go live, dynamic navigation will automatically include them.

- *Distributed, non-technical content entry*
- *Multi-tiered content approval*
- *Reusable content blocks*
- *Content expiration*
- *User-friendly interface*
- *Flexibility in the way content displays*
- *Multi-Web site control*
- *Non-technical page creation*
- *Fully dynamic navigation*



We developed Aquifer with the non-technical user in mind. Once your templates are set up in the system, no HTML or other programming knowledge is required – even to create new pages for your site. Aquifer can manage multiple Web sites from one instance of the software, allowing you to reuse content blocks as appropriate across sites. In addition, you can quickly and easily change the look and feel of any of the sites Aquifer is feeding by changing out the templates, giving your site an instant facelift – try that with HTML solutions or other content management packages!



## AQUIFER HAS THREE MAIN COMPONENTS, AND WE ENCOURAGE YOU TO CHOOSE THE ELEMENTS THAT MAKE SENSE FOR YOUR UNIQUE INFORMATION NEEDS:

### FIRST CHANNEL | *The Aquifer Software*

At the heart of the system is the Aquifer software. All other parts of the solution emanate from this one. The First Channel includes the fully-functional Aquifer software, installed at your site by one of our product experts, with the appropriate security architecture in place. The First Channel includes training for your IT team members who are responsible for normal software maintenance and key users who will be responsible for creating the new site content.

### SECOND CHANNEL | *Information Design and Development*

We are fond of saying, “a tool is never a solution.” A good tool can part of a good solution, but it takes people to make it complete. This is why the Second Channel is such a critical part of the Aquifer methodology. If you choose to have us participate in this channel, we will utilize professional information designers to determine the best way to lay out the information on your new site. Our team members will assist you in integrating the system into your business processes and will thoroughly train your organization’s new information developers on how to best use the Aquifer system. And once we put Aquifer into your hands, your information developers are always just a phone call away from guidance and assistance.

### THIRD CHANNEL | *Graphic Design*

A professional, customized look and feel that reflects your company image and brand is an important part of making your Aquifer implementation a success. The Aquifer Software is flexible enough to handle a wide range of graphics. We partner with some of the finest talent in the industry to provide professional graphic design services. However, if you have internal design resources or contract outside designers you already know, we welcome their participation.

# QIA

#### **Q: How is this different from having my IT department maintain the site?**

**A:** *We all have high expectations of our IT departments. Typically, they create and support our custom applications, make sure our networks are in tip-top running order, look for new packaged software solutions to make our lives easier, make sure our company data is secure. The list goes on and on. Lately, we even expect these over-achievers to keep up the content on our Web sites, a task for which they have little time or natural affinity. Aquifer lets you skip the IT step, speeding up the process, and, mercifully, letting IT focus on IT functions. The ultimate result is higher-quality information on your sites because subject-matter-experts are actually contributing content, while the automated workflow lets you keep the proper checks and balances in place to ensure that only high-quality, appropriate information goes live on your site.*

#### **Q: How does Aquifer make my job easier?**

**A:** *With higher-quality, more timely information available to your customers, potential customers, shareholders and employees, your job can't help but be easier!*

#### **Q: How long will it take to see a return on my investment?**

**A:** *If your company is like most, you compensate employees for creating content for your sites and pay your IT department or other source to upload that information or code it in HTML. It often must be checked over by a subject matter expert after coding, and it goes through some other additional process before going live on your site. With Aquifer, you cut out the IT or other programming reliance immediately. If your company, for example, routinely spends 40 hours a month maintaining your Internet, intranets and extranets (probably underestimated) – you will immediately save thousands of dollars a month by implementing Aquifer. From just this one aspect, you will realize immediate, substantial, hard-dollar savings.*

# QIA

**Q: How long will it take to implement?**

**A:** Implementation times vary significantly from organization to organization; however, we can give you some absolutes and some guidelines to determine the best implementation schedule for your own unique needs. First, we will handle all aspects of the software implementation at your site, including the most appropriate of the three security modules. This process is quick. In fact, we can have you up and running on the software within a week. From there, the major tasks are creation of a custom look-and-feel, information design and information development. Depending on the size and complexity of your site and the availability of your implementation team, the entire process can take between one to three months. We are flexible about participating in this process. If you want the help, we can direct your team and direct the process of organizing and creating the content; or we can get your team ready to handle this process internally.

We also offer regular site audits to help you maximize your use of the software system. We will make recommendations concerning content, screen layout and site design to ensure that your organization stays on track with the goals and objectives predetermined for your site.

- We created Aquifer for every company that knows its bottom line is intimately tied to its ability to get accurate and timely information and services to its customers, potential customers, shareholders and employees.
  - ➔ *It's not just nice to have!*
- We created Aquifer for every company that is ready to step away from HTML toward an automated, systematic set of processes for supporting and enhancing the information needed to run a growing business.
  - ➔ *It's your greatest business asset!*
- We created Aquifer for every company that tried to custom-build their own content management systems but are too busy to properly support or upgrade them.
  - ➔ *You have other things to do!*
- We created Aquifer for every company frustrated by lower-end content management solutions that promised the world and never delivered.
  - ➔ *That's about to change!*
- And we created Aquifer for every company capable of affording the monolithic price tags on monolithic content management systems and then realized that what they really need is a robust solution that elegantly handles the basics and does so in a cost-effective and user-friendly way.
  - ➔ *It's all you want, and nothing you don't!*

A professional, customized look and feel that reflects your company image and brand is an important part of making your Aquifer implementation a success. The Aquifer Software is flexible enough to handle a wide range of looks and feels. We are proud to say that we partner with some of the finest graphic designers in the industry to provide professional design services. However, if you have your own internal resources or are happy with outside designers you already know, we'll help make this work.





**AQUIFER IS DIFFERENT FROM ITS COMPETITION BECAUSE WE REGARD THE AQUIFER SOFTWARE AS “PART” OF THE CONTENT MANAGEMENT SOLUTION. IT’S A CRITICAL PART, BUT WHEN ALL IS SAID AND DONE, IT IS ONLY A PART.**

A complete solution to any company’s content management needs should include an excellent tool and all of the services to ensure that your Internet, intranet and extranet sites start out saying what you want to say. Most content management applications end with the “starting out.”

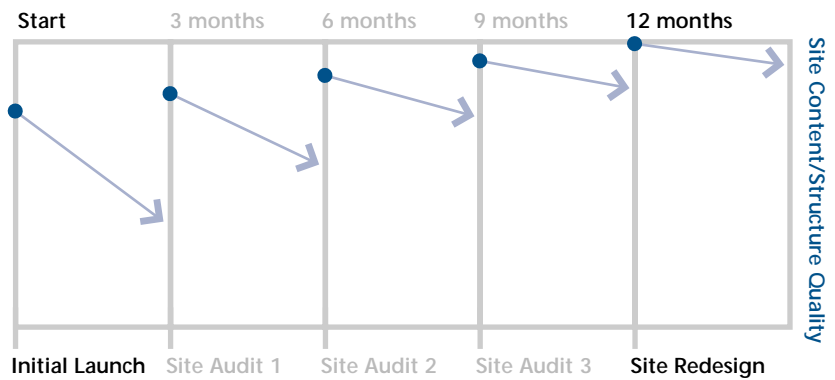
Content management is not a “snapshot” proposition. We believe the key to maintaining a quality presence is through a long-term relationship with our client, meeting regularly to assess and improve the quality, level and type of information and services made available on their sites. Therefore, we offer regular site audits to do just that.

Instead of sites that degrade between sporadic upgrades, Aquifer sites actually continuously improve. What a concept!

**AQUIFER CMS IMPLEMENTATION/MAINTENANCE LIFECYCLE**

With the Aquifer System, information and structure are reviewed regularly, resulting in greater quality and timelines of the content.

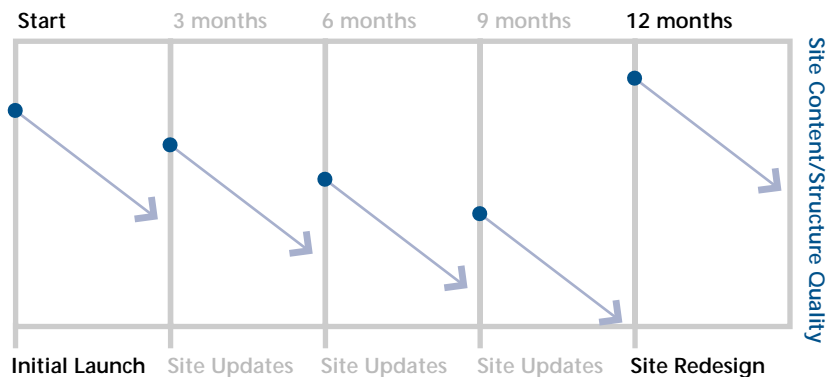
Implementing new content or site design changes are quick and easy with the Aquifer Site Administration Tools.

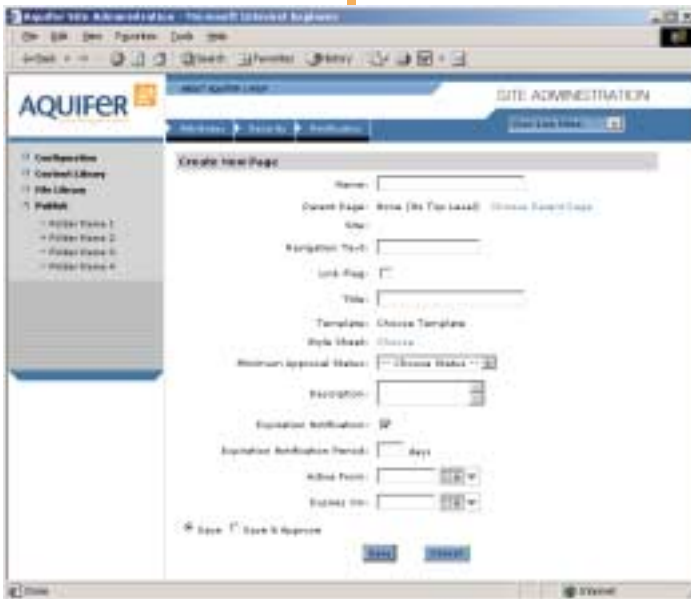
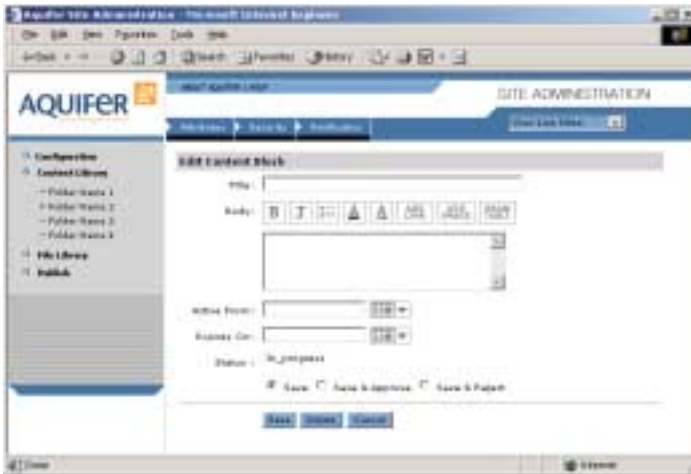


**CONVENTIONAL HTML IMPLEMENTATION/MAINTENANCE LIFECYCLE**

With a Conventional HTML site, information quality begins to degrade immediately after the site launch, and does not fully recover until a site redesign.

Content or site design updates require time-consuming HTML changes by your IT personnel or an outside firm.





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QIA

**Q: Why is Aquifer better than a conventional HTML solution?**

**A:** HTML site is like a snapshot of an organization. The moment after the bulb flashes, a snapshot begins the inexorable process of slipping into the past. This problem is magnified for an HTML site – once implemented, it immediately begins the process of becoming obsolete.

The information that makes your company unique and gives you a competitive advantage is dynamic, and it is one of your company's most valuable assets. Aquifer lets you keep this information in a database, where it is actually usable, instead of frozen in static HTML pages. Aquifer gives you real control over this priceless company asset, providing a structured and secure environment for the people who are in-the-know to contribute directly to the flow of information through your company, without the hindrance of a cumbersome programming language. And being database-driven, the information is reusable, subject to workflow and can be automatically removed on an expiration date.

Instead of entrusting it to an HTML snapshot, let Aquifer make your company's information an evolving, living thing.

**Q: What's so special about Aquifer as a content management system?**

**A:** It's flexible and easy to use! We developed Aquifer with the non-technical user in mind. Once your templates are set up in the system, no HTML or other programming knowledge is required – even to create new pages for your site. Aquifer can manage multiple web sites from one instance of the software, allowing you to reuse content blocks as appropriate across sites. In addition, you can quickly and easily change the look and feel of any of the sites Aquifer is feeding by changing out the templates, giving your site an instant facelift – try that with HTML solutions or other content management packages!

### Browser Requirements:

The Administration section requires Internet Explorer 5.5 or higher to operate.

### Security Requirements:

There are three types of security that are available as part of Aquifer, depending on your network needs, and security requirements will vary based on which of the three modules is chosen:

- Windows 2000 Security (Active Directory)
- Windows NT Security
- Customized Security (if system can not use one of the above)

### Server Requirements:

Aquifer requires the following server components to operate:

- Windows NT4 or Windows 2000 Server
- Microsoft SQL Server 7 or SQL Server 2000
- Internet Information Server (for Active Server Pages)
- Microsoft Transaction Server for NT4 or COM+ Services for Win2000



**WE'RE IN THE BUSINESS OF DEVELOPING SOLUTIONS. WE BELIEVE THAT PEOPLE, WITH THE HELP OF TECHNOLOGY, CAN CREATE A VIABLE AND WORKING SOLUTION FOR A MANAGEMENT, OPERATIONAL, OR ADMINISTRATIVE PROBLEM.**

You can purchase many off-the-shelf applications that promise the world – what they are not telling you is that you need a plan – implementation, training, dedication, management and support. How long does it take to get content changed on your sites? How much of your day is spent dealing with IT or Web administrators? How often is your brand jeopardized because so many people are involved with updates? We want to make your life easier, we want you to be in control, and we want you to get back to the important duties you need and want to be doing!

Aquifer is one of our favorite topics. We would love to show you more about the product and talk more about the full Aquifer process in person. We are convinced this system will absolutely change the way your company interacts with the Web.

### Contact us at:

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 713.521.9574 | 877.806.1274

QIA

#### Q: Can I get support?

**A:** Absolutely! Your Aquifer Support Team is always just a phone call away. Whether your problem is user-related or the rare software glitch, we'll be here to make sure you're up and running again in no time. We offer a full range of training courses – both technical and user training – to make sure your organization and Aquifer are perfectly tuned. In addition, we commit to a one-day response to your calls and emails. The product comes with thirty days of unlimited support (during the time you're likely to need us most), and renewable yearly support contracts are available for a reasonable fee.

#### Q: How long will it take to see a return on my investment?

**A:** If your company is like most, you compensate employees for creating content for your sites and pay your IT department or other source to upload that information or code it in HTML. It often must be checked over by a subject matter expert after coding, and it goes through some other additional process before going live on your site. With Aquifer, you cut out the IT or other programming reliance immediately. If your company, for example, routinely spends 40 hours a month maintaining your Internet, intranets and extranets (probably underestimated) – you will immediately save thousands of dollars a month by implementing Aquifer. From just this one aspect, you will realize immediate, substantial, hard-dollar savings.