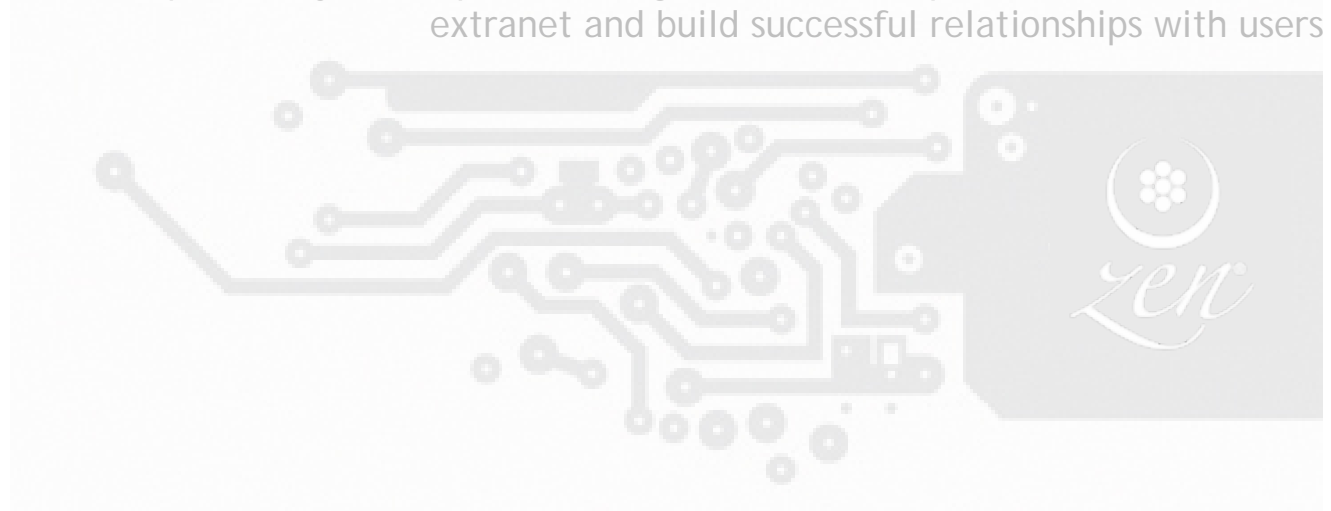


Zen: living the web as simply as possible

Zen V4: Everything you need to independently develop and manage websites and portals for internet and extranet and build successful relationships with users



Zen V4

Live the web
as simply as possible



Zen is a complete platform made up of standalone modules for independent, integrated management of all company activities on the web:

- 1 Editorial and operational management of your internet site or intranet site, with maximum ease of use and efficiency.
- 2 Management of web design, navigation and features present on the site.
- 3 Production or duplication of new sites, be they internet, intranet or portals, reducing development costs and production times.
- + Integration of dedicated applications for building and maintaining successful relationships with users.

Main features:

The Zen V4 platform contains three standalone modules to meet the requirements of companies needing to manage or develop a web presence, and there is a complete range of add-ons to deliver special features:

- ① **Content Management Module:** Allows editorial and operational management of your internet or intranet site, with maximum ease of use and efficiency via its innovative user-friendly interface. To use it, all you need are basic computer skills (internet surfing, word processing).
- ② **Design Module:** Intended for clients with in-house technical skills who want to independently manage the graphic and functional operation of their site, and integrate graphic designs created in-house or by third parties.
- ③ **Administration and Development Module:** This module is for clients who need to start producing internet sites whose content will be managed with the Content Management Module. Computer skills are required (HTML for graphic layout, programming and database skills for designing new functions).
- + **Dedicated features:** Zen offers a wide range of dedicated applications (add-ons) to meet the specific requirements of corporate websites, intranet sites, consumer portals, community portals, e-commerce sites, and many others.

Content Management Module/1

Drag your content where you want it,
save it and publish it!



Zen V4 manages all editorial and application activity on your internet or intranet site via an interface that is extremely usable and intuitive.

Company advantages to using the Zen V4 Content Management Module:

- **Simplicity and independence:** Editorial control can be provided by non-technical staff.
- **Organisational effectiveness:** you can transfer management to individual company units or to external partners.
- **Flexibility and integration:** integrates all web-based applications in a single platform and reduces investment in terms of cost and time for any future development of the site.

Content Management Module/2

Main features of the Zen V4 Management Module:

- **It's web based:** It requires no installation on the user's computer and it's always accessible from any workstation with an internet connection.
- **It's WYSIWYG (What You See Is What You Get):** the content management interface shows the website exactly as it appears online. This means you can clearly and immediately see the results of your changes to the website.
- **It's user friendly:** a **drag & drop** system allows you to insert or move items on the web pages with the greatest of ease: new texts, images and features (questionnaires, forums, blogs, e-commerce forms etc.).
- **It comes complete** with all the main features for building a successful relationship with the website users: **direct marketing applications** (management of newsletters, surveys etc.), user registration database management systems, statistical analysis systems, report generation and management tools.

Content Management Module/3

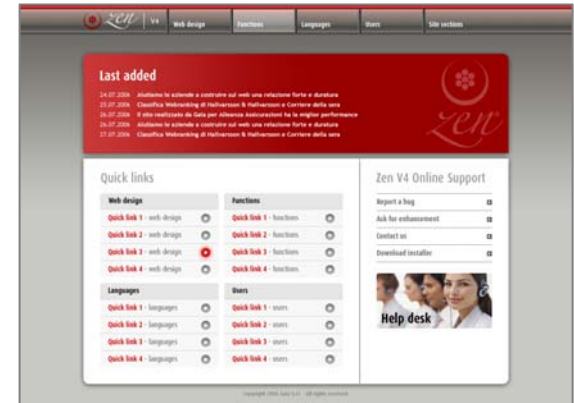
- It lets you independently create new menu items and new web pages. You can drag & drop individual menu items and the pages associated with them. The page hierarchy (including the sitemap) is automatically rebuilt, rebuilding the website according to the new navigation menu.
- It's **multilingual**: it allows site updates in multiple languages and it has a management system for content in Italian and English.
- It manages a scheduled publishing calendar linked to the availability of staff working on the site, it keeps previous versions of all pages on the site and it allows rollback to previous versions of each individual page.
- It uses **multiple authorisations** for editorial activity on the site (administrator, content manager, editor and writer, with or without publishing rights) configurable for each individual page.
- It generates RSS feeds for each item of news published on the platform.

Content Management Module/4

- You can manage multiple templates on the same website (pages with one, two or three columns on the same site, depending on the content needs) and you can insert preloaded objects into the templates (e.g. text boxes, images etc.), and these can be worked on and manipulated via drag and drop.
- Independently generates and updates optimised versions for non-standard browsers, with high accessibility designed to facilitate access to information by users with palmtops and smart phones or by disabled users.
- Automatically generates a version of the site and all information contained in it, optimised for indexing by the major search engines (Google, Yahoo, MSN), and also integrates a program to monitor the site's own positioning on the search engines.
- Uses an advanced search engine to index and find all contributions published on the platform (including files in PDF, Word, Excel, Power Point, etc. formats).

Design Module/1

Zen's flexibility on sites developed in-house or by third parties.



A module especially for companies that need maximum independence in the graphic and functional design of their internet site, while keeping all the advantages of Zen's content management.

Company advantages to using the Zen V4 Design Module:

- Separation of the communications and design aspects from the content management platform to provide projects with different communications requirements with all the advantages of Zen's editorial management.
- Reductions in the costs and skills required for managing the design of your internet site.

Design Module/2

With the Design Module you can independently develop the graphics and communications of an internet site and then manage all its content via the Zen platform.

With the Design Module's easy-to-use interface you can manage:

- Templates and navigation menus
- Classes of drag & drop objects
- Style sheets
- Insertion of features and applications in the template
- Advanced users (manage Design Module users and Content Management users)
- Site languages

Administration and Development Module/1

A professional tool for independently creating websites, intranet sites and portals.



A module especially for companies that need to independently create new internet sites, offering the user all the advantages of Zen's content management interface.

The advantages:

- **Reduction of production costs and times** for any website requiring an effective and trusted content-updating platform.
- **Efficiency and flexibility:** Maximum ease of integration with applications and new features developed in-house or by third parties.
- **Coordinated communication:** A solution for maintaining high standards in group web communications and/or for effective management of websites belonging to partners and clients.

Administration and Development Module/2

1. Start: Select a template from the gallery or import your own graphic design
2. Select the functions to insert in the site (add-ons)
3. Download the licence
4. Launch the installer for site configuration and site publication: **Online!**

A general control module for all published sites, made up of:

ZenV4 reserved area

- Consult purchased licences and add-ons inserted in each individual site
- Select and archive graphic templates
- Select new features (add-ons) to insert in a new website or in an existing site
- Access the Help Desk services and technical documentation.

Installer functions

- Install as much as the licence file on the desired server permits
- Automatically update the Zen platform to the latest available version and add new add-ons to published sites
- **Duplicate a published internet website with just one click!**

Administration and Development Module/3

The Administration and Development Module brings economies of scale to companies that need to create and manage a large number of internet websites:

- Produce websites independently with the special Zen Content Management Module for each published web project without modifying the platform programming.
- Optimise deployment of updates (e.g. to install new features) thanks to its ability to manage automatic online updates on all installed websites.
- Independently manage:
 - Insertion of features that were not planned when the site was launched but which are available in ZEN or produced by third parties.
 - Creation of new drag & drop objects available in ZEN or produced by third parties (ascx components - .NET or EJB version - J2EE version).
 - Addition of extra languages.

Add Ons/1

With Zen V4 you can integrate and manage a wide range of modular applications and features that are specially designed to meet the specific requirements of web-based platforms, internet sites, intranet sites, and various types of portal.

Zen offers add-ons specially designed for:

- Direct Marketing and Information
- Intranet/Extranet
- Community and e-commerce
- Advanced site & user management

The Zen platform can be integrated with any new feature designed to meet the client's specific needs, and it can also be integrated with preexisting or third-party software.

Add Ons/1: Direct Marketing and Information

- **Zen Gazette:** A platform for creating, managing and monitoring all **online Direct Marketing activities or sending company newsletters**. Zen Gazette integrates with the site's user database management system. It manages the groups to send the newsletter to, the creation of the newsletter itself via an intuitive drag & drop interface, and it plans the bulk mailing and records all statistics.
- **Survey:** This drag & drop object allows you to insert a survey to be filled in by users. It can be inserted in any page on the site. The survey can show statistics of the answers received in real time, graphically or numerically.
- **Qonline:** A drag & drop platform for **dynamically creating and publishing surveys and tests and automatically compiling the data collected**. Qonline is the fastest and most flexible solution for creating and publishing any type of online survey or test, and it features management of user panels, real-time acquisition of information, and calculation of statistics. Qonline lets you create online surveys, customer satisfaction surveys, CRM, surveys/tests on sales networks, surveys of internal atmosphere, and tests for training courses, personnel selection, and e-learning.
- **Editorial News Manager:** This feature manages editorial websites that publish a significant number of news items. It classifies news items by category and has advanced writer management capabilities, including accounting statements for published articles.

Add Ons/2: Intranet/Extranet

- **Management of user registration databases and Reserved Areas:** this feature imports, manages and exports user registration records, and it creates workgroups and protected areas on the website which are accessible by username and password or via site registration. It also assigns access rights for each page to single users or to groups.
- **Contact sharing:** This feature is a drag & drop object that shares user contacts within a reserved area of a Zen website. Features include: File importing, allowing users to import their contacts to the shared area; assignment of imported files to various categories (e.g. internal, clients, marketing contacts, etc.); free search of all contacts, with drop-down menus for the user-specified categories, with drop-down menus for the main fields (e.g. company, city, role etc.); show contacts, their photos, and other relevant information; printer-friendly version and exporting of contacts.
- **File sharing:** Drag & drop feature that allows you to create an area on the site where authorised users can publish their documents and organise them into folders and subfolders. The file sharing feature lets you manage the read/write permissions depending on the webpage groups that the user is authorised for.

Add Ons/3: Intranet/Extranet

- **Form Manager:** Drag & drop feature for creating and publishing data-entry forms, 100% customisable, with automatic management of data entered and sending of data to an email address or archiving it on a special database that can be accessed from the web. Form Manager lets you insert, drag & drop and customise any type of data collection form (CV submissions, in-company forms, estimate requests etc., all conforming to the Sarbanes-Oxley standard).
- **Meeting room management:** Drag & drop feature that manages bookings for meeting rooms, shared spaces and materials. You can navigate a calendar and display resource availability graphically, book spaces, and view and contact the other users who have booked spaces.

Add Ons/4: Community

- **Forum:** Drag & drop feature that allows you to insert one or more subject-specific forums in any page on the site. The forum object allows a moderator to publish only authorised messages, users who post to the forum and receive a response can be notified by email, RSS feeds are provided for messages of interest, and users can attach documents to their posts on the forum.
- **Blog:** Drag & drop feature that allows you to insert a blog in any page on the site. The blog object allows the user to create their own section within the website where, via a publishing wizard, they can publish and update personal content and make it visible to other users. Each page of the blog can be linked to a thread, i.e. a section of the blog where the readers can add their comments and leave messages for the blogger.
- **Notice board:** Drag & drop feature that allows you to insert one or more notice boards in any page on the site. The notice board object lets you create categories of messages and allows the site users to publish a new message or view existing messages.

Add Ons/5: Community

- **ADV Manager:** The ADV Manager feature lets you drag & drop one or more spaces for advertising banners on any page in the website. With ADV Manager you can set the duration that each banner will be seen and the rotation between different banners, and you can view the clicked-on statistics for the banner with different time filters.
- **Photo Gallery:** Drag & drop feature that lets you insert one or more photo galleries on any page in the website, import zipped files of photos to be automatically decompressed and inserted in the gallery, optimise photos for web publication, automatically generate thumbnail and zoom views, and set the internal page layout of the section.
- **Movie:** Drag & drop feature that allows you to insert one or more movies in a webpage, to be viewed directly on the page. The movies can be inserted in any page on the site.
- **Catalogues and e-commerce:** Several solutions are available for managing online catalogues, electronic shopping trolleys and payment systems integrated with the major banks.

Add Ons/6: Advanced site & user management

- **Developer Special Objects (Html, Flash, Java, ActiveX):** The Developer Special Objects drag & drop feature lets you insert code that you develop in-house into any location in a ZenV4 internet site. The drag & drop object inserts a window, into which you can copy your application code written in Flash, Java or HTML, and manage your applications with complete independence in CMS.
- **Management of site access statistics:** A reserved area for viewing site access statistics. Customisable with information of interest.
- **Management of registered user statistics:** A feature that lets you view access statistics for every registered user or group of registered users.
- **Management of individual drag & drop object properties:** A feature that lets you set attributes for every individual drag & drop object (text, images, files etc.). The attribute information is organised in a customisable layout (author, size, date, permissions, position etc.). In the repository section of the site you can search for and manage all the contributions on the website.

Technical specifications

Zen V4 is available for .NET and J2EE platforms

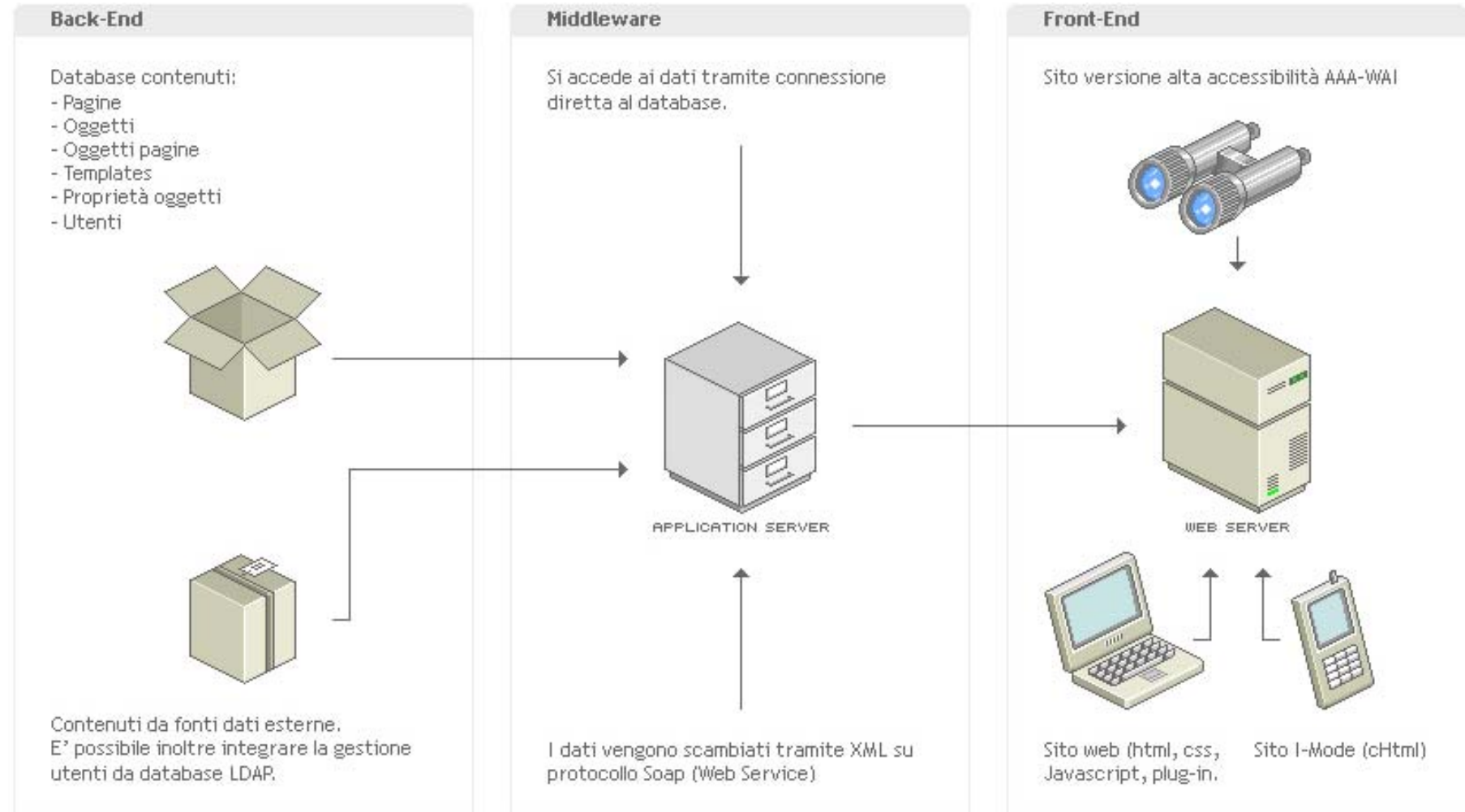
.NET version

- based on an ASP.NET application written in C# and using the SQL Server 2000 database.
- can be installed on Windows 2000 or 2003 servers with Microsoft .NET framework 1.1.
- supports webfarm environment and can thus be used on multiple machines for load balancing.

J2EE version (in development)

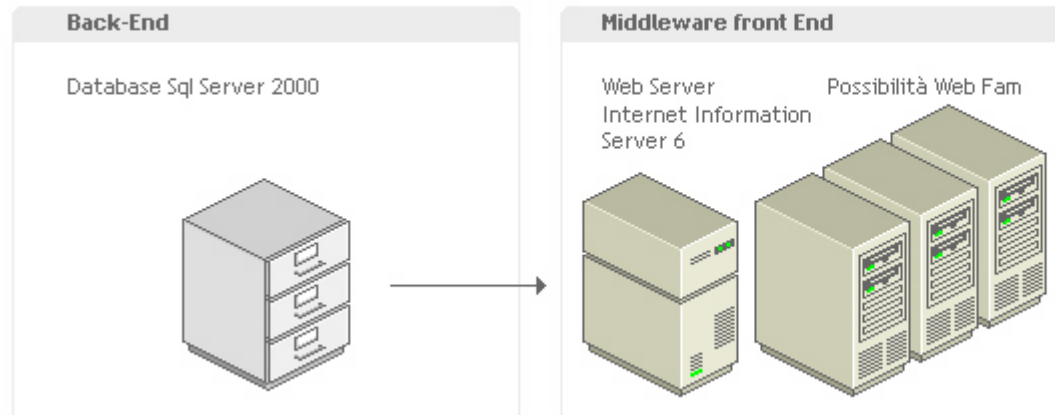
- based on a Java J2EE compliant application and using as SQL database compatible with JDBC drivers (Oracle, DB2 etc.).
- can be installed on J2EE application servers like IBM Websphere, Bea weblogic etc.
- supports webfarm environment and can thus be used on multiple machines for load balancing.

Reference architecture: logical structure

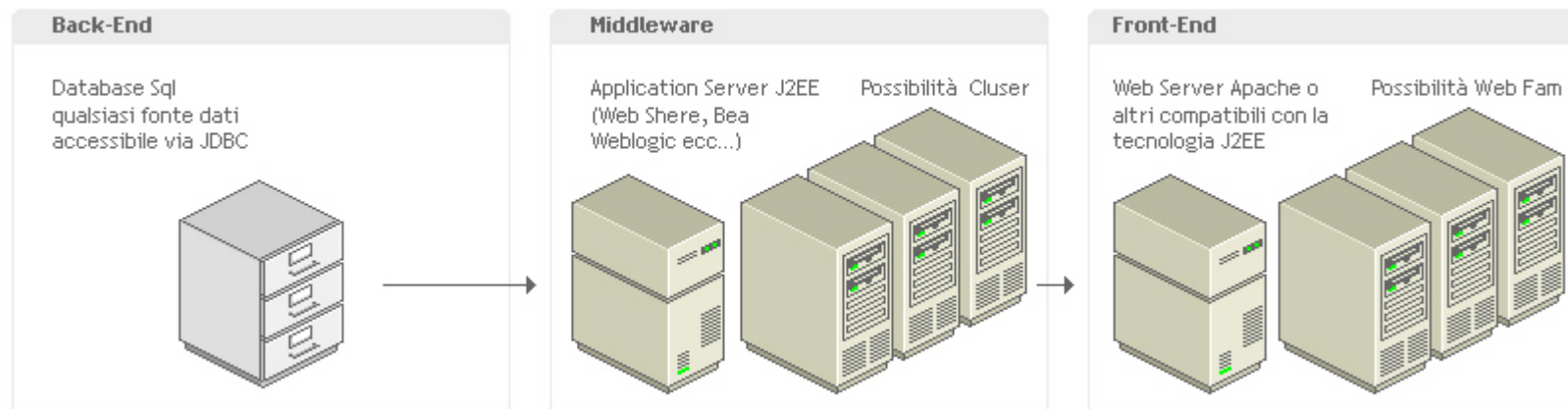


Reference architecture: physical structure

Struttura fisica applicazione NET



Struttura fisica applicazione J2EE



Reference architecture: information structure

Web Template

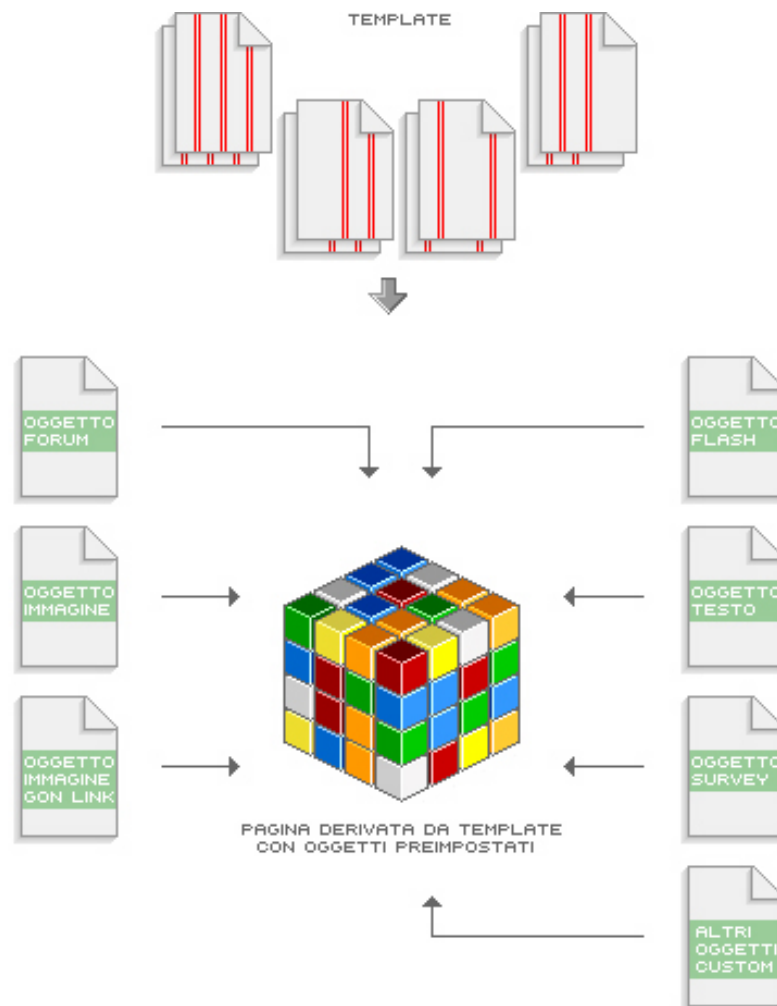
Le pagine derivano da template grafici. I template sono caratterizzati da struttura grafica personalizzata e da oggetti preimpostati. Per la loro realizzazione sono necessarie conoscenze HTML.

Pagine web

Le pagine derivanti da template possono essere aggiornate mediante l'aggiunta, la modifica e l'eliminazione di oggetti drag & drop.

Oggetti drag & drop

Oltre agli oggetti predefiniti, esiste la possibilità di crearne di nuovi da parte di personale con competenze nello sviluppo di User Control (ASP.net) e EJB (J2EE)



Implementation and Sales Model/1

The sales model is based on the modules and activities required. As an indication, we can supply:

1 Content Management Module

- graphic and functional design of a new website (if required).
- licence for use with annual fee for Content Management Module, independent of the number of backoffice users, and including updates to the platform.
- Installation and publication, training, and helpdesk for editorial assistance.
- Hosting and domain management (if required).

2 Design Module:

- definition of graphic and functional templates (if required).
- licence for use with annual fee for Design Module.
- updates to the platform.
- training, and helpdesk for technical assistance.

Implementation and Sales Model/2

3 Administration and Development Module

- Creation of dedicated areas on Zen V4 extranet.
- Delivery of and training for installer feature.
- licence for use with annual fee for Administration and Development Module.
- updates to the platform.
- training, and helpdesk for technical assistance.
- hosting and domain management (if required).
- helpdesk for users of published websites (if required).

+ Additional Features (Add Ons)

- graphic and functional integration of website (if required).
- Installation and publication, training, and helpdesk for editorial assistance.



On the web we're building
a world worth living in



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