pirobase®

Enterprise Content Management Services

Whatever you want from your content, we have the solution.

Unbending software monoliths have had their day; the future belongs to flexible content management services. Our job is to make your content available for use within your business processes. We provide your applications with all the content they require – content that is thoroughly organized, fully prepared, effectively distributed and always at your beck and call.

Content as a Service

We are of the opinion that content should offer you added value above and beyond the content management system itself. It should be always available, of a flexible nature and easy to integrate into your business processes, in the form of services.

Only then can content become a central corporate value. This is the reasoning behind the provision by pirobase CMS® of content services for the integration of your content in service oriented architectures (SOA), for example.

Care for content. From start to finish.

PIRONET NDH
CONTENT ALIGNMENT & DISTRIBUTION

Granular and Personal

One of the most important technical characteristics of pirobase CMS® is the object-centered, granular fashion in which it handles all types of content. Each individual item of data, text and multi-media is treated as a single content module. These "building blocks" can then be rearranged at any time and put to use for a wide range of presentation purposes.
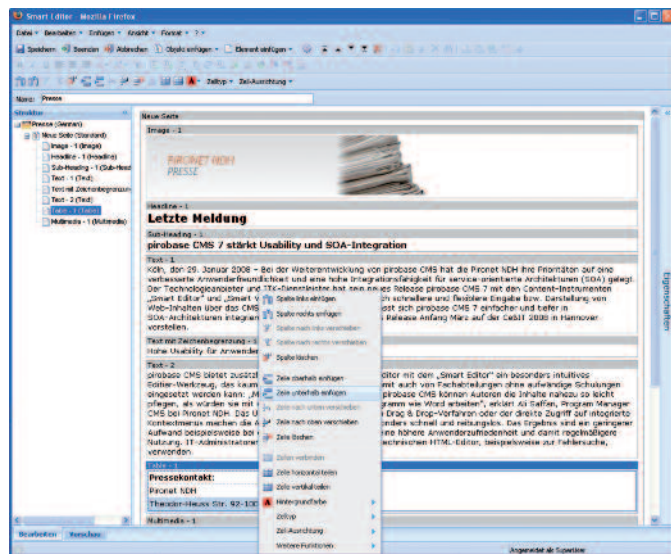
This thorough separation from the information structure makes it possible to extract any number of individual elements, combine them in new ways and re-use them right away. The upshot is the best possible compilation and presentation of information – with no data redundancy and no need to maintain everything in duplicate!

The finely tuned rights management system enables you to organize and delegate administrative tasks and responsibility for both content and the system as a whole, right down to the level of individual users and objects – in whichever manner is best for your company structure.

High Usability

pirobase CMS® makes no distinction between structured, form-based input and page-based input by means of a WYSIWYG editor. The various editorial options provided by the solution combine the strengths of both worlds, without making any inroads into the familiar range of functions: Content is still maintained and administrated on a fine granular basis, making it easy to re-use any item once it has been created.

pirobase CMS® also offers a particularly intuitive editing tool, the "Smart Editor", which requires virtually no previous knowledge and can therefore be employed by specialist departments with-out the need for extensive training courses. Authors can main-tain content almost as easily as if working with a word process-ing program such as Microsoft Word. Both the transition from menus to a drag & drop process and direct access to integrated context menus make working with the Smart Editor particularly smooth and efficient.

Quick and Easy Layouts

The "Smart View" tool enables pirobase CMS® to achieve a high degree of flexibility when it comes to displaying content. It ren-ders the creation and parameterisation of project-specific and customer-specific layouts considerably more straightforward. The work required to set up a new website is thereby signifi-cantly reduced, as are the costs involved.

The list of customers who use pirobase CMS® includes well-known groups and companies such as the METRO Group, Panasonic, Praktiker, Merck and Siemens.

What's In It For You

✔ *High degree of usability for users and service providers.*

✔ *Future security thanks to 100% conformity with technology standards.*

✔ *Central content infrastructure for service oriented architectures (SOA).*

✔ *Reusability of content for a wide range of output media.*

✔ *Short project runtimes thanks to rapid customization of layout.*