

$$F = \frac{\rho_{ATMOS} V^2 A_{WING} (C_{DRAG} + C_{LIFT}^2)}{2\pi e A_R}$$

**The value of a website, intranet or extranet is directly related the relevance of the content. Without up-to-date content, a website simply becomes an archive of past events that have outlived their usefulness.**

**To create value in a website, companies must change the process for publishing content. In typical organisations, there are a few technical people who end up with the job of doing the html conversion and posting to the websites. This process is costly, lengthy and an inefficient use of valuable IT resources.**

With such quick implementation, your organisation should realise a return-on-investment within months.

Web Conductor is technically solid, well tested and used by leading international organisations including:

ORBIS UK;  
[www.ukorbis.org](http://www.ukorbis.org)

Veritas;  
[www.veritasdgc.com](http://www.veritasdgc.com)

Celero;  
[www.celero.ca](http://www.celero.ca)

and Edmonton Airports.  
[www.edmontonairports.com](http://www.edmontonairports.com)

Developed with over five years of direct content management experience, Web Conductor is built using industry standard software from Microsoft. Your IT department will appreciate its simplicity when it comes to maintaining the system.

Cornerstone differentiates itself from other CMS vendors by delivering highly intuitive and easy-to-use applications, while providing a simple and cost effective pricing plan that allows you to own the source code.

Ownership of the source code ensures that you are always in control and able to change the software should the need arise.

Web Conductor offers all of the features and functionality that you would come to expect in a Content Management System while ensuring an environment that your Web publishers will be comfortable using.

***"A short implementation period makes Conductor an extremely effective and inexpensive solution.***

**Michael Lam  
Cornerstone Technologies**



**T**oday, more and more companies are beginning to realise the value and power of a Content Management System (CMS).

Complexity and speed have created the demand for effectively automating Web Content Management without having to rely solely on an IT department.

The process must also be simple, reducing the complexity for content owners and contributors.

Web Conductor does just that, providing a feature-rich CMS to effectively manage your website, intranet and extranet.

Introducing Web Conductor:  
Things just got easier.

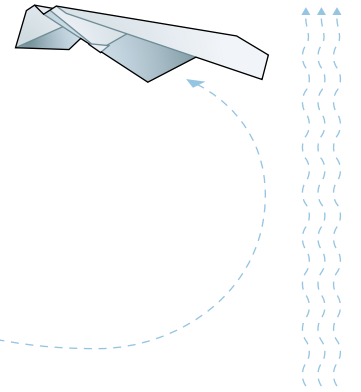
Web Conductor is a feature-rich, yet easy-to-use application that allows content owners to collaborate on the ongoing creation, management and publication of all types of web-accessible content.

Managers can now update and add content at any time and from any location through a simple, on-line editor.

The process is as simple as cutting and pasting from Microsoft Word or working directly with the built-in Word-like editor.

Web Conductor can be deployed quickly and cost effectively in a matter of days or weeks, rather than months.

## Advanced features and extensibility.



Don't waste time learning an overly complicated CMS. Get a system that suits your needs and the way that you work. Web Conductor is extremely intuitive and easy to use, allowing your non-technical staff to take control of your website. Unlike other enterprise level CMS systems, Web Conductor is extremely simple to set up and even simpler to use!

### Content Management

**Anywhere Authoring** - add and change content from a Web browser anywhere, anytime.

**Content Versioning** - save, track and reverse any changes to a page; the system will save a version every time a page is published.

**Multiple Levels of Users** - easily control who can change, publish and approve content.

**Multi-lingual** - easily handles multiple languages.

### Workflow

**Multi-level Workflow** - simple, customisable workflow that allows for an individual or group to approve changes.

**Tasks** - assign tasks to individuals or groups, ensuring deadlines and deliverables are met.

**Notifications** - as tasks are processed, each person in the process is notified through both email and the site management tool.

**Content Delivery** - allow users to schedule publish and expiration dates (and times) for content on the site.

### Reporting

**Activity Tracking** - track the overall efficiency of the publishing process from submission to approval.

**Audit Trail** - detailed information on the history of each piece of content, including when it was created, when it was changed, when it was approved and by whom.

**User Activities** - track users of the system and the frequency with which they use it.

### Security

**Encryption** - all administrative information is encrypted for increased security.

**Administration** - simple interface allows non-technical users control of administrative tasks.

**Authentication** - can be optionally checked against an external source, such as an NT domain or LDAP server.

### Content Creation

**Integrated HTML Editor** - A rich text editor similar to Microsoft Word is provided, ensuring that users are working in an environment that is familiar and comfortable.

**Cascading Style Sheets** - Automatically enforce styles such as font types, colors and other design elements.

**Meta Information** - include an unlimited number of keywords and categories for each page of content. Completely customisable and compliant with all Metadata standards, such as the Australian Government's AGLS standard.

### REQUIREMENTS

#### Operating System

Windows NT or  
Windows 2000 Advanced Server

Intel Pentium II processor or higher

128 MB of RAM, minimum  
(256 MB recommended)

#### Database

Microsoft SQL Server 7.0 or  
Microsoft SQL Server 2000

Oracle 8.0 or 9.0

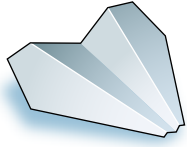
#### Web Server

Microsoft Internet Information Server 4.x  
or higher

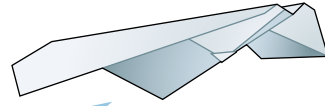
#### Content Editing Browser

Internet Explorer 4.x or higher





*Wait...  
there's more!*



"Many Content Management Systems on the market today are overly complex and difficult to operate. Most often, they're also very expensive.

Web Conductor targets the need for a highly effective, yet cost efficient CMS that can benefit a broad range of businesses. It is very difficult to find a CMS that is as fully featured and flexible as Web Conductor, while being as cost effective.

In addition, there are a number of pre-built tools that can be added to Web Conductor quickly to add value to any website or intranet."

Cameron Prockiw,  
Chief Technical Officer, Cornerstone Technologies

## APPLICATION TOOLS

### Contacts Directory

- Provides an online, searchable listing of all contacts
- Unlimited number of contacts
- Easy to search
- Easy to administer
- Include photos
- Allow employees to update their own profiles

### Document Manager

- Manage files and folders from anywhere on the web
- Full control over publishing rights using groups and users
- Provide web based storage for anyone
- Smart copy and move items
- Administrative control of what each user can see and do

### Survey Tool

- Anonymous or registered user login
- Ask an unlimited number of questions
- Cross-tabulate responses
- Receive results online or in a downloadable Excel spreadsheet
- Store surveys for future reference or reuse
- Personalise your surveys with graphics, headers and footers
- Multiple design styles
- Incorporate surveys into any website

## PAGE TOOLS

These tools can be added to any page of your site in order to provide additional functionality.

### Email This Page

- Allow users to quickly send a page to anyone with an email address.

### Print This Page

- Reformats the content, providing a printer-friendly version.

### Quick Poll

- Ask a question and capture the results in an easy-to-view report.

### Notifications

- Allow users to register to receive email notifications when changes are made to the site.

