

REDACS ✓

THE MARKETING CMS

WHAT MAKES REDACS DIFFERENT FROM OTHER CMS?

RedacS is your Content Management System (CMS) for targeted marketing activities.

SEMANTIC TAGGING: You can assign generic terms to every element (articles, news, products, images, etc.) of your website for classification. This enables automated combinations that are driven, e.g., by the behavior of visitors to your site.

A unique tool to support your sales activities!

SEARCH ENGINE OPTIMIZATION: Thanks to an onboard thesaurus (currently available only in German) editors can replace selected words with synonyms while entering them - simply at the click of a button. The close, content-based linking of all elements prepares your pages for the "semantic Web".

Short, meaningful URLs and the right page title will help visitors and search engines to navigate your Web presence and will increase hit rates.

DYNAMIC CONTENT: Use Drag & Drop to move elements such as product lists into a News message or an article. The element's contents, i.e., its products, are then added automatically, dynamically, and in line with the environment's theme.

This enables you to offset the distinction between website and shop, allowing you to create important prerequisites to increase your online sales.

SOCIAL MEDIA INTEGRATION: Integrate various social media elements for Twitter, Facebook, Google+ and YouTube quickly and easily into your pages and articles.

MULTIPLE WEBSITES: Easily maintain multiple websites in multiple countries using multiple languages.

Due to the two-tree principle, each of these websites can be unique while all media, such as pictures, are shared so that there is no need for uploading the same objects several times.

FUNCTIONALITY: As a future-oriented system for maintaining, controlling, and analyzing your website, our experts continuously evolve RedacS. It contains all the features that make up a successful website today; in addition, it has a powerful configurator and you can integrate a shop solution — giving you the perfect options for expanding your website.

The Web pages, generated by the system, are W3C-compliant and optimized for search engine indexing.

Choose from a variety of functions to find the ones that best suit your Internet presence. RedacS offers you a wide selection of page elements for implementing your very own ideas.

The system ensures that your visitors will see a fast, modern website with a clear layout displaying equally well in any browser; a website that search engines can find and index easily.



LICENSE: The RedacS CMS is provided as an SaaS ("Software-as-a-Service") application. Your benefits of this rental model: eliminates the need for additional hardware, installation, setup; frees up in-house IT capacity; requires no IT expertise; easily integrates with the existing IT landscape.

CUSTOMIZING: RedacS can be tailored to your needs; this service is offered and billed separately.

YOUR BENEFITS

EDITORIAL TEAM: RedacS is an intuitive system; simply Drag & Drop your elements into the respective interface. This makes it easy to include texts, movies, images, or picture galleries in the layout you have chosen. You can even position dynamic elements quickly wherever you need them to be. Special Facebook or Twitter buttons simplify the integration of social networks. You can move all the elements on a page wherever you like; use the preview to support your design.

SEARCH FUNCTION: The integrated full text search also includes PDFs and database content. A page structured with search results will lead your visitors directly to their destination. Search engines can make use of the complete content of your Web presence to ensure semantically positive ratings.

FUTURE-PROOF: RedacS can be expanded and provides comprehensive interface preparation. You'd like to see a certain function added to our rich feature set? We will create it for you. The system's general update capability will remain unaffected by this.

BARRIER-FREE (compliant with the german law on barrier-free information technology, BITV): In navigation-relevant sections of the output, the system consistently avoids the use of Javascript, Flash, or similar elements. This ensures a high level of compatibility with all currently used browsers, so that people with special needs can also surf the Internet without any disruptions.

LIST OF MAJOR FUNCTIONS

- Onboard thesaurus for search engine optimization; close, content-based linking of elements; meaningful, short URLs in the address bar
- Semantic tagging
- Integration of dynamic content, e.g., product lists, into different pages and articles
- Social media integration
- Extensive, versioned document and media management:
 - Various upload and import options
 - Detects file formats
 - Converts formats
 - Reads/ processes meta data
 - Unpacks archives
- News & RSS feed
- HTML5 optimized editing of all websites for mobile devices
- Centralized link management system
- Integrated search function shows results in categories
- Enhanced site services: Print, recommend, and generate PDFs of all pages
- Drag & Drop page editor
- Comprehensive rights management and multi-level approval concept
- Page history and preview as well as time control
- Flexible interface preparation
- Customization



"RedacS offers flexible content management and comprehensive e-marketing integration at a reasonable price."

Harald Schaal, Product Manager at AOK-Verlag

EXTENSIONS

- Shop solution (VendorS) and/or configurator (ConfigS) integrated with the editorial system
- E-mail marketing tool (Inxmail)
- Statistics with charts and graphs
- Integration with existing e-shop, PIM or ERP systems



For more information and more detailed product descriptions, go to <http://www.redacs.com>