

xCatalyst

catalyst

Pronunciation: 'ka-ta-list

1. An agent that enables a reaction to proceed at a usually faster rate or under different conditions than otherwise possible.

xCatalyst

Pronunciation: x 'ka-ta-list

1. An agent for building and maintaining dynamic interactive websites.



xCatalyst[™]
PLATFORM

x C A T A L Y S T P L A T F O R M F O R E D U C A T I O N

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Overview

The xCatalyst platform for Education consists of three main modules:

1. Website Management System (WMS)
2. Faculty Information System
3. Course Catalog

1. Website Management System

Web Content Management System (WCMS) – used to generate multiple web presences from single pages to self contained and interactive web sites. The WCMS provides the ability to centralize control of branding, global content, editing privileges and the ability to distribute content management to a broad spectrum of back office contributors.

- Template and Style Sheet Administration
- Command Center User Administration
- Content Management for multi-lingual sites

Interactive Communications and Marketing Tools – Database driven toolset that provides the ability to collect and broadcast personalized information to constituents. In addition, this module provides the ability to generate web site content intended to gather information from web site constituents.

- Online Newsletters
- Calendar System
- Online Forms
- Press Releases

Community Management System – Enables site membership as well as the ability to create sub-communities or micro sites for affinity groups within the college. Promotes relationship building and interactivity and provides for the ability to create and maintain site member generated content.

- Private-access Communities
- Discussion Boards
- Community member profile administration

E-commerce – The xCatalyst offers a powerful shopping cart technology for selling products on your site. It makes it easy to build a single store, or multiple stores (mall).

- Multiple Custom Store Fronts
- Product Browsing and Search

- Designed for Multi-lingual front-end presentation

2. Faculty Information System (FIS) – Provides an easy to use web-based tool for faculty to manage their annual reports. Automates publication of faculty information content to the web site and categorizes faculty on expertise and interest areas. Enables site visitors to search for expert and publication content.

3. Course Catalog – The course catalog provides an online catalog for managing continuing education course content, online registration, back office transaction processing and data export. The system can also be used as a departmental course catalog for students to browse curriculum courses without registration.

Website Management System (WMS)

Overview

The xCatalyst Website Management System (WMS) is a modular web-based software platform that delivers a complete environment for developing, managing and growing a single website or a network of related websites.

xCatalyst allows you to choose functionality based on your needs and budget. Four core modules work together to provide a complete toolset for building, maintaining and evolving dynamic websites.

xCatalyst empowers a broad range of people to maintain an interactive and feature-rich website. Non-technical and technical users alike will find they can update and manage their organization's web operations through one centralized, easy-to-use application with a web browser and an Internet connection.

Website Content Management System (WCMS)

Providing a web presence that communicates and inspires is challenging, but can also seem impossible to accomplish with the tools most organizations have in place today.

The xCatalyst WCMS demystifies web content editing by providing intuitive software tools and automated publishing workflow that creates a seamless and powerful environment for creating, maintaining and evolving website content.

The benefits of adopting a WCMS cut across organizational lines. Employees become more productive, there is a boost in operational efficiencies and the content demands and needs of your online constituents are consistently met.

- **Staging and production environments** allow editors to make content changes without affecting the public website. Content is available on the public website only after it is approved in the staging environment and published to the public website.
- **WYSIWYG (What You See Is What You Get)** rich text content editing enables non-technical personnel to create and update website content without knowing HTML.
- **Version control and archiving** provide backup and disaster recovery capabilities by rolling back to previous versions of an approved page.
- **Granular editing privileges** protect the integrity of the content by defining not only who has access to specific content assets but also the type of access that is permitted.

- **Separation of content and presentation** ensure consistency, enforce branding and make it easy to make periodic website creative updates.
- **SEO (search engine optimization) is easy** with xCatalyst. Meta data (key words, page title and page descriptions) management features provide the ultimate control to ensure your pages are properly indexed by search engines.
- **Integrated site search** allows website visitors to perform key word searches to locate and navigate to the information they are looking for.
- **Global and site specific content sharing** allow content to be shared between sites on a network and between pages on an individual website.
- **Automated content approval workflow** ensures that only approved content and updates are seen on the public website. When content changes are made and the page is checked in, the system sends automated email notifications to approval assignees. Assignees can publish content changes, forward them to additional assignees or send back changes for rework.
- **Multilingual website content management** eliminates the need to maintain an individual website for each language.
- **Section 508 compliance support** features help meet accessibility standards.
- **Dynamic multi-level navigation** support frees content editors from the time consuming tasks associated with maintaining site navigation.
- **The integrated file manager** is a central repository for file-based content assets (images, PDF, documents, flash files). The file manager helps site administrators organize files and ensures that only approved content assets are available to content editors.
- **Page caching technology** ensures website visitors will experience fast loading pages and search engine indexing is optimized.

Communication

The Internet has transformed the way organizations communicate with their constituents - forever. Successful organizations have adopted the Web as the cornerstone of their communication strategy – enabling them to meet critical needs, increase their core capabilities and reduce costs.

xCatalyst provides a powerful suite of communication tools that will boost your organization's capabilities to keep your constituents engaged, connected and informed. Tight integration with other xCatalyst modules makes xCatalyst a true enterprise-wide communication solution.

- **Create, schedule and send broadcast email** communication confident that your message will be delivered to the intended recipient and not blocked by SPAM filters.
- **The email list management tools** make it easy to create and manage targeted email lists. Convenient opt out features enable recipients to remove themselves from email lists. Tight integration with the form tool allows respondent emails to be funneled to multiple email lists.
- **Interactive calendars** make it easy for your organization to communicate event information. Create sub-calendars to provide additional collaboration between affinity groups.
- **Create and schedule multiple event notifications** to targeted email lists to assure your event is publicized to all constituents.

- **The dynamic form tool** eliminates time consuming and repetitive tasks associated with creating forms and managing results. Easily create forms and surveys that store results in the database eliminating duplicate data entry. Create personalized auto-replies and automatically route respondents into targeted email lists.
- **The news story and press release management system** simplifies and automates news lifecycle management from release to archiving. The rich text editor allows non-technical people to create news stories. Schedule publication and expiration dates in advance to assure timely delivery and prevent stale content. The system also provides online visitors with the convenience of searching your organization's news archives by key word or category.
- **Web polls** engage website visitors and provide an engaging mechanism for you to promote user interaction. Polls are important because they provide a way for your constituents to share ideas and vote on topics of your choosing.
- **The photo gallery** tool makes creating and maintaining image galleries a snap. The gallery tool eliminates technical hurdles and time consuming image pre-processing for Internet compatibility. Automatically create thumbnails from images as they are uploaded directly from your desktop.
- **Website traffic reports** provide information on how visitors react to your website and will help you understand if your web presence is meeting your constituent needs. xCatalyst includes website traffic analysis reports on demand. Traffic reports can also help measure the effectiveness of your marketing initiatives.

Community

Online communities allow members to share a common purpose, need or interest. Building and hosting successful online communities demand specialized and tightly integrated applications that work together to create a complete interactive environment.

xCatalyst Community offers proven interactive applications that enable member-to-member interaction and member content generation. The suite of community applications promotes the exchange of information and ideas. Community features and member management are administered through the command center and integrate with all other xCatalyst modules.

- **Website membership** provides the ability to create member only pages on a website and provides the host organization with the ability to govern and manage community interactions.
- **Member profiles** are created and edited by site administrators. Member profiles can be modified by administrative users eliminating the need for custom programming if member profiles need to change.
- **The online membership directory** enables members to search to find other members they share an interest with. Members update their profile information and control what information is made available to other members.
- **Self service profile updates** and automated login information retrieval minimize hosting organization resources required to keep member information current.
- **Private and public access sub-communities** provide the tools required to create and manage online areas for affinity groups within the membership.
- **Discussion forums** encourage thoughtful dialogue and member to member generated content.
- **Back office community management** provides the tools necessary to manage membership, sub-communities and enforce community policies.

- **Tight integration** with email lists management makes it easy to communicate directly with community and sub-community members.

E-commerce

The xCatalyst e-commerce tools can be used in a variety of ways to associate payment with website functions including catalog shopping, donations, event registrations, publication sales and enrollments.

These tools simplify the process of adding ecommerce to your site, allowing people without specialized knowledge to create and manage professional solutions for online transactions.

Product Catalog

The e-commerce module provides a full featured product catalog and online shopping cart application.

- Mall concept supports multiple storefronts.
- Individual stores include:
 - Creative template
 - Store departments
 - Product information (images, product attributes, description, attributes, etc.)
 - Inventory management
 - Sales reports
- Automated and customized email notifications for different steps in the sales processing cycle.
- Multilingual presentation supported.
- Secure credit card processing (Verisign Payflow Pro payment processing)
- Sales reports

Dynamic Forms

The xCatalyst Dynamic Forms module allows you to create a customized form for your web site. Integrating eCommerce with dynamic forms, allows you to easily charge the customer a fee as the form is submitted. This could be used to accept online donations, offer payment for classes or events, or to charge for membership.

- Real time online credit card processing when form is submitted
- Automatic email notifications internally and to customer
- Easy to add to form – no html required

The Dynamic Form tool allows administrative users to add credit card fields to online forms – instantly enabling online transactions on your website.

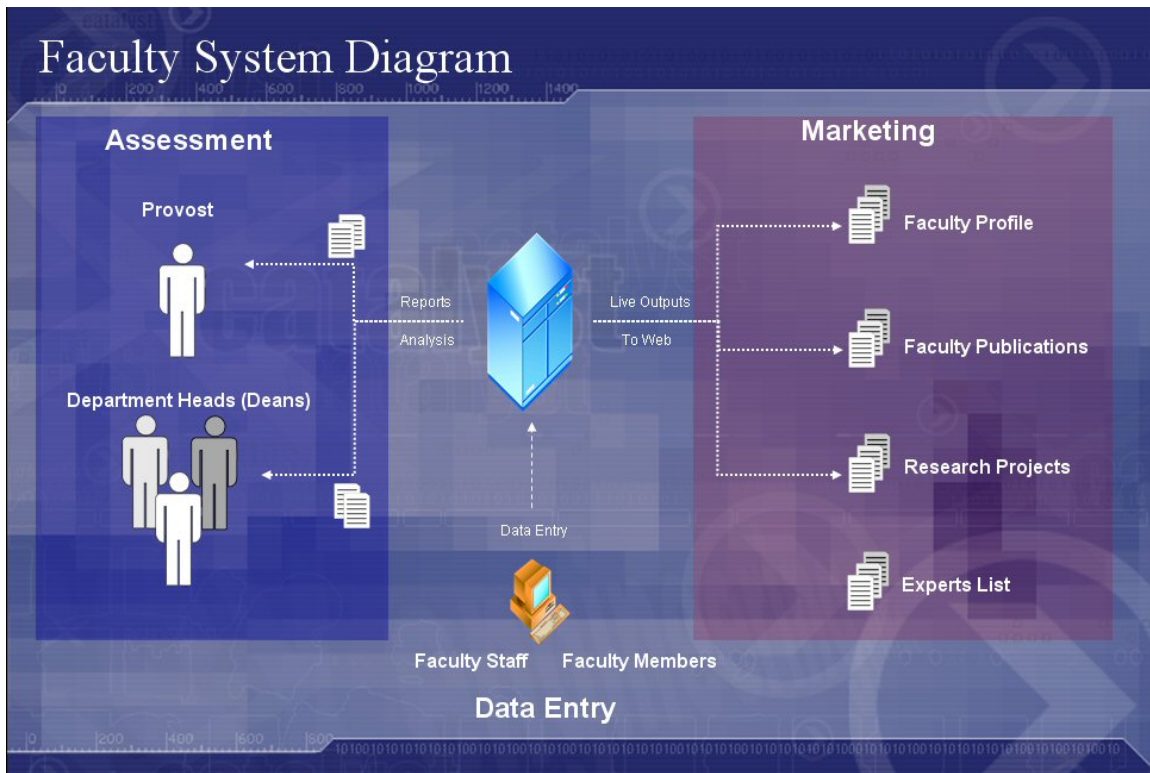


Faculty Reporting System

The Faculty System is an online reporting system for faculty members to maintain their CV and annual report online without having to know any HTML. This system allows institutions to keep faculty pages on the public web site accurate and current. Key features include:

- Easy to use data entry templates to collect key information for presentation online and for back office reports.
- Any time any where access using a browser and an Internet connection so faculty can update profile throughout the year.
- Automated publication to faculty pages on the public web site in a consistent and branded format.
- Faculty information rolls up into various internal reports for the Dean and Provost.
- The system categorizes key faculty information and provides a front-end interface for web site visitors to search for faculty members based on expertise, interest areas or publications.
- Includes “expert” search capability on the public web site for students and corporate constituents.
- Separate roles and privileges interface for managing faculty users.
- Extensive client customization for lookup values assures that data entry is consistent with institutional terminology.
- Key word publications and research in progress search available on the public web site.

xCatalyst Faculty Reporting System



Course Catalog

The xCatalyst Course Catalog module provides a turnkey online course catalog and non-credit course registration system that seamlessly integrates into your xCatalyst public web site. This feature rich catalog module gives you everything you need to provide a public registration interface for your continuing education courses. Key features included are:

Public Visitor Interface

- Key word search
- Multiple course and students registrations during a single registration process.
- Intuitive shopping cart workflow and checkout procedure
- Student course ratings
- Course calendar view
- Tell-a-friend screens can be enabled to promote marketing
- Multiple payment options
- Supports automatic credit card validation and funds availability
- Flexible discounting functionality
- Course concentrations capabilities
- Automated email invoice/receipts

Back Office Command Center

- Granular user privileges to allow secure administration access
- Each course can be listed under multiple categories
- Invoicing management and history
- Exporting capabilities
- Can be configured as a course catalog without online registrations.