

Array

The Array Web Application Suite

Overview

Submitted by
Robert Nendza

Contact
1-888-766-2313

Date
October 23, 2001

Address
430 Stirrup Trail
Monument, CO 80132

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The Problem:

There are issues plaguing today's marketing and IT professionals with regard to their critically important web applications and initiatives. Issues that limit the creative potential of the Internet and prevent best-practice methodologies from being practiced. By virtually all accounts, the problems with current Web applications are...

- Too expensive to purchase/develop
- Too expensive to maintain
- Take too long to deploy
- Too difficult to migrate existing content
- Too difficult to integrate with existing systems
- Too difficult to customize/extend
- Require too many layers of technology
- Require too many software licenses and vendors

The Solution:

An integrated suite of packaged web applications that address 90% of your Web application needs right out of the box and can be very easily customized to address the "other" 20%. One that you can use to develop and manage your public websites as well as your intranets and extranets. One that is inexpensive to purchase, can be set up and maintained by one to a few non-technical personnel, can handle small to very large amounts of content and traffic, can be installed in-house or in standard hosted environments on Windows or UNIX platforms, offers advanced security and access control—and is available now.

The Array Web Application Suite

Web Application Point Solutions

INTERNet

Site Mgmt.
News
Search
Product Catalog
Ecommerce
Store/Office Locator
Community
Customer Support

INTRANet

Projects
Document Mgmt.
HR Resource Center
Customer and
Prospect Database
Lead Management
Employee Training

EXTRANet

Partner Portals
Procurement
Customer/Partner Training
Sales & Marketing Library
Programs

Email

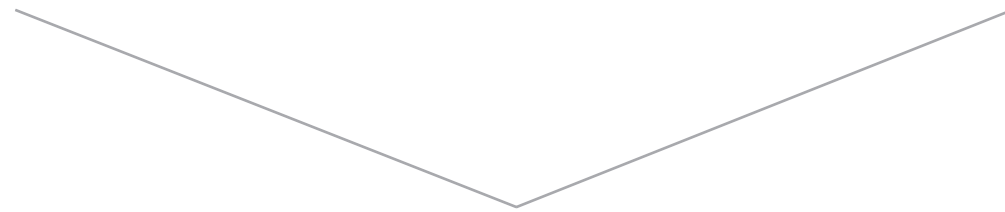
Newsletters
Solicitations
Alerts
Team Communications
Registrations
Confirmations

Reporting

Traffic Analysis
ECommerce Order Tracking
Administrative Activity
Response Tracking

Development Tools

Development APIs
WYSIWYG HTML Editors
Language-Specific
Development Environments
Code Libraries



Array Web Application Suite:

Content Management
eCommerce
Communications
Reporting
Access Control
Design and Custom Development

Component Descriptions

Content Management

Content is an extremely broad definition of almost anything that can be seen, read, uploaded, downloaded, edited, or deleted on a computer. Some examples of content are:

- Documents
- Pictures
- Discussions
- Applications
- Web pages
- Presentations
- Projects
- and More
- Products
- Articles
- Profiles

People need access to content. They need to be able to find it. They need to be able to create it, share it, protect it, modify it, and to organize it. This is what the Array content management application does. It can be used to create and publish entire public websites. It can be used to create corporate intranets, customer portals and extranets. The user interfaces are designed for non-technical personnel including marketing and sales forces, business partners, and customers. The release of content can be moderated and scheduled which allows for the safe controlled submittal of content and the timed release and expiration of time sensitive content.

eCommerce

The content management application allows a wide range of content to be input and managed by users of many different roles. Some of the content that is being managed may be items that are available for sale. The Array ecommerce application allows virtually any type of content in the system to be a purchasable item. The application allows for pricing to be applied to specific resources. It provides a collection mechanism or shopping cart for end users. And it automatically calculates shipping charges and taxes.

Once orders are input, customers receive automatic order confirmations in their browsers and via email. Administrators can track orders, modify the status of pending orders and communicate with customers if necessary. Many diverse systems exist for processing credit card orders and routing transactions through various fulfillment mechanisms. Array's ecommerce application is provided as a "front-end" to a complete ecommerce solution. The Array application can be configured to route order information to multiple sources in the form of formatted email or structured XML text files. This makes it very easy to integrate with a wide range of fulfillment processes, corporate accounting systems, and inventory control systems.

Component Descriptions

Communications

The Array content management application has the ability to define and manage the profiles of users and organizations as well as other content. The purpose of the majority of communications is to invite or inform people about content like special events, new products, advertisements, sales campaigns, news and so on. The Array communications application leverages the content that is stored in the system along with its flexible template capabilities to get the messages out with minimum effort, maximum consistency, and the regularity that makes email communication effective.

In addition to “push” communications, the Array application has “pull” mechanisms that allows users to subscribe to areas of the dynamic site, which allows users to receive email notifications about content additions, changes, and deletions within areas of the site that they are explicitly interested in.

The communication application utilizes a sophisticated search mechanism to allow marketers to create and reuse very targeted email lists based on definable user and organization profile data. And the framework itself facilitates the import and storage of contact lists from a wide variety of commercial contact management products.

Reporting

One must have good information in order to make informed decisions. The Array reporting application keeps track of a wide and configurable variety of events. Traffic patterns, content usage, uploads and downloads, ecommerce orders, administrative access, email responses, and more. Array provides powerful reporting tools that allow administrators and privileged end users alike to create useful reports. The reports are automatically made available for viewing in the browser and are also available for download as delimited text files that can be easily imported into a wide range of commercial spreadsheet and database programs for further analysis.

Access Control

Intranets, extranets and portals require a sophisticated level of controlled access to content stored in the system. Some content may be sensitive and should be securely blocked from certain types of user. Other content may be irrelevant to certain types of users and should simply not appear. Access to content is controlled in the Array applications on a role-based, individual resource level. Every member of the system gets an individual user ID and password so that activities and preferences

Component Descriptions

may be tracked on an individual basis. Each user also has a role assignment, which allows her/him access to a specific set of content and functionality. Each resource in the system has the ability to allow or deny access to any role. There is no limit to the number of roles in the system and they can be easily created and managed.

The Design and Custom Development Application

The Array applications come with a useful variety of resource types and templates predefined and ready to use. But one of the primary strengths of the Array solution is that it can be so easily customized and extended. The Array design application is actually a set of plug-in extensions for Macromedia Dreamweaver. Dreamweaver itself is a very powerful design tool with a WYSIWYG environment for building and managing websites. Array's extensions facilitate the customization of the predefined resource classes and templates as well as the creation of entirely new types of resources and templates.

Core Capabilities

01. Ability to publish data, pages, files, and associated descriptive information to a website as browsable and downloadable resources.
02. Ability to moderate and schedule the release of resources to publicly and privately accessible websites.
03. Ability to define custom resource types with unique descriptive properties and attributes.
04. Ability to organize resources in directories and sub-directories. Functions include: move, copy, alias and delete. Ability to perform these directory functions on individual resources or on a queue of multiple resources.
05. Ability to create relationships between resources to facilitate cross-navigation, cross-selling, and fine-grained access control.
06. Ability to dynamically render resources through any number of compatible HTML display templates.
07. Ability to generate static pages based on a resource definition and a compatible display template.
08. Ability to re-synchronize and regenerate static pages.
09. Ability to create custom display, publishing, and editing interfaces without writing code.
10. Ability to create and define users and organizations. Each user may have a unique ID and password.
11. Ability to create and define roles and to assign a specific role to any user or organization.
12. Ability to define access permissions for each role with regard to any resource.
13. Ability to associate a price field or fields to any resource thus making that item purchasable.
14. Ability to define global tax and shipping parameters.
15. Ability to store, track and retrieve orders.
16. Ability to email known users. (these need not be actual users but may be contacts stored in the system as users)
17. Ability to search for, append, define exclusions, and store lists of users for future use as email lists or virtual teams.
18. Ability to compose email using ad-hoc text, images, and pre-existing resources with compatible HTML display templates.
19. Ability to run reports including traffic, administrative activity, ecommerce orders, file download, and email response and to results view in browser or download delimited text files.