

# BRIDGELINE<sup>®</sup> digital

the digital engagement company

## AWARD-WINNING CONTENT MANAGEMENT SYSTEM

Ready to help you maximize  
your website's performance

[bridgeline.com](http://bridgeline.com)

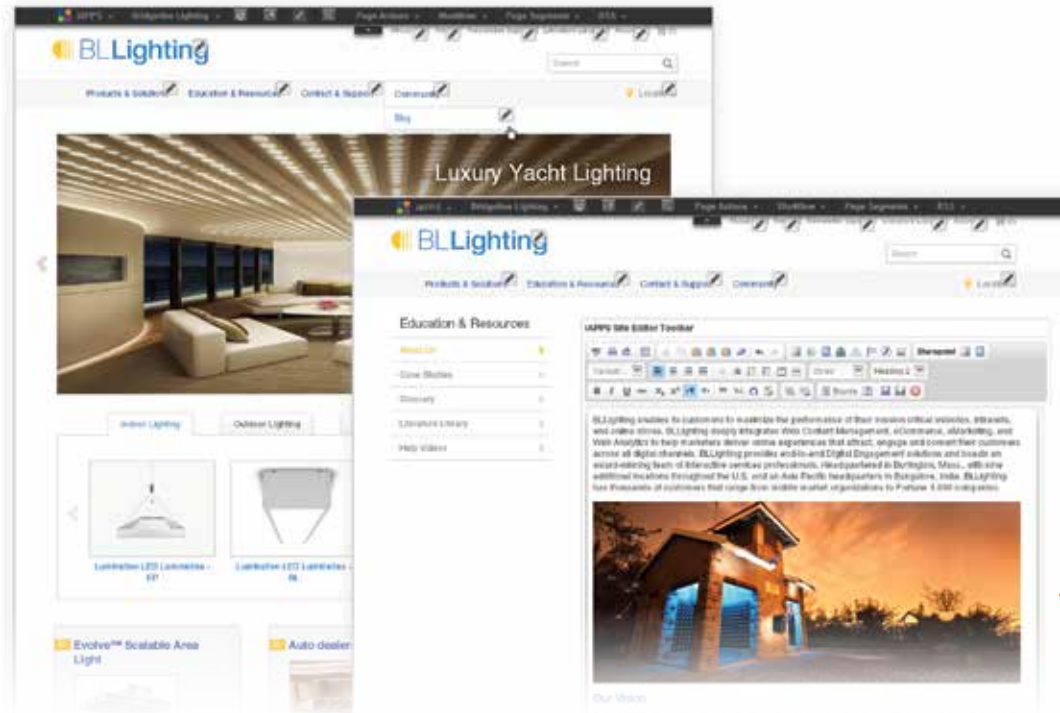


iAPPS<sup>®</sup>  
content  
manager



iAPPS<sup>®</sup>  
**//CODiE//**  
2015 WINNER

## Content Is King – iAPPS Gives You The Power to Rule.



*Easily edit content inline in a user-friendly administrative interface.*

*Create new landing pages, blogs, and templates with just a few clicks.*



**iAPPS®  
content  
manager**

In today's always connected, 24-7 digital world, every interaction with your visitors and customers is an opportunity to cultivate a relationship, reinforce your brand, and grow your business. But are you doing enough to maximize those interactions?

This is where Digital Engagement can make all the difference. Digital Engagement is website management with business context. It's the state of optimized interaction with your customers online.

iAPPS Content Manager is the premier business marketing solution to drive Digital Engagement in the Web Content Management marketplace. iAPPS empowers marketers to easily create, edit, and optimize persuasive web content and campaigns without having to rely on technical resources and complex coding. By linking modern technology to business purpose and end-user context, iAPPS is your engine to attract customers, deliver compelling content, and optimize conversion rates.

### **iAPPS® Content Manager provides marketers with a 360° view of their entire digital world.**

With iAPPS Content Manager you're not just managing web content, you're managing the customer experience. The modern day customer is increasingly mobile and iAPPS powers you to stay ahead of that trend. According to a recent Google report, 72% of consumers expect brands to have a mobile-friendly website.

iAPPS Content Manager is optimized to meet these needs with Responsive Design, a coding technology which automatically triggers websites to adjust content to fit the size of the screen accessing it. Additionally, Digital marketers can leverage the iAPPS' Device Preview feature to see exactly how their website will look on tablets, desktops, and popular smart phone screens before publishing - ensuring the right experience is always delivered to the right device.





Just like your customers, we understand you're mobile, too. That's why iAPPS Content Manager comes loaded with On-the-Go Authoring capabilities which allow users to edit and publish content on their smart devices.

iAPPS enables you to automatically display content and products based on visitor behavior attributes like browsing history, location, search terms or device type. This capability leads to a smoother, more personalized experience for your customers and website visitors. Go one step further and understand your customers' needs with Audience Segmenting. iAPPS Content Manager captures and indexes customer profiles that your Digital Marketing team can easily leverage in highly targeted, cross-channel campaigns.

### Access & Control

iAPPS Content Manager fundamentally changes the equation for organizations intent on keeping their web content up-to-date. Instead of requiring expensive programmer time, content management responsibility can be distributed throughout the organization. With just a couple of hours of training, any non-technical user can administer your content changes.

Additionally, iAPPS Content Manager avoids publishing – bottlenecks by allowing not just individual Users, but anyone within a group of users to be decision making points within your workflow. Users of iAPPS Content Manager are broken down into four broad categories:

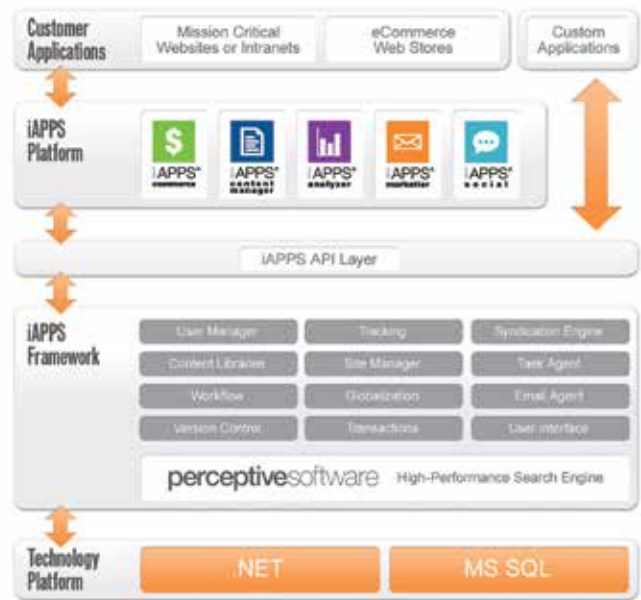
-  **Authors** who contribute content for their permissioned areas of the site
-  **Approvers** who review and approve or reject content
-  **Publishers** who are responsible for final review and publishing of content to the production site
-  **Administrators** who add, modify, or delete users, manage user permissions, content sections, site structure and content workflow.

The workflow for creating, approving and publishing any piece of content can be structured by administrators to include the right people for each task. Content quality, consistency and compliance are ensured. Your organization's workflow process may be simple or complex, with multiple sites and strict regulatory requirements. The workflow and multi-site management capabilities in iAPPS Content Manager provide you with the flexibility to maximize your configuration, no matter what it is.

And all of this content is more valuable because of the pre-integrated Enterprise Search capabilities through Perceptive Search. Most other CMS providers charge as much as a third of the initial purchase price of their solution just for search capabilities equivalent to Perceptive Search (e.g. Microsoft FAST). And more often than not, these solutions also come with licensing limitations. Not iAPPS. Our solution comes fully-loaded with Perceptive Search

directly embedded into your administrative controls.

### Building Blocks for Web Success: The Power of Integration



On its own, iAPPS Content Manager is a powerful website and application management tool. But the success of the digital experiences you drive for your customers hinges on a number of moving pieces – from web content management and eCommerce to eMarketing, analytics capabilities and your social media initiatives. With the common iAPPS Framework, built on the .NET platform, integration is made seamless through a business management engine that combines solutions to meet each of these needs on one dashboard through iAPPS Content Manager, iAPPS Commerce, iAPPS Marketier, iAPPS Social & iAPPS Analyzer.

### Deployment Flexibility

Wouldn't it be great to not to have to install any software or manage infrastructure? Bridgeline Digital provides a flexible SaaS – Software as a Service – licensing model for those who want to spread licensing costs over several years, and who don't want to own the responsibilities of maintaining and supporting the required backend infrastructure. Bridgeline centrally manages product updates seamlessly for our SaaS customers. And for those who prefer to keep their web application in house, Bridgeline's technology is flexible enough to offer a traditional perpetual license option.

Core Features	Description
Web-based Tool	Accessible via the Internet anytime anywhere with an enhanced user interface that is simple to use.
Cross-Channel Interface	The iAPPS interface includes persona driven mega menus that can be customized towards personnel and their tasks. The menu allows users to reach any iAPPS admin screen from any of the products, at any time.
Enhanced Rich Multimedia with Brightcove Video Integration	Brightcove's video hosting services built into iAPPS allow the integration of video directly into Content Manager and onto your website. New controls also allow embedding from YouTube or other video sites.
Template Builder	iAPPS Administrators can use flexible Layout Templates to create new Page Templates by dragging and dropping controls into special page zones – all without the need for developer assistance.
Mobile-Ready Editing	iAPPS allows users to edit and publish content on their website with mobile-friendly management features using a tablet or smartphone.
Target Audiences With Personalized Content	Persuasive content capabilities on iAPPS leverages device, navigation behavior and demographics to allow companies to display targeted content to segmented audiences and allow visitors to immediately find what they want.
Inline Content Editing	Very intuitive to allow easy entry and formatting of content without any knowledge of HTML or other web programming. Simply navigate to the page and edit the information inline without pop-ups or refreshes.
Built-in Translation Services with Clay Tablet	Clay Tablet integration works with iAPPS to seamlessly translate web content into any required language. Choose a page, submit to workflow, and have content instantly sent to a translation provider or system of choice
Language Variants	Syndicate your content by choosing language variants that enable a multi-site workflow, allowing the optimization of your website in multiple languages.
SharePoint Integration	Pull digital assets like image files or documents directly from a linked SharePoint library into any iAPPS managed content right from the WYSIWYG editor.
Blogs	Create blogs quickly and easily. Assign indexing terms to improve SEO and enable topic categorization.
Page Comments	Add comments to any page and edit them at any time. Comments Awaiting Approval feature ensures comments will not be displayed on the public site until they are approved. Comment Search enables a user to enter specific criteria, such as keyword, to find specific comments.
Web Forms	Content Manager comes equipped with a flexible drag-and-drop Web form creation tool that enables you to collect valuable information from your site visitors.
Search Engine Optimization (SEO)	Auto-301 redirects; auto-generated XML site maps; navigation and menu name-based URLs improve SEO.
Surveys & Polls	Learn even more about what your target audience is looking for by creating custom surveys and polls with intuitive drag-and-drop designer built into Content Manager.
Online Reporting	Integrated online reports to effectively manage content such as content aging, content pending publication and items pending archive.
XML-based Content	Allows easy import/export with other systems and faster searching.
Simple and Custom Workflows	Multiple levels of approval ensure that content is always reviewed and approved before going live on the web site. Fully custom parallel and serial levels of approval workflow. Email enhanced to ensure notification.
Multi-Site Management	Allows content across multiple sites to be easily managed through a single interface.
Content Archiving and Rollback	Store previous versions of content and maintain editing history. Quickly view or rollback to previous versions of content items.
Content Libraries	Store shared images, videos, files and data in one location for easy access. Create user and role-level access to individual directories.
Online Reporting	Integrated online reports such as content aging, content pending publication and items pending archive help authors effectively manage content.
Enterprise Search Integration	The iAPPS Platform comes fully integrated with state-of-the-art enterprise search capability developed by ISYS, ensuring that all of your sites' information is always easily accessible.
Real-Time Content Updates	Enable content contributors to publish content directly onto development, staging, or live production web servers.
Dynamic Site Map	Site map and navigation are generated automatically as pages are published to the site.
Group Security	Use groups to maintain security for multiple administrators making it easier to update permission profiles.
Enhanced Asset Security Models	Easily lock down content, files and other site assets to audience segments, including automated support through built-in ISYS Enterprise Search.
Custom Application Integration	Ability to integrate custom functionality within the iAPPS Framework.



For a  
**FREE**  
copy of our whitepaper,  
"10 Reasons iAPPS Content  
Manager Should Be On Your  
CMS Shortlist", please visit  
our website:  
[bridgeline.com/whitepapers](http://bridgeline.com/whitepapers)



The Building Blocks  
for Web Success™

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digital  
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