

# What's New in FatWire Content Server 7.5:

## Powerful Tools for Marketers and New Capabilities for Driving Content Management Efficiencies

FatWire Content Server™ enables organizations to manage and deliver an engaging web experience by automating the entire web content management process, including content authoring, site design, content publishing, dynamic delivery, targeted marketing, web content analytics, and user participation. And now *Content Server* offers new capabilities for more power and efficiency than ever. With the release of version 7.5, *FatWire Content Server* includes new capabilities for marketers to easily manage online content with a customizable user interface and tools for managing time-based online campaigns, plus advanced features that make the content publishing process maximally efficient, transparent, and error-proof. With these new features, *FatWire Content Server 7.5* provides organizations with the robust Web Experience Management capabilities they need to create a compelling web presence while driving critical efficiencies for their businesses.



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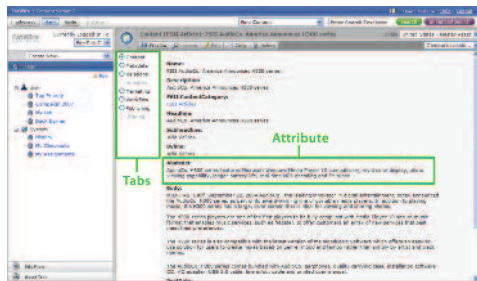
### Discover what's new in FatWire Content Server 7.5:

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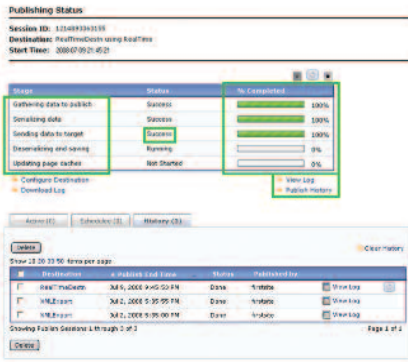
#### Site Preview

Timing is everything. Whether you are creating online promotions or conveying time-sensitive information, the ability to set up content or whole versions of a site that will go live and expire at specific future dates is critical. With the new Site Preview feature, *Content Server 7.5* provides marketers with powerful capabilities to manage time-sensitive campaigns. This exciting new feature lets business users plan site changes in advance, preview what their site will look on different future dates, compare different date versions side by side, and set go-live dates and end dates for content. Through these robust capabilities, Site Preview allows business users and marketers to create seasonal and time-based versions of their site easily and efficiently.



#### Customizable Business User Interface

With the business-user-oriented Dash interface, *Content Server* enables business users to take control of authoring and managing content. *Content Server 7.5* brings significant new capabilities for driving efficiencies and productivity to the Dash interface. The interface can be easily configured by role, providing tailored support for organizations' business processes. *Content Server 7.5* also offers enhanced search capabilities in the content management environment and configurable search filters, increasing speed and agility in the content management process.



## RealTime Publishing

Advanced publishing capabilities are critical to effectively managing an enterprise web presence. *FatWire Content Server 7.5* delivers new levels of control and efficiency. RealTime Publishing includes a transparent dashboard view into the status of content that is being published from the staging environment to the live site. Users can also publish only certain changes and move high-priority content to the front of the queue. Other features include the ability to stop and restart publishing, as well as advanced error prevention and process recovery. With RealTime Publishing, organizations can be sure that they have the most robust publishing engine available to support their needs.

*FatWire Content Server 7.5* enables organizations to automate the process of managing their web presence with powerful tools for marketers and business users and an underlying web infrastructure to drive efficiency, speed, and reliability in the web content management process. The powerful capabilities offered by *FatWire Content Server* are the cornerstone of FatWire's comprehensive Web Experience Management portfolio, which also includes the *FatWire TeamUp* collaboration platform and the *FatWire Content Integration Platform* for making enterprise content easily accessible for use online.

Together, FatWire's robust solutions enable organizations to use the web to its fullest potential as a powerful tool for improving efficiencies, creating brand awareness, building deeper relationships with customers and prospects, and driving business results. For the full set of *FatWire Content Server* features and capabilities, please visit [www.fatwire.com](http://www.fatwire.com) and download the *FatWire Content Server* Product Information Sheet.

## FatWire Content Server 7.5

### NEW Features

#### NEW – Site Preview

- Create time-based versions of content and websites with ease
- Set up start dates and end dates for content and pages
- Preview how a site will look at a given future date and compare multiple time-based versions side-by-side
- Expired content is automatically cleared from cache at user-defined dates

#### NEW – Customizable Business User Interface

- Business user content management interface can be tailored to specific roles and job functions
  - Tabs and attributes in the create / edit screen can be added, hidden or enabled based on roles
  - New attributes can be plugged in and custom attributes can be created
  - Robust customization best practices guide available
- New search features are available in the content management interface, including the ability to create custom search filters

#### NEW – RealTime Publishing

- Publishing dashboard offers user-friendly progress indicators and logs
- Built-in controls enable users to configure, pause and restart the publishing process as needed
- New flexible framework permits on-demand publishing of priority content with automated dependency tracking and alerts
- Enterprise-level scalability enables massive amounts of data to be moved across the network

#### NEW – Comprehensive Live Site Search

- Full-text search capabilities now available in addition to existing advanced search functionality for the live website

### Benefits

- Manage time-sensitive online information and time-based promotions efficiently
- Increase content relevance and website visitor satisfaction by responding quickly to changes and trends
- Ensure that users are not exposed to expired or dated content

- Make it easier and more efficient for marketers and business users to manage web content
- Support company-specific business processes for managing web content with role-based interfaces
- Enable organizations to quickly implement UI enhancements for greater flexibility and speed

- Complete transparency into the publishing process for error prevention, easy problem solving and process recovery
- Ability to fast-track important or time-sensitive content for publishing, even if there is a long queue, enabling full support of business priorities
- Manage the enterprise web presence with greater efficiency, flexibility and stability

- Make your live website easily navigable for site visitors, and information easier to find
- Offer a more streamlined web experience for customers and prospects

**See Additional FatWire Software:** *Content Integration Platform, TeamUp, Engage, Analytics, Mobility Server*

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