



Integrated Content Management Suite

From

Mastermind Technologies
<http://www.cybershoppee.com>

iCMS in a Nutshell

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iCMS

Integrated Content Management Suite – In a Nutshell

The **iCMS** is a Newspaper Content Management Suite specially designed for Small and Medium Sized Newspapers. It has evolved from years of in-depth study of Regional Language Newspapers in India.

iCMS comes to the rescue of the small, medium and even large newspapers published in Indian Languages. It's one of the very few solutions available to cater to the Indian Language Publishing Sector. It's in fact the **Only Content Management Solution that supports any Indian Language and supports working in any font of any vendor**. It's truly flexible, Integrated, Fully Indian, Content Management Suite.

The Language Newspapers are mostly regional in nature. The circulation is limited. They lack the power of heavy funds to acquire and support costly, imported Content Management Solutions. Language newspapers often do not generate enough online Ad Revenue. This holds them back from investing in Content Management Suite and thus affects the quality of their web site.

With the increasing number of cable TV audience in the country, the newspapers of our generation are facing lot many challenges that are posed by the news channels on the electronic media. Although the electronic media can never substitute a conventional newspaper, the challenges of catering to the reader in the best possible way and in shortest time possible need to be tackled seriously and efficiently.

The newspapers of the new generation are well equipped with technology. Printing and publication of the daily edition has gone electronic. Gone are the days of conventional methods in making of a newspaper. Computers are seen widely in almost all the newspaper establishments and they are helping in a big way. The days of complete automation have arrived. One day or the other, sooner or later, everyone in this industry needs to automate processes to enhance efficiency and cutting down costs.

With over a 5 years of in-depth study of the newspaper industry in India, we have brought about a revolutionary concept in total automation of any small, medium or large newspaper. Be it online or offline, a district level or state level, English or regional language, the solution is for all, and ultimately inexpensive!

Read further if you are interested in effective automation that brings your operating expenses to a minimal and yet offers you the advantages so far enjoyed by large newspaper houses alone. We are sure, you will appreciate the benefits of this proposal and we invite you to be on board, and implement this cost effective and **Most Comprehensive, Integrated News Management System for Newspapers and Magazines**, in your organisation.

A Content Management System Defined

A Content Management System (CMS) is critical to the success of almost every web site and intranet, and yet many organisations are not familiar with this technology.

A Newspaper Content management System supports the creation, management, distribution, publishing and archiving of News and other Content of the newspaper.

It covers the complete lifecycle of the pages on your website, from providing simple tools to create the contents, through to publishing, and finally to archiving.

It also provides the ability to manage the structure of the site, the appearance of the published pages, and the navigation for the users.

The functionality of a content management system can be broken down into several main categories:

- Content Creation
- Content Management
- Publishing
- Presentation

At the front-end of the CMS is an easy to use but powerful authoring environment, designed to work like your most favourite word processing application such as MS Word, or a pagemaking application like Pagemaker. This provides a non-technical way of creating new pages or updating content, without having to know HTML or any programming language.

The powerful publishing engines within the CMS, allow appearance and page layout of the site to be applied automatically during publishing, thus ensuring that the pages are consistent across the site to enable a very high standard of appearance and reader enriched experience.

Integrated Content Management Suite (iCMS)

iCMS for Newspapers and Magazines is first such system designed and developed in India, keeping in mind the interests of hundreds of small and medium sized newspapers across the country.

This is a standalone system that integrates the various operations through single point data entry and management tools. The data once entered can be used for multiple applications like editing, searching, pagemaking, building archive, making web pages, making database oriented web site, making it available in real time on the internet, sharing with other editions and much more.

This system helps integrating all the functions from text entry to publishing in the print edition and making web site in just one click.

This system takes majority of the efforts out from the content management staff as they no longer need to do things repetitively.

iCMS is divided in two parts *viz.*

iCMS Online Admin : This is the Online Administration Module to control different functions of the web site.

iCMS Offline Admin : This Module is local version of **iCMS** Online Admin. Based on virtual server technology, it provides same functionalities of online module to be managed from local machine.

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Powerful Web Content Management with iCMS

This is most important feature of **iCMS**. A web site made out of **iCMS** offers many interesting interactive features to the readers of the web site. The readers love to return to the site, for its simplicity in serving the news and the enriched browsing experience.

Apart from just serving the daily news basket, **iCMS** provides facility to serve a number of useful features that help in nourishing your web site. These features are offered in a modular approach, thus you need to pay for what you buy and want to use. Features can be added any time as summoned by the specific needs. This ultimately results in a huge saving in initial investment in the project.

iCMS integrates the following Functional Modules to give you the best Value for Money.

- Text and Data Entry Functions
- Database Generation Functions
- Editing Functions
- Pre-Page Making Functions
- Stock Item Functions
- Supplement Management Functions
- Online Publishing Functions
- Online Reporting Functions
- Revenue Generation Functions

An online newspaper is not one that is updated just once a day. It needs to be updated more frequently. It needs to provide news feeds in real time. Keeping this in mind, the online publishing functions make use of the database that is uploaded to the web server and updates the news in real time. The news editor can monitor this and can also set and reset priorities of the news articles in real time.

This way, the feature that is available to a select web sites such as CNN, Reuters, IndiaTimes etc., that of real time updates on news articles is now made available for the first time to regional language newspapers.

Who can benefit?

This system effectively addresses all the automation needs of any of the newspaper falling in the following categories.

City Specific Newspapers
District Level Newspapers
Newspapers with multiple editions
State level newspapers of a large group
Online Newspapers
Newspapers that are Printed and also having an online edition
Weekly Magazines
Fortnightly Magazines
Monthly Magazines
Corporate Newsletters
House Magazines
News related web sites
News and feature agencies

iCMS Features

- Easy, intuitive web-based interface
- Multi-Edition, Multi-Category Capabilities
- Remote Administration Capability
- Multimedia Handling Capability
- Language Independent, Font Independent
- Easy Deployment and scalable approach
- First & Only Full Fledged System available in Devnagari
- Supports All Devnagari Fonts
- Supports Multiple Keyboards for Operator flexibility
- Built-in Typing Engine for Devnagari
- First & Only Full Fledged System available in All Indian Languages
- Supports All Indian Language Fonts
- Supports Multiple Indian Language Keyboards for Operator flexibility
- Text Import facility from Any External Third Party Font
- Web based News Management
- Powerful Admin Control Panel
- Supports Centralized and/or Decentralized Authoring
- Multi-User, Multi-Tier Administration
- Fully Customizable
- Supports both Dynamic and Batch Publishing
- Supports Hybrid Publishing
- Modular Structuring to adopt new features
- Very Low Implementation Cost
- Supports Enterprise Content Management
- Supports Technologies beyond the Web
- Revenue Generation through Advertisement Management

iCMS Advantages

Streamlined News Authoring	Greater consistency
Faster turnaround time	Increased site flexibility
Improved site navigation	Decentralised News Authoring
Increased security	Reduced duplication of content
Greater capacity for growth	Reduced site maintenance costs
On-the-fly News Generation	24 Hour Live Update

iCMS Strong MIS Features

iCMS offers a very strong MIS for the management to understand reader response to the web site. The MIS includes but is not limited to the following.

News Analysis

- News Filed by various editions
- News in each section
- Total News-Daily Report
- News on particular Topic (searchable)
- News Filed by Various Desks
- Photographs in news
- Total News-Monthly Report

Visitor Analysis

- Hits to each Page
- Online visitors to the page at any moment
- Online visitors to the site at any moment

Advertisement Analysis

- Banner Impressions
- Banner Click-through

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iCMS Modules for Front End News Serving

The various features on the web site are managed with active modules from the Modules Library, offering a rich reading experience to the visitor to your Newspaper web site. We are constantly adding to the Modules Library. Some of the Important Modules are listed below:

Basic News Related Modules

- News Display module
- News Comments Module
- Send News by email module
- Print News Module
- Main Scroll module
- Opinion Poll module
- Opinion Poll Comments Module
- News Summary Module
- News Search Module
- Mouse-over Summary module
- Flash News Module
- News Archive Display module
- Multiple image Display module
- Photo Gallery module
- Special Article module
- Editorial Page module

Multimedia Handling Modules

- Multimedia Server module
- Audio News Module
- Video News module
- Live Video / Audio Web Casting module
- Audio-Video Streaming module

Special Features Modules

- Online Quiz Module
- Question and Answer module
- Special Services and Features Module
- FAQ Display Module
- Indian Calendar Display module
- Weather Report and Forecast module
- Gold-Silver Rates module
- Almanac / Panchang module
- Cartoons module
- Horoscope / Bhavishya module
- Share Market module
- Agro Market module
- Reader Feedback module
- Readership Survey module
- Commercial Surveys Module
- Webtorial module
- Advertorial module
- Online Games module
- Jukebox module
- Supplements module
- Classified Advertisements module
- Comic Strip module
- Crossword module
- e-Greetings module
- Newsletter Subscription module

iCMS Online Administration Modules

iCMS offers a rich administration experience to its administrative users. It employs a Browser based approach, which enables remote management of the web site, This browser based approach also facilitates many other added advantages like non-dependency on various factors.

This part is used by Site Administrator for managing various online administrative features. This is a login based administration area where login is restricted to only registered administrative users. All the facilities in the site front end are managed from this administration area. Some of the Administration modules include:

- User Administration module
- Secure User Registration & Restricted Access module
- Advertisement Management Module
- Banner Management module
- Preferences and Options module
- Editions Management module
- Category Management module
- News Management module
- Data Conversion Module
- Photograph Optimization module
- Audio Management module
- Video Management module
- Live Activity Management module
- Supplement Management module
- Data Purging module
- On-site Data Backup module
- Remote Data Backup module
- Mirror Management module
- Visitor Statistics module
- Banner Statistics module
- News Statistics module
- Customized Syndicated Scroll module for third party web sites
- Special Features Management modules
- Registered Member Area module
- Archival and News Syndication
- XML Data & RSS Feeds Module
- Multi-topic Online Counseling module
- Newsletter Management module
- Remote Administration module
- Remote News Filing module
- Message Board module

Independent Software Tools that can integrate with iCMS

- Indian Language Blog Integration through independent Software
- Classifieds Management through independent Software
- Ad Banner Management through independent Software
- Online Shopping Cart with Payment Gateway through independent Software

iCMS Offline Administration Tools

While administering a newspaper web site where excessively heavy amount of data needs to be uploaded on a regular basis, it is not always possible to do this while you are online. This is because of the prohibitive costs of being online 24x7 and also the issues related to the quality of internet connections at many remote areas.

This requires that a facility be given to collate the required data and upload it once all such data is available. Thus the contents could be updated as and when they flow in, but be made online at specific intervals.

This is achieved through **iCMS Offline Administration Tools** that are based on virtual server technology. It provides functionality of Online Admin Module to be managed from local machine like News & Image management, Compilation, Preview, Authentication, Categorisation, & uploading. It helps in substantial savings in online operational costs. The data between Local Machine and web server is synchronized on a regular basis so as to have a seamless environment.

The Offline Admin Module employs Browser Based approach. It's very easy to use. It helps in managing data for Print, pre-print and other such areas where the data needs to reside and be processed on the local machines and not on the web server.

A stripped down version of the Offline Admin Module can be installed at the residences of the reporters and editors, thus enabling them to work 24x7.

Customization

iCMS is designed with a Modular Approach, thus enabling extensive customization. Data Publishing is fully template based, thus the final page layout and design can be decided by the user. Changing the page layout at a later date is very easy.

Customization is possible to the maximum extent.

iCMS - Functional Modules at a glance

Text and Data Entry Functions

Single point Data or Text Entry from any terminal
Single point data or Text Entry from any location, home, office, cybercafe or remote city.
Importing external text received from news agencies
Importing text received from journalists over Internet
Importing data received from news and feature agencies

Database Generation Functions

Making a comprehensive database of all news articles
Making this database available to any terminal across the entire network
Making the database available to reporters working from home or away from the office
Sharing the database with other editions
Using the database to build a powerful archival system
Looking up for reference material
Facilitating the news editor or sub-editor to scan and classify news into categories
Facilitating the news editor or sub-editor to do last minute updates or changes to the story

Editing Functions

Making the database available to any terminal across the entire network
Making the database available to reporters working from home or away from the office
Facilitating the news editor or sub-editor to scan and classify news into categories
Facilitating the news editor or sub-editor to do last minute updates or changes to the story
Setting up priorities
Assigning Pages and sections for stories

Pre-Page Making Functions

Prepare News Stories
Export to Page Making software

Stock Item Functions

Managing non-news based contents
Managing columns like appointments, horoscope etc

Supplement Management Functions

Advanced Data entry management
Making database of articles for supplement
Selecting right articles for right supplement
Managing Archival
Managing articles in a series

Online Publishing Functions

Making web pages for web site
Making database for real time management of news
Uploading the database to the web server
Setting the priorities online
Making dynamic web pages based on the reader query
Making online search of the entire newspaper a reality
Managing banner ads for online edition
Creating & sending periodical newsletters to users.

Online Reporting Function

Journalists can feed their stories from anywhere
Members of the general public can communicate with the editor

Revenue Generation Function

Managing Banner Ads
Managing Classified Ads section
Managing Shopping Cart
Managing Ad serving statistics

iCMS - Functional Modules Explained

Text and Data Entry Functions

The data or particular news is entered into the database through a user-friendly form. This module allows the use of any font or keyboard for the data entry. The limitations of using only a specific font and specific keyboard thus imposed by the operating software such as C-DAC, ShriLipi, Akruti etc is no more a hurdle for the common operator

The data can be entered from any terminal on the network. The concerned people can enter it from any other location, home, cybercafe or even a remote city. This makes it possible to receive news from non-journalists, often referred to as "Citizen Journalists", or even part time journalists. They can file their stories and these can be used in real time after online approval of the editor..

Journalists or staff members visiting other cities or countries can file their stories effectively over Internet. These can be imported into the database & integrated with it in a seamless way.

Data and features received from news & feature agencies can be directly imported into the database even if these are received in any other font that is not available with the user. These features or articles can be converted to the default font with a click of a button.

The data thus once entered is used for ALL the functions featured in this system. This includes archival, web publishing, print edition, sharing of data and much more.

Database Generation Functions

The database thus generated can be utilised for extensive purposes. This is a comprehensive database. It is available to all the terminals on the network. This data can be accessed by anybody connected to the network, holding rights to use the data. This data can be shared between various editions. It can be made available as a reference library for reporters and others.

News editor or sub-editor can monitor the collection of news at any time and can prepare for page allocation.

Editing Functions

Real time editing is possible with the use of this system. The news editor or sub-editor can monitor and scan the collection of news articles. He can then classify the news into specific category and assign it a page where it can be placed in the print media. He can also do last minute editing using his terminal if the story needs to be trimmed for want of space. The system displays the number of words in any story. This helps the news editor in finding a suitable place for the story as he is better informed about the length of each story.

The editor of the Internet edition can classify the same news for the web pages and assigns it the priorities. He can then make the Internet edition with just one click. The database can be further used to update the website in real time by updating the online database every minute.

The interesting feature is that the news editor or sub-editor can work on the news with the keyboard known to them. The system does not make it compulsory for them to use the default keyboard or font.

Pre-Page Making Functions

In this module, the article is made ready to be included in the print edition. Once the news editor sets a flag for the news to be accepted for a particular page or section, it is moved to another database where it is made into a text file that can be imported into any page making software. This text can be just placed at the page or section defined by the news editor. If any

last minute changes are required to be made in the article, these can be carried out in the page making software itself.

Stock Item Functions

Items or features such as daily Horoscope etc can be better managed with this system as it can be entered at any time, any number of days in advance, thus eliminating last minute rush.

Columns such as appointment etc can be prepared as soon as the information arrives at the newspaper office.

Supplement Management Functions

The material for the supplement is often available much in advance. This can be entered into the database as and when the operator gets time. This eliminates last minute rush. The date of publication can be set in the database.

The articles for a series can be entered into the database at one time and the dates can be set according to the space available on that particular day.

Online Publishing Functions

This is one of the most important features of the system. It takes care of making the Internet edition at just a click of the button. The articles selected by the news editor are turned into web pages. These pages are uploaded to the website.

Since the database is the only component that needs to be uploaded to the web server, it can be uploaded to many servers to create a mirroring system.

Online publishing functions make use of the database that is uploaded to the web server and updates the news in real time. The news editor can monitor this and can also set and reset priorities of the news articles in real time.

The pages are dynamically generated on the basis of queries set by the web visitor. The system is also capable of implementing a hybrid functionality where dynamic and static contents work hand in hand.

The database facilitates online search of the entire newspaper.

The banner advertisements can be controlled through a banner bank on the web server. A periodic newsletter can also be generated to be sent to the registered users.

Online Reporting Function

This module allows journalists on the move to enter into a cybercafe and file their stories. They just need to connect to the website and go to the respective page to be able to file the story.

Apart from this, members of general public can communicate with the newspaper editor. Their comments can be published on the very next day in the print as well as Internet edition.

Revenue Generation Functions

This is one of the most neglected areas in most of the web sites, much because of non-awareness of the immense revenue generation and monetising possibilities that exist over the web.

iCMS seamlessly integrates with top of the Ad networks in the industry to bring about the advantages of online marketing and money making to the owners of web sites.

Resources Required

iCMS is NOT Resource hungry. It can be implemented on a very low configuration set-up.

The resources required are:

- P4 based Server, 512 MB RAM (1 GB Recommended)
- MySQL / Access Database
- HTML Editor
- Image processing software like Photoshop
- Acrobat Reader
- Direct Internet Connection
- Antivirus and Firewall.
- Apache or equivalent Web Server
- FTP software

Support

Being an enterprise software, support is a critical issue in case of iCMS. We offer multiple support channels as below:

- Extensive User Documentation
- FAQs
- Online Support by e-mail
- Telephonic Support
- Live Chat Sessions

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