

# Hemingway™ Enterprise

## Product Overview

It's the sad truth. Almost all **Web Development** and **Content Management Systems** (CMS) are designed for web and IT experts. The technology is difficult to master. Updates, edits and web management are abandoned to the hit-or-miss sensibilities of an elite few. Those unfortunate companies lacking enough of the "elite few", are forced to supplement existing staff with outside web experts and consultants. And what's the saddest part of this picture? Promises of return-on-investment (ROI) for web initiatives are almost always broken.

**Hemingway Enterprise™** from **Altuit™** changes the way the CMS game is played. Hemingway Enterprise™ resolves the two great dilemmas surrounding corporate web usage by offering a low cost CMS solution, while eliminating recurring third party expense. *More ... for less.* A whole lot more, actually.

Hemingway Enterprise is a server-based CMS. Once content has been created, Hemingway allows users to organize, render and publish entire websites *in just seconds*. Best of all, the user doesn't have to be an IT professional. Hemingway's raw power is accessible through an easy-to-use, browser-based interface. A few clicks of the mouse are all that's needed to manage web structure, content, and style. This is a strategic corporate advantage.

Hemingway's **Dynamic Website Evolution™** technology empowers a user to modify and evolve a website in a natural, efficient manner. Within minutes, a company can upgrade its web presence. Change business strategies. Or respond instantly to competitive challenges. Since

Hemingway doesn't lock content to web architecture. Structural and organizational changes to the website are quick and easy.

With Hemingway, ongoing web maintenance falls easily within the grasp of even non-technical personnel. An employee with the appropriate permissions can contribute content, or manage a section of the website *with minimal, or no training*. Web development and maintenance are thus brought in-house, drastically cutting turn-around times for updates and edits.

Hemingway allows distributed web management among multiple users. This *shared administration* approach allows parallel tasking. The advantage is easy to see. Hemingway webs tend to exhibit increased accuracy, and are always current with the latest content. Since each user operates within Hemingway's forgiving-but-controlled environment, if mistakes are made, the overall impact on the rest of the web is limited. And correction is always as near as a few enlightened mouse clicks.

**Hemingway's Content Wizards™** give anyone with network access, a client-specific application for editing and posting. Content Wizards are password protected and allow a user to only perform the specific tasks previously defined by the web owner.

**Hemingway Enterprise creates webs that are accurate. Fast. And cost effective.**

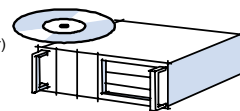
For additional information and for a free 15-day access license to our ASP service, visit Altuit at: [www.altuit.com](http://www.altuit.com), or e-mail us at: [info@altuit.com](mailto:info@altuit.com).



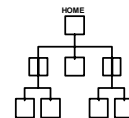
Hemingway Tools help with Content Management and make updating webs as simple as point and click.

## Hemingway: Basic Website Layout and Content Creation

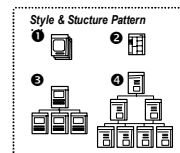
- 1 Purchase Hemingway and install on server. (or use our ASP Server)



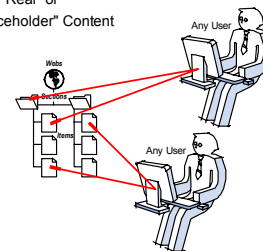
- 2 Sketch out beginning Website Architecture. Don't worry, it can easily be changed later.



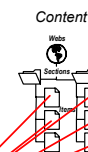
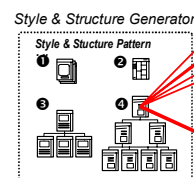
- 3 Choose Style Pattern(s) and customize the look using Hemingway Style Editor and Hem Tools.



- 4 Add "Real" or "Placeholder" Content



- 5 Press "Build" and deploy entire website with one click.



Entire Website

## Hemingway Enterprise™ Product Features and Specifications

### Product Features:

**Hemingway Enterprise** is built for corporate use and has the following product features and capabilities:

#### Scalability

- Create unlimited number of web pages
- Easy to add additional users
- Renders HTML pages for fast response and supporting high visitor volume
- Rendered webs can easily transported to and served by any standard web server
- **Web DNA™** allows arbitrarily complex sites to be built and managed

#### Security

- Authors can restrict editing and maintenance of specific areas of website to specific users
- Private or Public webs, multiple portions within a website can be password protected with different ACLs
- User-based security for all Hemingway users and ItemWizard users
- Administrator controlled privileges to Authors and Share Users
- Authors have ability to manage Access Control Lists (ACLs) for visitors and ItemWizard users of their Webs
- Executable files are restricted from being uploaded to protect against malicious behavior

#### Collaboration

- Comments from site visitors can be captured and displayed with any Item (useful for feedback on any content)
- Content contributors can publish Items to a staging area for review and approval
- Multiple users can share management responsibilities for portions of website

#### Administration

- Users and their assigned privileges are managed from a single admin screen
- Simple to create/delete Authors and Share Users and assign privileges
- No client software required, eliminates need for PC client software support
- Web management can be delegated to multiple individuals with full control over what and where they can modify
- Full website statistics and reporting for detailed visitor reports
- Access can be easily controlled by assigned privileges and ACL
- Specific individuals can be notified via e-mail when changes occur
- Sites can easily be branded with company logo and color scheme

#### Ease of Use

- Changes to website content, structure, or style is rendered in seconds
- Build process automates rendering and publishing to web to a single step
- Use one of many existing templates or create your own
- Indicates when changes have been made and only re-renders changed areas
- Simple to use – check boxes and fill-in forms to create full websites
- Zero web or HTML experience required
- Uses easy to understand Webs, Sections, Items as opposed to complex page layout metaphor
- Includes free helper tools such as ItemWizard, Color Picker, Screen Capture, etc.
- User Interface is accessed by any computer with network access and a browser
- Can easily create and distribute ItemWizards for repetitive tasks performed by non-technical users
- Custom color schemes can be created and saved with WYSIWYG interface
- New web structures and styles can be created and used as templates
- Links and layout are automatically generated during build process
- Built in tools for generating and adding Search, Forms, and Comments to web pages
- Multiple web patterns for creating professional looking and easy to navigate sites
- Automatically generates image effects and thumbnails for uploaded graphic files

#### Compatibility

- Uses Microsoft SQL Server database or MySQL database, NT or Win2K OS, Microsoft IIS webserver
- Rendered pages are pure HTML for widest browser support
- Rendered pages are not dependent on Hemingway product, so can be easily hosted by any web server or ported to other authoring tools
- Can embed user supplied HTML within Items for custom effects
- Supports wide range of content including images, HTML, URL links, audio files, text, forms, etc.

#### Versioning

- Users can take and store a "snapshot" of complete web structure, style and content at any point in time
- Multiple versions of an Item can be added and accessed, or new Items can replace old Items

### Product Specifications:

#### System requirements:

The Hemingway Enterprise runs on Windows 2000 or NT server with Microsoft Internet Information Server (IIS) and Microsoft SQL Server.

The primary user interface is forms based and accessed through a browser and is designed to be usable by non-technical users. Hemingway's browser interface has been tested and found to work on many operating systems and browser combinations including: Windows, Macintosh and Linux.

Hemingway Enterprise renders HTML websites from user content and structure information stored on the SQL server and in Hemingway directories. Typically, full websites render in only a few seconds. The rendered websites have no dependencies on Hemingway and therefore can easily be transported to another webserver or be edited by another web development tool.

### Hemingway Users

Hemingway Enterprise supports the following User types:

#### Administrator

The Administrator can create and delete users, assign permissions, and manage authors and domains. Typically a single Administrator can manage an entire website. No technical experience is required.

#### Authors

Authors can create content, change style templates and design, view web statistics, build websites, apply restricted access permissions, and allow websites or portions of websites to be shared with other users.

#### Shared Users

Shared Users are registered users of Hemingway assigned with share privileges by the Administrator. Shared Users may be in themselves Authors as well. In this way an Author may "share" part of his (or her) website with another Author and/or Shared Users.

#### Restricted Access Visitors

A property of a web which can be set by an Author is the Restricted Access Control List (ACL). The ACL is comprised of username-password pairs, one for each intended Restricted Access Visitor to the website. Webs can be public or private; anyone attempting to view a page in a private web is prompted for a username and password.

#### ItemWizard Submitters

Authors can easily and quickly create small custom client applications, called "ItemWizards" which can be deployed to any website visitor (ItemWizard Submitter) they wish. ItemWizards are very simple step-by-step wizard applications which prompt users to add or change content within a specific part of a website. ItemWizard Submitters are assigned usernames and passwords by an Author using a web's Restricted Access Control List



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