



THECHATFIELDGROUP

InControl

Content Management System (CMS)

Why InControl?

Your organization is different from the others; and no matter what your Web developer promises, a static brochure-style Web site isn't likely to effectively set you apart from crowd. What use would a content management system be if it only worked for putting a brochure Web site together? Not much. That's why InControl is built to handle the demands of highly- functional Web sites which serve a purpose and allow you to interact with your site's visitors. You are not locked into elementary functionality, and you are never waiting on or entrusting your business to an open-source developer to build or fix functionality.

Own your uniqueness. Take control with InControl.

No software to install

InControl is Web-based. It requires no software installation to your PC to work, and it can be accessed from any computer with an Internet connection, anywhere, any time.

One-click navigation

InControl maintains the look and feel of your live Web site, and you navigate your site in the CMS just as if you're navigating your live site.

No need for cryptic HTML code (unless you want it!)

Comfortable working with common word processing software? Then you're comfortable making changes with InControl. And if you're comfortable taking to the next level, InControl makes it as easy as a single click of the mouse to enable HTML editing. It's there if you want it, and completely unseen if you don't.

See the site you're changing

No more playing the "publish it and hope for the best" game. InControl eliminates the guesswork and lets you immediately preview your changes exactly as they'll appear when published to your live site. What's more, you can share preview changes with your entire creative team prior to publication.

No bothering with FTP for site artifacts

InControl's Gallery is an integrated artifact repository – perfect for any files you want to use on your site. Images, sounds, videos, PDFs, charts, and more. It's easy to upload anything from your desktop, and it's just as easy to make Gallery files available to your site's visitors.

Search engine-friendly

Over and above page name-compatibility, InControl was built with search engines in mind, so you can take full control of the content, alts, titles, meta descriptions, keywords, etc.

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Enterprise-level permissions

Does one shoe ever really fit all? More importantly, do you really want a single level of access to your content? Of course not. InControl has enterprise-level permissions and roles built in. At your discretion, some users can modify certain content that's restricted from others, and some users may be granted permission to stage preview content, but not to publish it to your live site. The permissions and roles are customizable to your personal needs.

Pre-made functional plug-ins

You're always free to create your own plug-ins or have our expert team custom-build them for you, but InControl makes available a great number of pre-made Web site features including user registration, log-in-protected content, e-mail newsletters, blogs, forums, RSS feeds, analytics, e-commerce, and more.

Platform-independent

InControl has been built with both J2EE technology as well as .NET, so no matter which platform you prefer, InControl will not force a learning curve or change to existing skill sets.

Easy site migration

InControl's site migration process keeps it simple to take advantage of existing pages and content. InControl's unique navigation structure makes finding missing pages and creating new pages as easy as a couple of clicks!

Keep your existing page names

Whether you're using our J2EE version or .NET, you don't need to turn your Web site inside out and start from scratch! In fact, you can keep all of your existing file extensions (.html, .php, .cfm, .jsp, .aspx, etc.) with no loss of existing page ranking/indexing in the search engines!

Template creation

Any existing HTML can be used to create templates. InControl won't lock you into complex and restrictive formatting rules which would be costly to re-build from scratch. A few extra lines of HTML-style tags turns an existing Web page into a dynamic page with you in control.

No functionality lock-in

Is there a section of your site which just doesn't fit with an existing 'template' or CMS functionality? It's easy to break a page – or some portion thereof – out of the CMS to override CMS content.

InControl API

InControl is built to be extended, and your Web site has its own unique sections of functionality. With InControl's API, you can create your own CMS content areas customized to your existing database or functionality.

Multiple distribution methods

Whether your Web site is contained on a single server or is load balanced with hardware appliances, InControl can distribute code and pages across one or many servers.

Content versions

Going back in time with your Web site is never again an issue of pulling tape back-ups. ALL of your site's historical content is stored in InControl's master database! Need to see the version that was live last year, or yesterday, or the page you staged 20 minutes ago? No problem!

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Advanced Technologies Powering Your Solutions