

**Ektron eMPower**—Ektron eMPower is a full-featured Web authoring and publishing system enabling business users to author their own Web content — while reducing cost, decreasing time to update, and automating Web content publishing workflow. Ektron’s unique component-based approach allows developers to easily customize and extend the solution. For Web sites and intranets running on the Macromedia ColdFusion platform.

**Benefits**

- **Quick integration:** Because integration takes days not months, Web developers save time and reduce headaches.
- **Advanced Web publishing:** Including scheduling of content, content syndication, virtual staging server, ability to restore previous content.
- **Multi-database support:** Includes Microsoft SQL, MS Access, MySQL, Oracle, and Sybase support.
- **Popular platform:** Runs on Macromedia ColdFusion and ColdFusion MX platforms.
- **Dynamically generated navigation:** Using the display tag, developers can enable business users to maintain the navigation menu.
- **Affordable:** Ektron eMPower is one of the most cost- effective content management solutions on the market today.

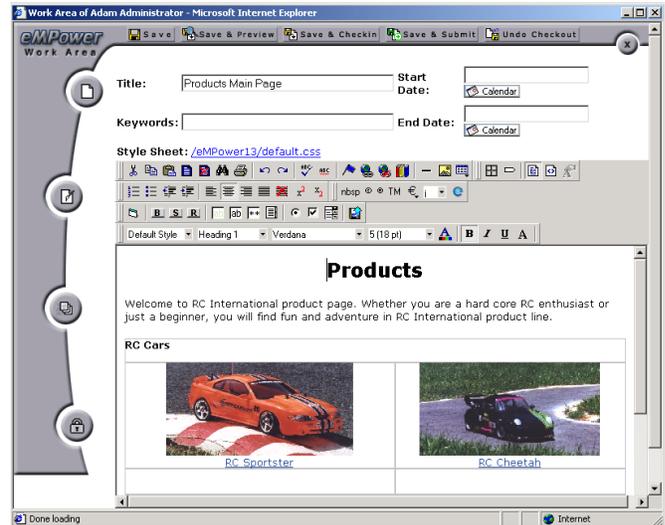
**How Ektron content management solutions differ from other products**

By focusing on the “content” and not the entire Web site, Ektron solutions are unique. Web developers manage the templates (which make up the look and feel) and other site assets, while Ektron’s CM solutions manage just the content. This separation between the content and the templates gives developers and Webmasters more time to spend on bigger site issues (instead of always having to make small updates).

Ektron’s goal is to help companies shorten time to Web, decrease overhead costs, and decrease developer and user frustration.

**Familiar and intuitive interface for business users**

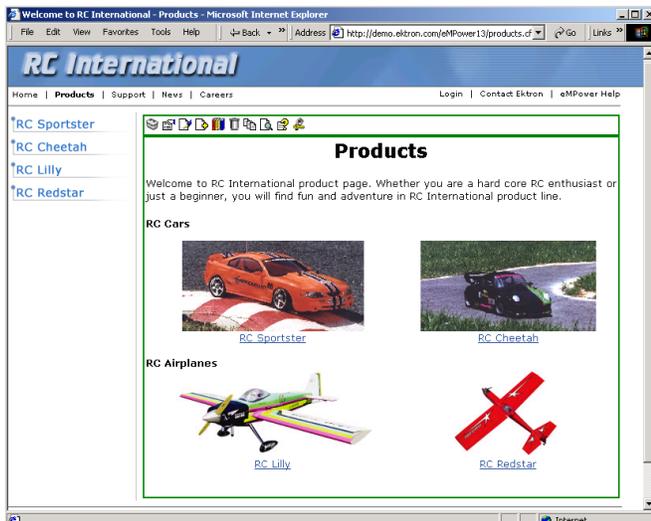
The graphical user interface and word processor-like editor in Ektron eMPower is intuitive and easy to use.



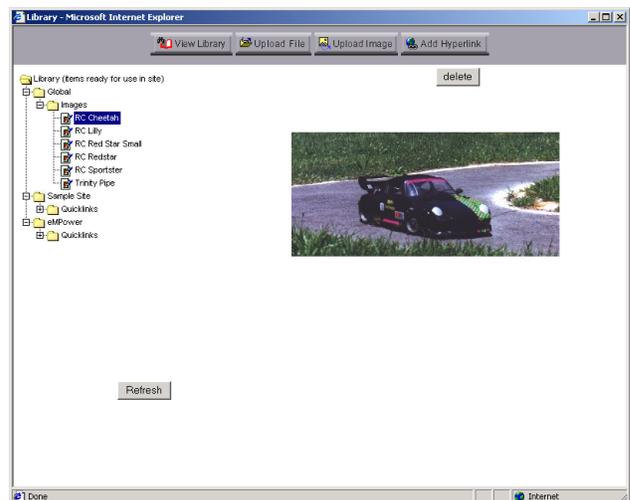
**When business users “check out” a piece of content to edit, the content appears in a word processor-like editor.**

**Robust file, image, and hyperlink library**

Ektron eMPower allows business users to maintain a file, hyperlink, and image library with the ability to upload file formats including .doc, .xls, .pdf, and more (as determined by the Web administrator). Once a file, image, or hyperlink is added to the library, other users will have access to it.



**The Web site is the user interface. Content ready for editing is shown with a green border.**



**Ektron eMPower allows business users to maintain a file, hyperlink, and image library.**

## Features of Ektron eMPower

### Familiar, intuitive user interface

Graphical interface and Word™-like editor is intuitive and easy to use for business users. In addition, the Web site is the user interface—allowing “anytime-anywhere” publishing.

### Display tag

Makes it possible for any information in the eMPower database to be displayed maintenance-free and with any HTML/CSS formatting imaginable.

### Macromedia extension support

eMPower tags are wrapped in XML so they can be repositioned within programs such as Macromedia Dreamweaver.

### JavaScript syndication

Dynamic content can be created within eMPower and can be displayed in a HTML Web site by using a script tag.

### Advanced cascading style sheet support

Use of cascading style sheets helps to ensure a consistent look and feel throughout your site. eMPower has been improved to allow you to simplify the process of managing your site with style sheets.

### Administrators control all aspects of the system

Control the look and feel and user privileges. The editor within eMPower—Ektron eWebEditPro—can be customized to fit every organization’s need. With the latest release of eMPower, the administrator user interface has been updated to simplify customization.

### File uploading

Upload any kind of file, graphic, or data. File types allowed to be uploaded can be designated by the Web site administrator.

### Content history tracking

View or restore any previously published version of a content block.

### Document check-in / check-out

The color of the border around the content block is set by the content status: green = published, yellow = pending approval, red = checked out. This ensures content blocks can be edited only by one user at a time.

### Virtual staging server

Users with approval permissions can review content changes before the content is published live to the site.

### Microsoft™ SQL and Access integration

Ektron eMPower includes utilities to fully exploit the power of Microsoft SQL server (version 7.0 and 2000).

## System Requirements

### Software requirements

Ektron eMPower requires Macromedia ColdFusion 4.01 or higher, or Macromedia ColdFusion MX running on a dynamic Web server.

### Supported Operating System Platforms — Server

- Windows NT 4.0 or 2000
- Sun Solaris
- Linux
- HP-UX

### Supported Operating System Platforms — Client

Windows NT, 2000, 98, 95 and ME

### Supported Browsers for editing and publishing

#### [content viewed with all major browsers]

- Internet Explorer 4.01 or above
- Netscape Navigator 4.7x or Netscape 6.1 or higher

### Supported Browsers for Administrator Functions

Internet Explorer 4.01 or above

### Supported Databases (ODBC Connection using MDAC 2.1 or higher)

- Access
- MS-SQL
- MySQL
- Oracle (CF 4.51 SP2 or greater)
- Sybase

**Note:** Consulting services offered for integrating ColdFusion and/or eMPower if desired. Contact the Ektron sales team for information.

### Hardware requirements:

- Intel Pentium or above (Pentium II/400 or above recommended)
- 64 MB RAM minimum (128 MB recommended)
- 50 MB hard disk space

### Pricing and licensing\*

- **Standard license:** One URL and 10 users: US\$2,999; additional 10-user blocks available at US\$2,999 each.
- **Enterprise license:** One URL and unlimited users: US\$12,999.
- **More information:** For volume pricing, hosting information, or other licensing questions, contact Ektron at [info@ektron.com](mailto:info@ektron.com) or + 1 (603) 594-0249.

Try it online or download a 30-day trial license:  
<http://www.ektron.com/downloads>

Learn more: [www.ektron.com/empower](http://www.ektron.com/empower)



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Interested in becoming an Ektron VAR partner? Please contact [partners@ektron.com](mailto:partners@ektron.com).