



Netscape® PublishingXpert™

COMPREHENSIVE INTERNET CONTENT DELIVERY SYSTEM

*Comprehensive Internet
commerce system to sell, deliver,
and manage personalized
content and services*

Over the past few years the Internet has fundamentally changed the way organizations market their knowledge capital. Netscape PublishingXpert System is an integrated commerce-based solution that enables companies to quickly deploy large-scale, publishing, extranet, and multi-hosting applications. With PublishingXpert organizations can expand their Web presence to sell, deliver, and manage premium content through an advanced set of personalized content management services. In addition, an integrated, open standards-based architecture provides the flexibility to adapt and grow with business needs. Building on these advanced capabilities, PublishingXpert can increase sales, improve customer service, and lower operating costs.

Netscape PublishingXpert™ is a next-generation Internet solution for content management and customized content delivery on the Web. Originally designed to serve the consumer online and media markets, PublishingXpert also provides commerce-based publishing services for extranets and multi-hosting applications.

PublishingXpert is a part of the Netscape CommerceXpert™ product family and enables businesses to easily conduct commerce over the Internet.

Personalized Content Delivery

Multiple levels of personalization enable organizations to create new value added services to attract and retain customers. Agents allow organizations to create dynamic content based on customer input.

Designed for very large scale personalized information processing, AgentXpert™ provides a scalable framework to create, schedule, load balance, and administer new agents. Agents can be used to personalize and deliver any type of information. When used in conjunction with Netscape® NetCaster, AgentXpert can be used to create personalized channels of content.

Multi-hosting Support

Unique, multi-hosting architecture allows multiple content providers to be hosted on a single installation of PublishingXpert. This allows small- and medium-sized businesses to create individually branded sites at a lower cost while helping reduce administrative costs for the Service Providers, and Telecommunications and other organizations that host them.

Content Management

A content management server lets content providers manage their content. An integrated set of advanced document management capabilities including version control, check-in, check-out, and email notification streamlines the process by allowing the content owner to stage, publish and distribute their content remotely.

Payment Processing

Netscape CommerceXpert products share common payment services that provide an open framework to virtually any third-party payment solution. CyberCash Cash Register is bundled to provide a turn-key credit card payment solution.

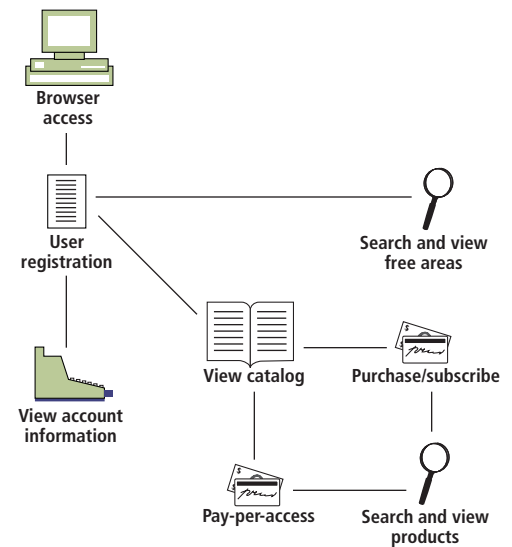
Multi-tiered Distributed Component Based Architecture

Netscape PublishingXpert features a distributed application architecture with flexibility to scale to support the largest commercial sites.

The front-end server features a template-driven interface and server-side JavaScript, which allows dynamic content delivery and ease of customization. A multi-threaded transaction server built on CORBA/IIOP provides integrated load balancing, and transaction management capabilities to run multiple concurrent servers.

Personal Page

Implement a personal home page concept for every user. Pages are dynamically generated based on user-defined profiles and site-specific categories. It can be used to link all relevant user personalized information, such as desired content and account status.



Sell, Manage, and Deliver Content Services.

FEATURES OVERVIEW

- Incorporates a multi-tiered distributed application architecture
- Allows personalized content delivery
- Includes advanced text search services
- Features flexible billing and payment services
- Provides granular membership, subscription, and access controls
- Offers distributed content management capabilities
- Integrates multi-hosting features to support multiple content providers

AgentXpert

- Features highly scalable, extensible CORBA based agent server
- Includes personalized search, mailer, HTML formatter, and sample advertising agents
- Provides load balancing, scheduling and agent recovery services
- Includes complete set of sample code and Agent SDK

Advanced Text search

- Includes CORBA-based search server with plug-in search API bundled with two commercial search engines
- Includes natural language, attribute, zone, Boolean, and Query by example
- Supports summarization and highlighting
- Allows multiple search servers to run concurrently

Document Handling

- Incorporates persistent loader interface—auto detection for new or deleted files for indexing
- Runs in conjunction with user-specific dynamic browser trees
- Separates incoming documents into pure text and tags arranging text into one or more hierarchical collections

Newsfeeds

- Supports ANPA and Reuters format newsfeeds
- Supports flexible processing of newsfeeds—rules based configuration—can be quickly customize the conversion, and formatting of newsfeeds
- Converts the feeds automatically to HTML

Membership Module

- Integrates with the CommerceXpert common membership model
- Supports individual user accounts and organization/corporate accounts
- Provides organizational authority capability enabling customer maintenance of corporate accounts
- Includes standard log-in and registration templates
- Includes login/password and digital certificate-based authentication
- Allows robust tracking of user demographics and profiles
- Integrates with Access Control and Billing modules

Access Control Services

- Provides Granular access control assignment from entire publications for individual documents
- Assigns access privileges, like read and purchase
- Includes sophisticated access control caching for enhanced performance
- Groups resources for ease in assignment of access control capabilities

Subscription and Product Definition

- Creates multiple subscription models, such as flat, tiered, per-access or combinations of each
- Multiple subscription features like free trials and renewals
- Allows multiple grouping levels—can create unlimited combinations of products with a base set of content and services.
- Creates billable, and/or per-access products

Billing Services

- Allows statement to be set-up automatically when a new user opens an account and provides valid payment method
- Creates statements that include charges for user subscriptions and products. For corporate or organizational accounts, the system automatically generates consolidated statements.
- Integrated process to collect billing changes and incurred fees charged to subscriber's credit card
- Allows users to check their account status online via browser
- Supports provisions for a non-billable area with free access to certain documents or sections, as well as a members-only billable area
- Provides statistics for transaction audit and collection

Payment Processing Features

- Includes CORBA-based payment server with Java-based administrative tool
- Authorizes, captures and validates credit card transactions
- Automates credit card batch and reconciliation processing
- Utilizes Internet connection for transmission of transactions
- Provides secure transactions for credit card processing via SSL encryption

Activity Tracking

- Parses and loads server log files into RDBMS

SUPPORTED PLATFORMS & SYSTEM REQUIREMENTS

VENDOR	ARCHITECTURE	OPERATING SYSTEM
Sun	SPARC	Solaris 2.5
Silicon Graphics	MIPS	IRIX 6.4
Memory, Front-End: 512MB, 1GB swap (recommended)		
Memory, Transaction: 1GB, 3 GB swap (recommended)		
Disk Space: 4GB available disk space		

- Includes bundled reports for tracking site content and user usage
- Tracks content usage and links with membership profiles

Java-Based Administration

- Provides centralized management of all administrative services
- Features multiple administration levels to provide tiered administrative access like Web master and customer service
- Allows customization and creation of new administrative levels
- Provides context-sensitive help

System Operations and Legacy Integration

- Features integrated object-oriented report server
- Includes Java-based system-monitoring tool to monitor all CORBA servers.
- Provides database sizing and capacity planning tools
- Includes a complete set of command-line utilities and automation scripts
- Bundled LDAP utility allows membership data to be integrated with Netscape Directory Server
- Bundled with complete set of C++ SDK's



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