

RHYTHMYX WEB CONTENT MANAGEMENT USE CASE:

INCREASING PRODUCTIVITY THROUGHOUT THE CONTENT LIFECYCLE

The Rhythmyx WCM Module ensures productivity by facilitating efficient reuse and by automating and streamlining processes throughout the content lifecycle.

Locate Web Content Quickly and Easily

Rhythmyx users can easily locate Web content through the system's integrated, full-text search engine. Rhythmyx utilizes three powerful search mechanisms when locating content: Concept, Pattern and Boolean. Rhythmyx's advanced search capabilities extend beyond simple word matching with conceptual searches that adapt to the various ways that people express ideas. This conceptual search capability is bolstered by intuitive pattern searches and versatile Boolean searches that provide a "human-friendly" search solution.

Reuse Content and Fine-Tune Page Layout



Using Rhythmyx Active Assembly, you can build a page consisting of content from different sources, such as a press release, a logo, and a link to a related press release. Active Assembly provides a graphical interface that gives you the freedom to reuse content and fine-tune page layouts without requiring changes to the underlying template. Active Assembly is backed by Rhythmyx's Text Extraction capability, which unlocks text from over 200 file types, making it easy to combine content with content from multiple sources.

- Tailor page layout to specific audiences through a graphical, browser-based interface
- Create multiple page layouts on the fly, without requiring template redesigns
- Make immediate changes with in-context editing
- Unlock content for reuse through Text Extraction