



MasterCard Global Marketing Center A Crafter CMS and Alfresco Case Study

Jay Mandel, MasterCard International

Mike Vertal, Rivet Logic Corporation

15 November 2012



Business Goals

- Improve efficiency and productivity through enhanced design, navigation and content
- Deliver sales and marketing content and tools from many sources in one easy to use location

Program Objectives

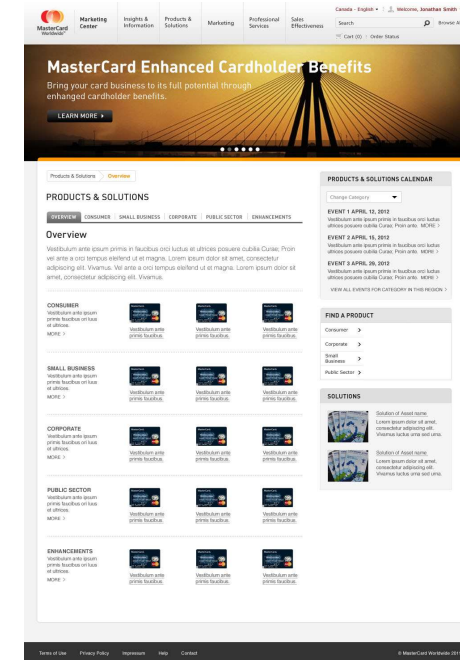
- Deliver the right content, to the right audience at the right time
- Allow for non-technical business users to easily manage content
- Consolidate duplicated efforts
- Create common reusable components
- Ensure tool is scalable enough to grow with the company and connect with other systems

Marketing Center: Consolidation of Fragmented Sites

Old: 20+sites



New: Marketing Center



- Various Web Properties/Platforms
- Varying Levels of Security & Authentication
- Site-Specific Tools, Functionality & Design
 - Varying Technologies & Architectures

- Global Consolidation
 - Individual Audiences Recognized
- Core Level of Security & Authentication
 - Common Utilities & Functionality
- Universal Technology & Architecture
 - Centralized, Strategic Platform
- Consistent, Clear, Timely Content

Site Requirements (End User)

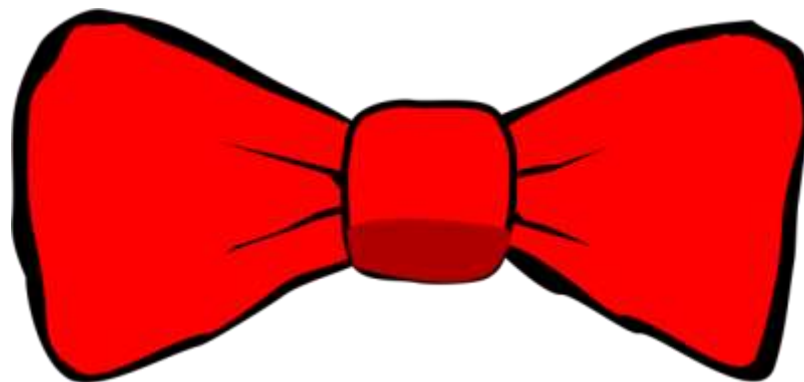
- Global marketing support
- Search-based repository of marketing assets
- Faceted search and intuitive filtering of results
- Single sign-on
- Intuitive calendar for marketing events and campaigns
- Shopping cart (future)
- Salesforce.com integration (future)

CMS Requirements (Authoring & Publishing)

- Easy to use and intuitive for business users
- Taxonomy-based authoring
- Workflow-based approval of content with preview
- Simple publishing process
- Role-based authoring

The Model

- Business Owner / Digital Owner
- Global Stakeholders: Inform
- Agency support
 - Digital Agency: Wireframes & Designs
 - Technical Agency: Architecture & Implementation
 - Agile methodology promotes better user acceptance
- The bow tie



Informed Vendor Selection

- Created RFP in collaboration with internal stakeholders to ensure business needs were met
- Evaluated agencies based on
 - Expertise
 - Quality of work
 - SOW requirements
 - Due diligence

Informed Vendor Selection

- Vendor high-level requirements
 - Specialized ECM firm, not a “digital ad agency”
 - Thought leaders: demonstrated Alfresco and ECM expertise
 - Well rounded business process consulting and a demonstrated track record with global corporations
 - Sense of urgency
 - Strong project management; agile methodology

MasterCard Experiences and Offers

Bring your card business to its full potential through enhanced cardholder benefits.

[LEARN MORE](#)

Priceless New York



Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Proin vel ante a orci tempus eleifend ut et magna. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus.

[MORE](#)


CONSUMER CREDIT CARD WELCOME BROCHURE

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Proin vel ante a orci tempus eleifend ut et magna. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus.

[MORE](#)


REMAINING RELEVANT: SEVEN CONSUMER TRENDS TO WATCH

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Proin vel ante a orci tempus eleifend ut et magna. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus.

[MORE](#)


U.S. ECONOMIC OUTLOOK WEBINAR

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Proin vel ante a orci tempus eleifend ut et magna. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus.

[MORE](#)

CALENDAR OF EVENTS

EVENT 1 APRIL 12, 2012

Vestibulum ante ipsum primis in faucibus orci luctus ultrices posuere cubilia Curae; Proin ante. [MORE](#)

EVENT 2 APRIL 15, 2012

Vestibulum ante ipsum primis in faucibus orci luctus ultrices posuere cubilia Curae; Proin ante. [MORE](#)

EVENT 3 APRIL 29, 2012

Vestibulum ante ipsum primis in faucibus orci luctus ultrices posuere cubilia Curae; Proin ante. [MORE](#)

[VIEW ALL EVENTS FOR CATEGORY IN THIS REGION](#)

FIND A PRODUCT

[Consumer](#)
[Corporate](#)
[Small Business](#)
[Public Sector](#)


LOREM IPSUM DOLOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus luctus urna sed.

[MORE](#)

[MORE](#)

LOREM IPSUM DOLOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus luctus urna sed urna condimentum. Lorem ipsum dolor sit amet, consectetur adipiscing.

[MORE](#)

Title Goes Here and It May Be This Long



[Previous / Next image](#) (2 of 4)

Picture title:
Picture caption goes here

How to Get This

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis usto praesentium eos et accusa.

[DOWNLOAD ALL](#)

Asset description goes here and should ideally be about as long as shown (one hundred and fifty characters). Do plan for translation expansion.

Opt-in dates: Dec 1, 2011 - Jan 30, 2012

Program dates: Dec 31, 2011 - Jan 15, 2012

Event dates: Jan 14-15, 2012

Partner URL can go here and hopefully doesn't wrap but can if it needs to

Markets: Angola, Burkina Faso, Cape Verde, Djibouti, Ethiopia, Guinea-Bissau, Kenya

[See All >](#)

Segments: HNW, Mass Affluent, Youth

Tags: [tagName](#), [anotherTagName](#), [TagName](#), [TagName](#), [TagName](#), [TagName](#)

[See All >](#)

INCLUDES:



File Name

File description goes here and should have a maximum length about as shown here (one hundred and fifty characters). Plan for translation expansion.

PDF (69k)

[DOWNLOAD THIS](#)


File Name

File description goes here and should have a maximum length about as shown here (one hundred and fifty characters). Plan for translation expansion.

PDF (69k)

[DOWNLOAD THIS](#)


File Name

File description goes here and should have a maximum length about as shown here (one hundred and fifty characters). Plan for translation expansion.

PDF (69k)

[DOWNLOAD THIS](#)

HEADLINE (SHORT)

[Solution name 1](#)

[Solution name 2](#)

[Asset name 1](#)

[External ink name here](#)

[Another link name](#)

HEADLINE (SHORT)



[Solution of Asset name](#) can be 120 characters long, which would be as long as this text that wraps across several lines.

Solution or asset description goes here and can run as long as shown (one hundred and fifty characters). Do plan for translation expansion here too.



[Solution of Asset name](#) can be 120 characters long, which would be as long as this text that wraps across several lines.

Solution or asset description goes here and can run as long as shown (one hundred and fifty.

HEADLINE (SHORT)



[Solution of Asset name](#)
Short description goes here.



[Solution of Asset name](#)
Short description goes here.



Marketing
Center

Insights &
Information

Products &
Solutions

Marketing

Professional
Services

Sales
Effectiveness

Canada - English | Welcome, Jonathan A. Smith

Search



Cart (0)

Title Goes Here and It May Be This Long

Share Print PDF (PDF)



Picture: Next image (1 of 4)

Picture title:

Picture caption goes here

Asset description goes here and should ideally be about as long as shown (one hundred and fifty characters). Do plan for translation expansion.

Open dates: Dec 1, 2011 - Jan 30, 2012

Program dates: Dec 31, 2011 - Jan 15, 2012

Event dates: Jan 14-15, 2012

Partner: UPS can go here and hopefully doesn't wrap but can if it needs to

Markets: Markets: Angola, Burkina Faso, Cape Verde, Djibouti, Ethiopia, Guinea-Bissau, Kenya, Lesotho, South Africa, Tanzania, Zambia

APMA: Australia, China, Japan, Korea, Malaysia, Singapore

Europe: France, United Kingdom

4 See Less

Segments: HRM, Mass Affluent, Youth

Tags: tagline, anotherTagline, Tagline, 3 Tagline, Tagline, Tagline, Tagline, anotherTagline, Tagline, Tagline, Tagline, Tagline

4 See Less

INCLUDES:

Section Name

Section description lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed viverra augue quis risus vehicula vehicula quis at quam. Nam sed metus eros.



Asset Name

Asset description goes here and should have a maximum length about as shown here (one hundred and fifty characters). Plan for translation expansion.

INCLUDES



Asset Name

Asset description goes here and should have a maximum length about as shown here (one hundred and fifty characters). Plan for translation expansion.

INCLUDES



Solution Name

Asset description goes here and should have a maximum length about as shown here (one hundred and fifty characters). Plan for translation expansion.

INCLUDES

Section Name

Section description lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed viverra augue quis risus vehicula vehicula quis at quam. Nam sed metus eros.



Solution Name

Asset description goes here and should have a maximum length about as shown here (one hundred and fifty characters). Plan for translation expansion.

INCLUDES



Asset Name

Asset description goes here and should have a maximum length about as shown here (one hundred and fifty characters). Plan for translation expansion.

INCLUDES



Solution Name

Asset description goes here and should have a maximum length about as shown here (one hundred and fifty characters). Plan for translation expansion.

INCLUDES

HEADLINE (SHORT)

Solution name 1
Solution name 2
Asset name 3
External link name here
Another link name

HEADLINE (SHORT)



Solution of Asset name can be 120 characters long, which would be as long as the text that wraps across several lines.

Solution or asset description goes here and can be as long as shown (one hundred and fifty characters). Do plan for translation expansion here too.



Solution of Asset name can be 120 characters long, which would be as long as the text that wraps across several lines.

Solution or asset description goes here and can be as long as shown (one hundred and fifty characters).

HEADLINE (SHORT)



Solution of Asset name. Short description goes here.



Solution of Asset name. Short description goes here.

Section Name

Section description lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed viverra augue quis risus vehicula vehicula quis at quam. Nam sed metus eros.



Asset Name

Asset description goes here and should have a maximum length about as shown here (one hundred and fifty characters). Plan for translation expansion.

INCLUDES



File Name

File description goes here and should have a maximum length about as shown here (one hundred and fifty characters). Plan for translation expansion.



File Name

File description goes here and should have a maximum length about as shown here (one hundred and fifty characters). Plan for translation expansion.

Alfresco.org

Devcon 2012

MasterCard Enhanced Cardholder Benefits

Bring your card business to its full potential through enhanced cardholder benefits.

[LEARN MORE](#)
[Products & Solutions](#) [Overview](#)

PRODUCTS & SOLUTIONS

[OVERVIEW](#) [CONSUMER](#) [SMALL BUSINESS](#) [CORPORATE](#) [PUBLIC SECTOR](#) [ENHANCEMENTS](#)

Overview

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Proin vel ante a orci tempus eleifend ut et magna. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus. Vel ante a orci tempus eleifend ut et magna. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus.

CONSUMER

Vestibulum ante ipsum primis faucibus ori luus et ultrices.

[MORE](#)


Vestibulum ante primis faucibus.



Vestibulum ante primis faucibus.



Vestibulum ante primis faucibus.

SMALL BUSINESS

Vestibulum ante ipsum primis faucibus ori luus et ultrices.

[MORE](#)


Vestibulum ante primis faucibus.



Vestibulum ante primis faucibus.



Vestibulum ante primis faucibus.

CORPORATE

Vestibulum ante ipsum primis faucibus ori luus et ultrices.

[MORE](#)


Vestibulum ante primis faucibus.



Vestibulum ante primis faucibus.



Vestibulum ante primis faucibus.

PUBLIC SECTOR

Vestibulum ante ipsum primis faucibus ori luus et ultrices.

[MORE](#)


Vestibulum ante primis faucibus.



Vestibulum ante primis faucibus.



Vestibulum ante primis faucibus.

ENHANCEMENTS

Vestibulum ante ipsum primis faucibus ori luus et ultrices.

[MORE](#)


Vestibulum ante primis faucibus.



Vestibulum ante primis faucibus.



Vestibulum ante primis faucibus.

PRODUCTS & SOLUTIONS CALENDAR

EVENT 1 APRIL 12, 2012

Vestibulum ante ipsum primis in faucibus orci luctus ultrices posuere cubilia Curae; Proin ante. [MORE](#)

EVENT 2 APRIL 15, 2012

Vestibulum ante ipsum primis in faucibus orci luctus ultrices posuere cubilia Curae; Proin ante. [MORE](#)

EVENT 3 APRIL 29, 2012

Vestibulum ante ipsum primis in faucibus orci luctus ultrices posuere cubilia Curae; Proin ante. [MORE](#)

[VIEW ALL EVENTS FOR CATEGORY IN THIS REGION](#)

FIND A PRODUCT

[Consumer](#)
[Corporate](#)
[Small Business](#)
[Public Sector](#)

SOLUTIONS



Solution of Asset name


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus luctus urna sed urna.



Solution of Asset name

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus luctus urna sed urna.

Faceted Search



Marketing Center

Insights

Products

Marketing

Segments

Solutions

Canada - English Jay Mandel

Products

REFINE BY:

Insights(2)

- Public Sector (1)
- Small Business (2)
- Mid-Market (1)

Products(3)

Marketing(1)

Solutions(1)


Segments(1)

More Filters


"Products " Search results 1-3 of 3.

Sort By in


1



MasterCard® BusinessCard® Card
MasterCard® BusinessCard® Card
05/02/2012



World MasterCard®
World MasterCard®
05/02/2012



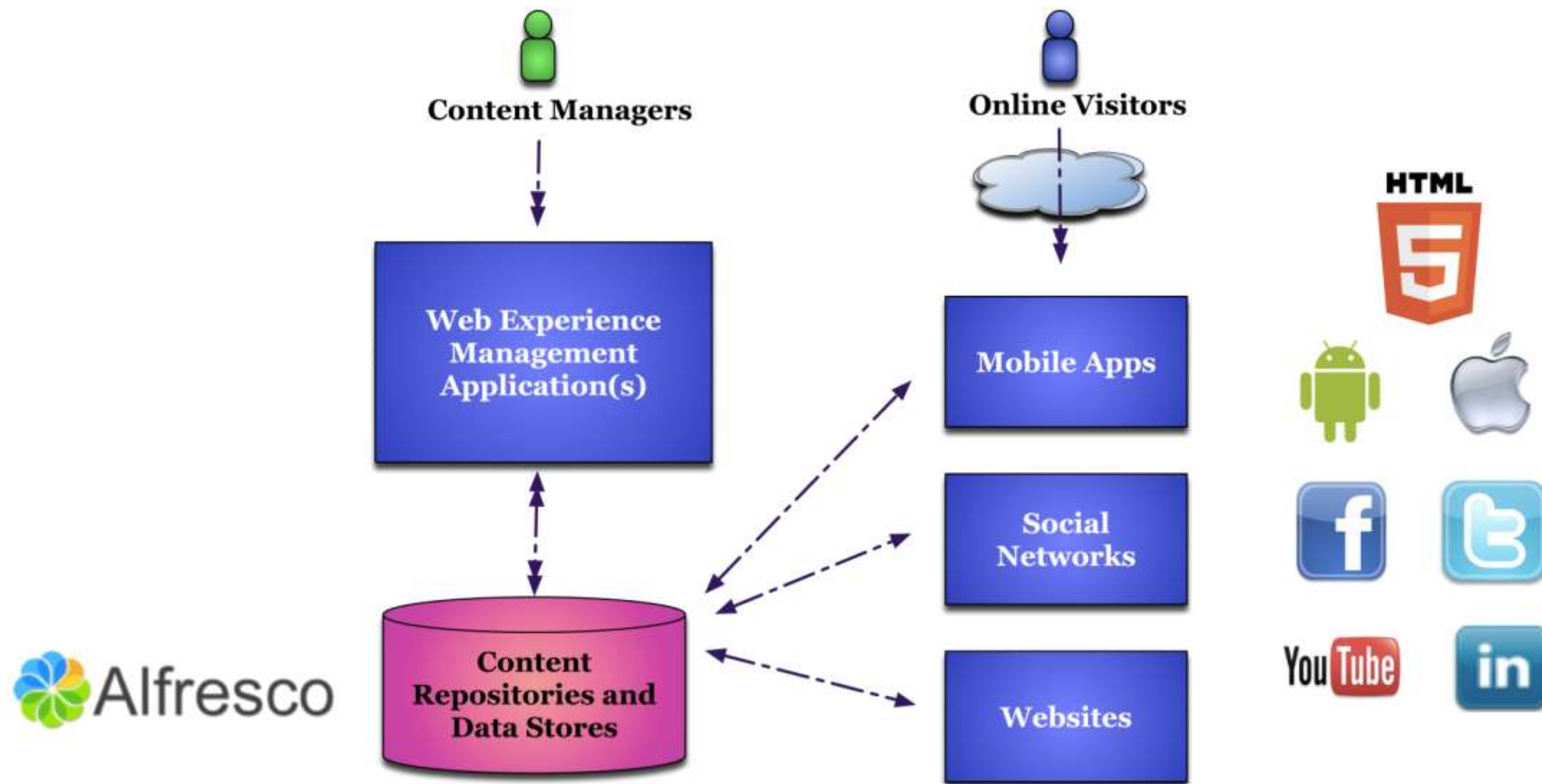
MasterCard® Prepaid Payroll Card
MasterCard® Prepaid Payroll Card
05/02/2012

1

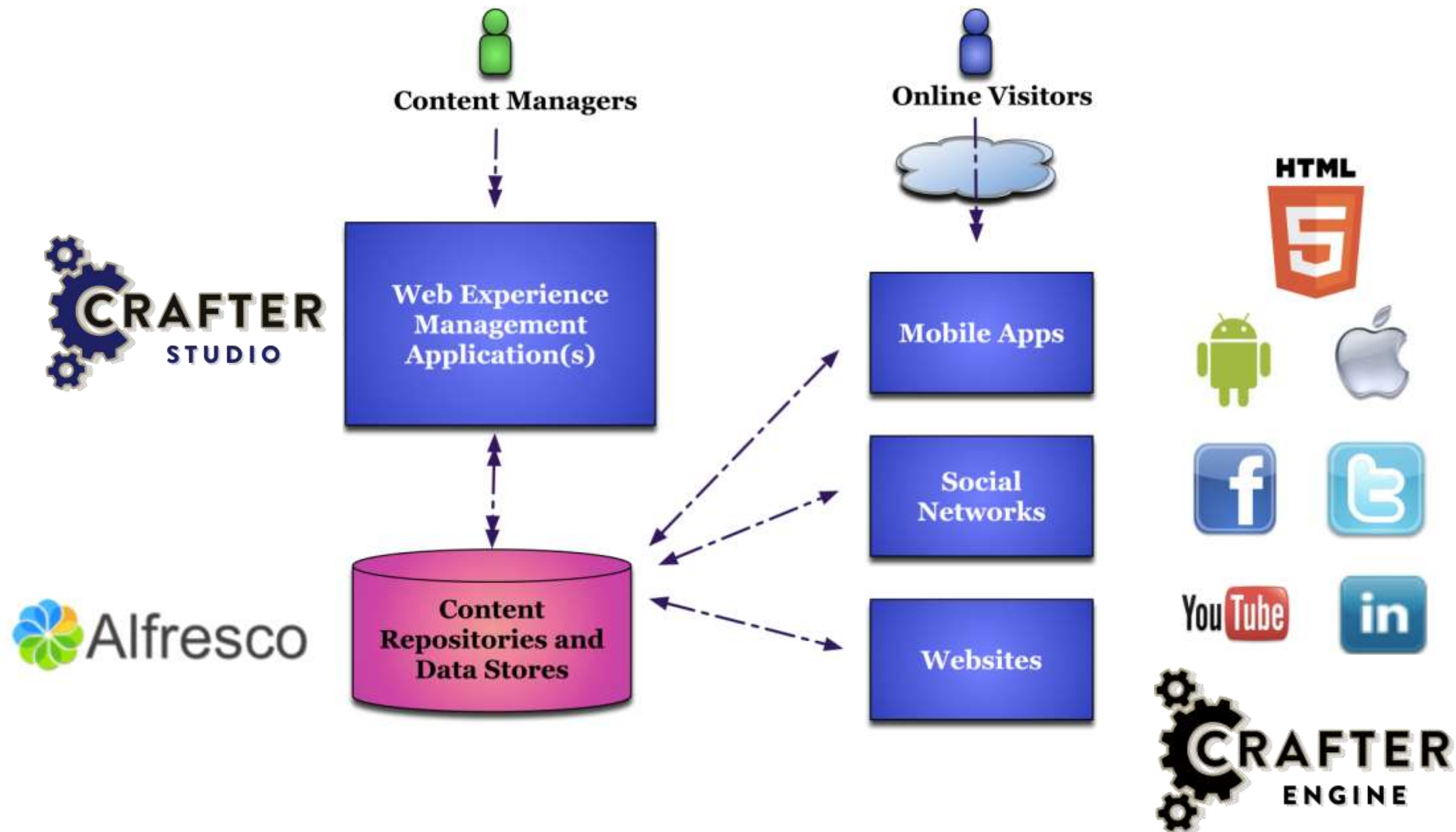
Let's get technical



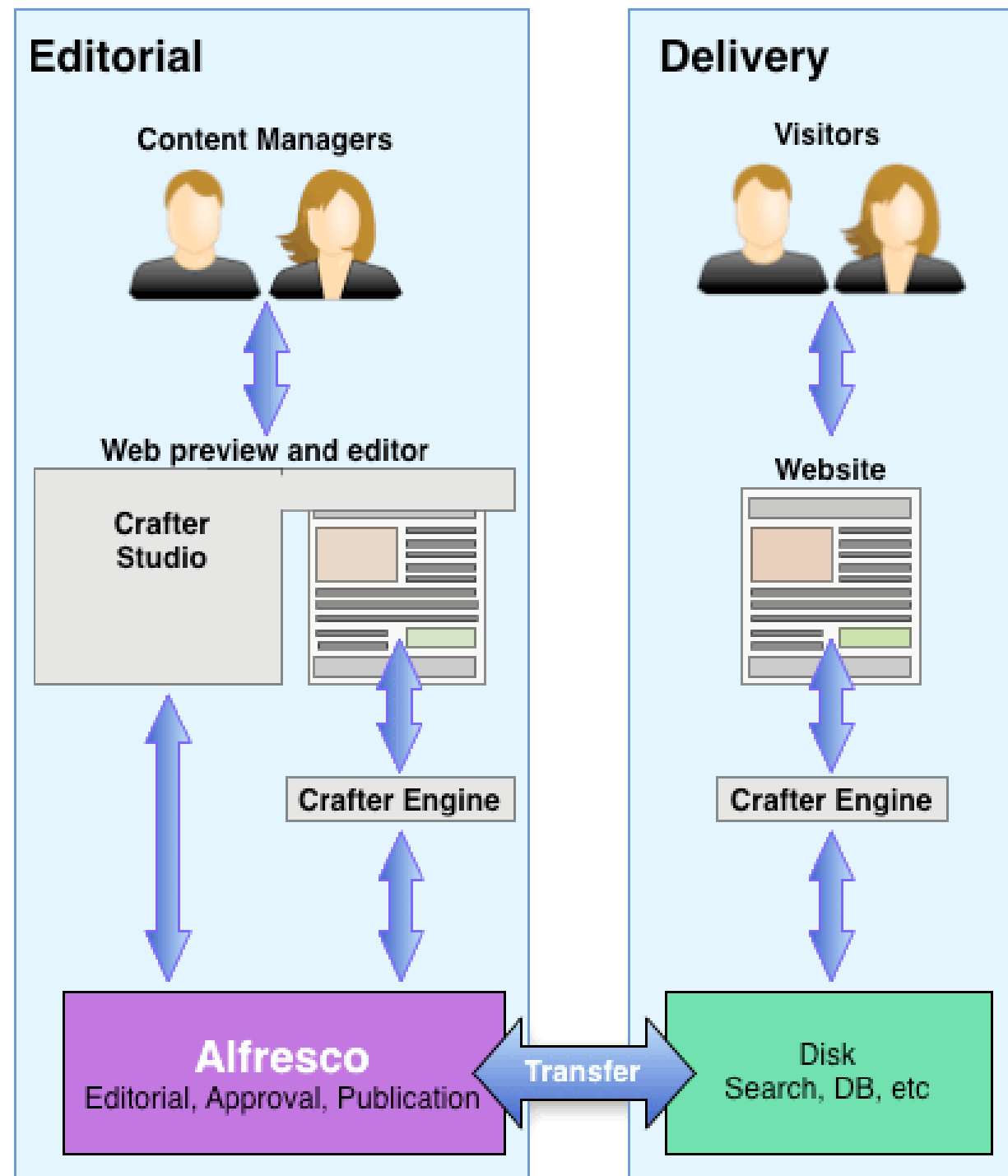
Alfresco Web CMS Solution Architecture



Alfresco Web CMS Solution Architecture



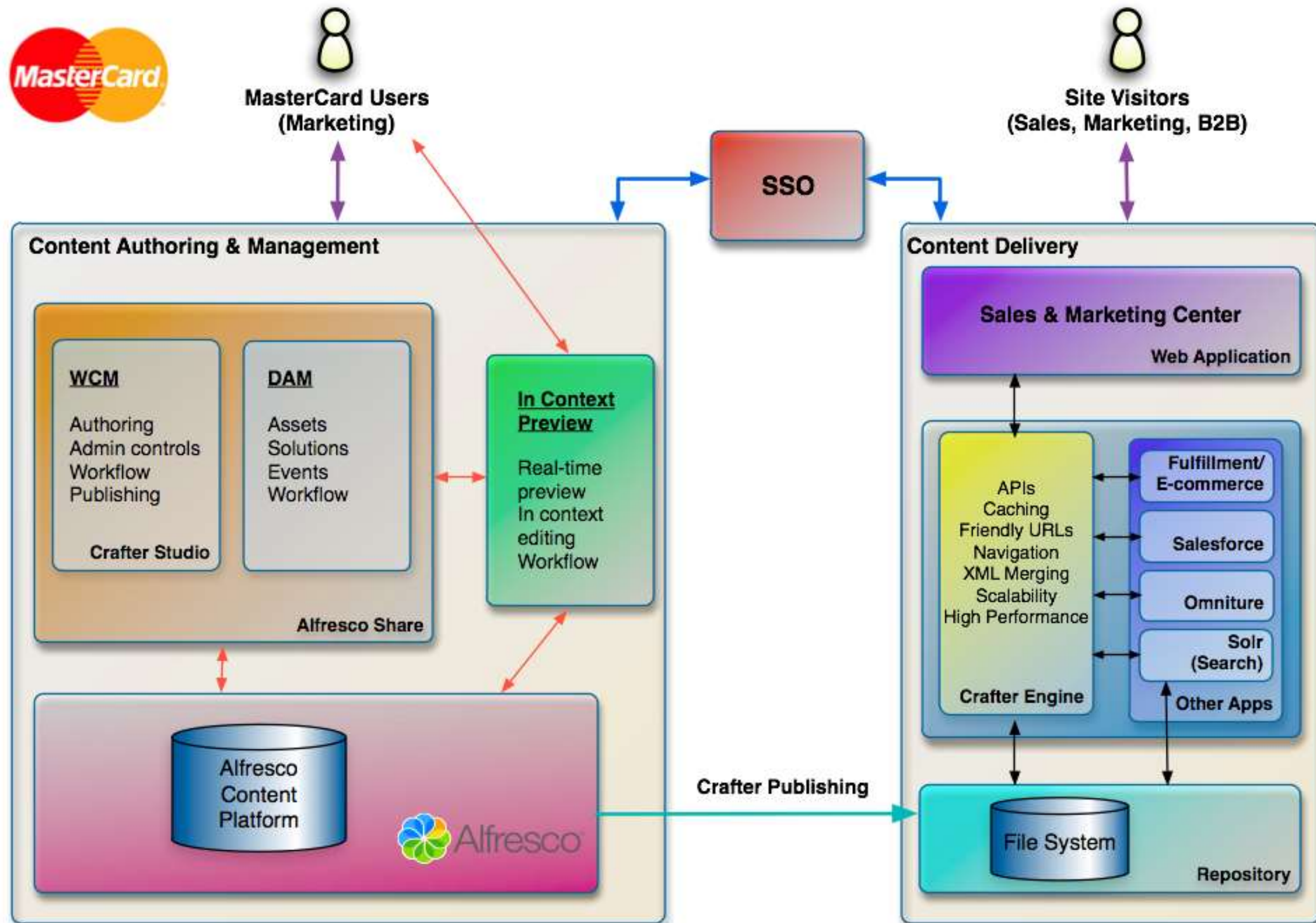
De-coupled Management and Delivery



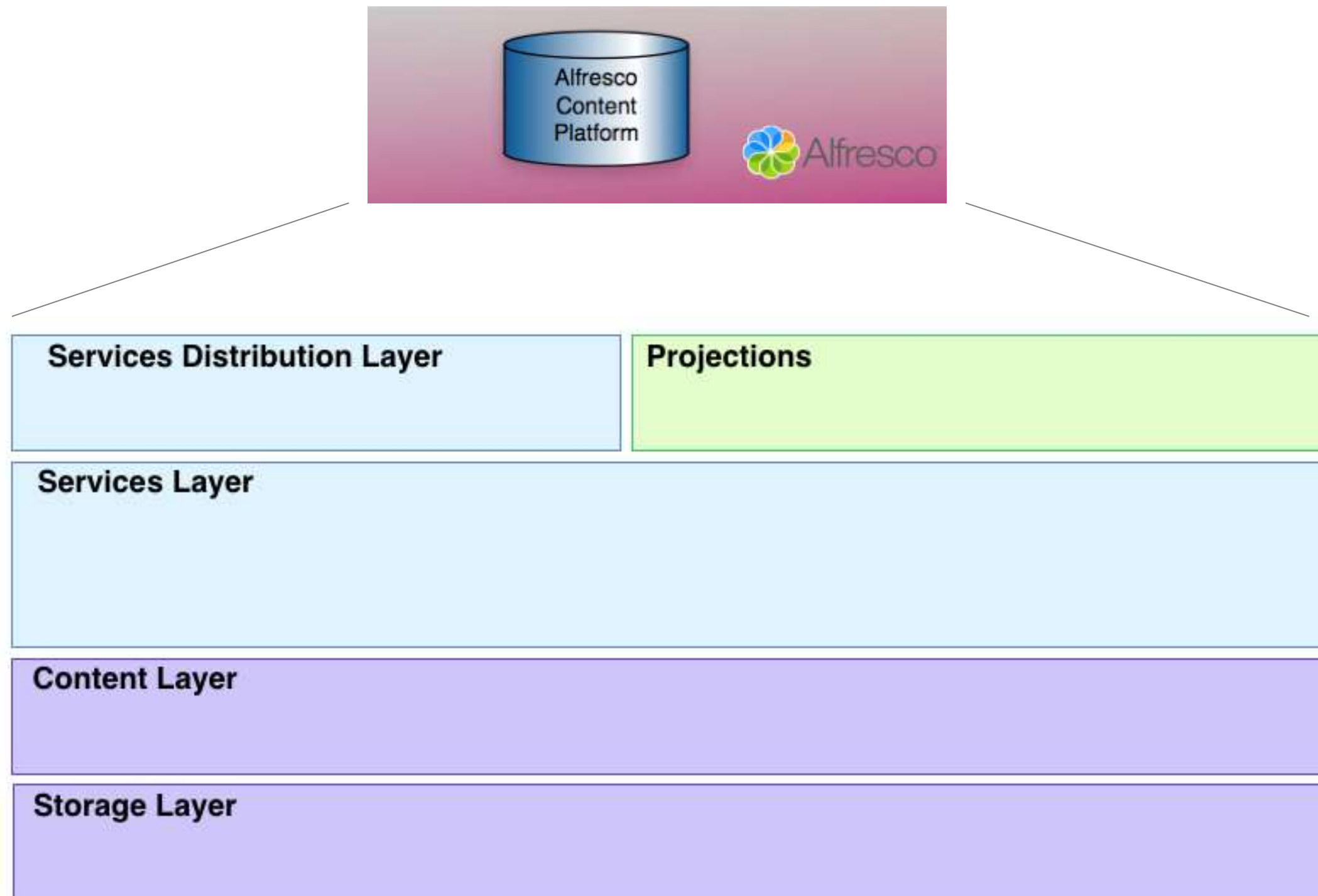
Why a de-coupled architecture?

- Easier to manage
- Easier to scale out
- Multi-channel support
- Higher system reliability, maintainability, ROI

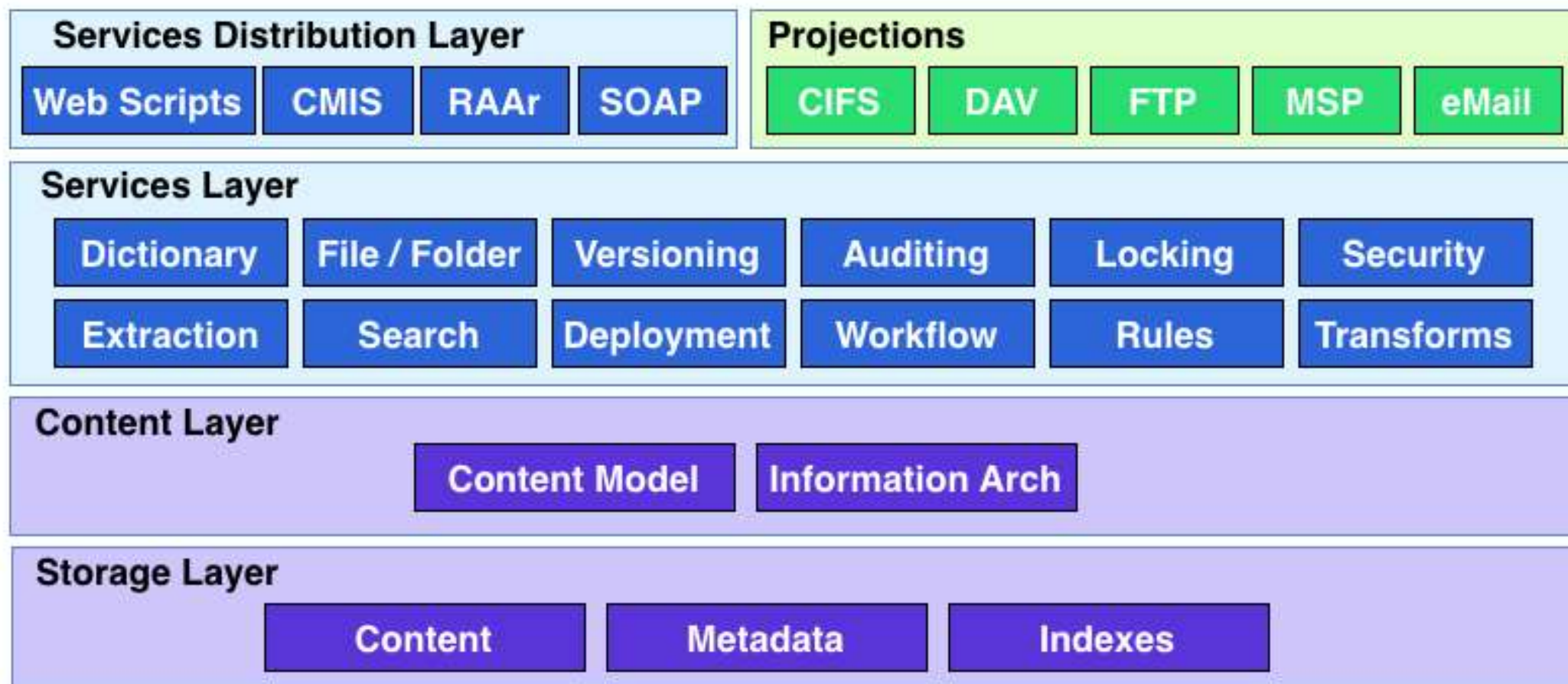
Marketing Center - Solution Overview



Alfresco Content Platform



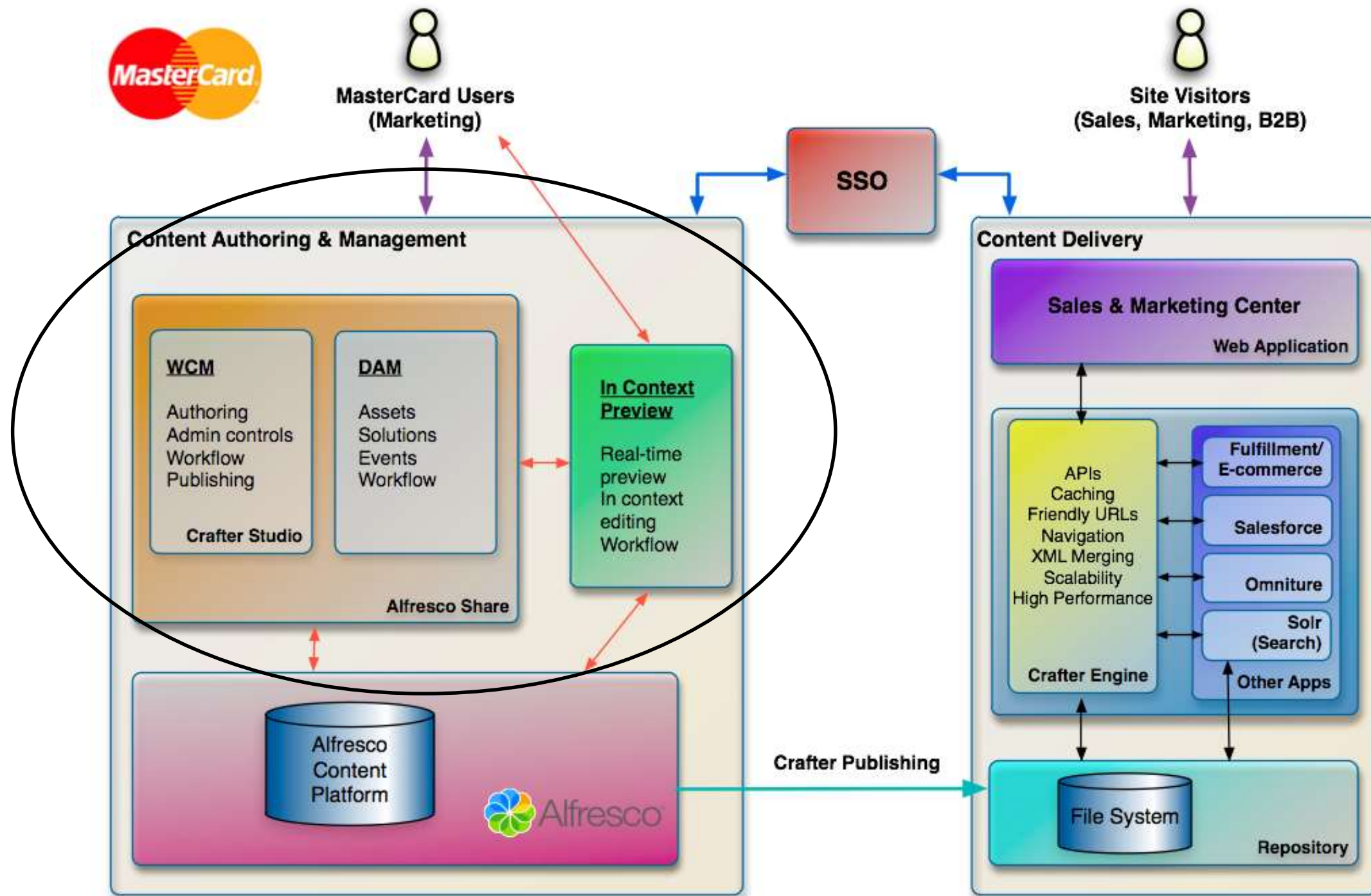
Alfresco Content Platform



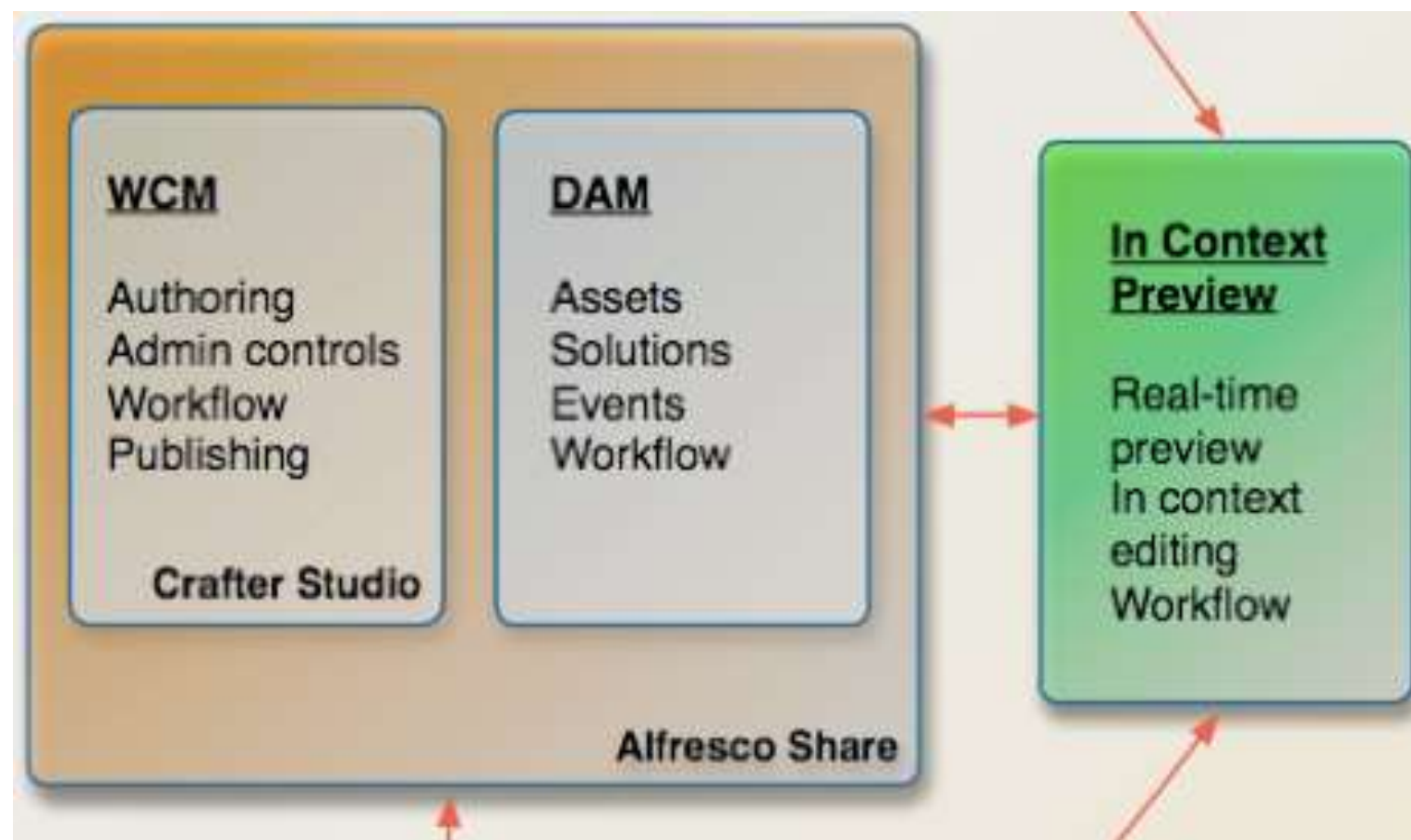
Key Alfresco Capabilities for the MasterCard Marketing Center

- Versioning and locking
- Workflow and approvals
- Content modeling - metadata & file/folder structures for comprehensive taxonomy to find content
- Automatic metadata extraction - makes uploading and categorizing files easier
- Security model – granular control on files providing specific access levels
- Content agnostic
 - Web content (XML, images, CSS, Javascript, etc.)
 - Digital assets (rich media)
 - Documents

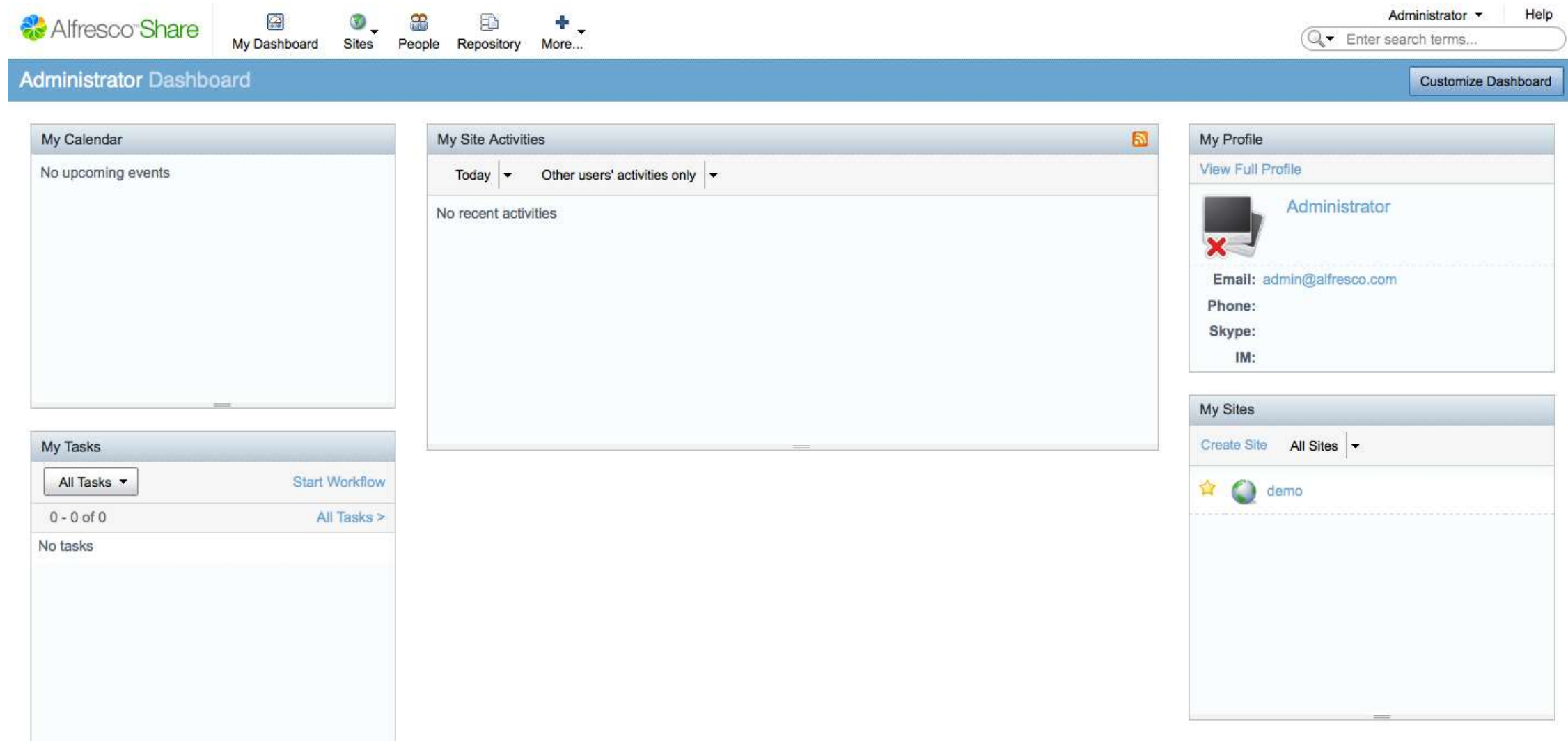
Marketing Center – Solution Detail



Marketing Center - Content Authoring and Management



Marketing Center - Content Authoring and Management



The screenshot displays the Alfresco Share Administrator Dashboard. At the top, the Alfresco Share logo is on the left, and navigation links for My Dashboard, Sites, People, Repository, and More... are in the center. On the right, the user is logged in as Administrator, with a search bar and a Help link. Below the navigation bar, the dashboard is divided into several sections: My Calendar (showing no upcoming events), My Site Activities (showing no recent activities), My Profile (showing user details for Administrator, including email admin@alfresco.com), and My Sites (showing a demo site). The My Tasks section at the bottom left shows 0 tasks.

Crafter Studio – A plugin to Alfresco Share

Crafter Studio – Forms UI

New Page | [Expand All](#) | [Collapse All](#)

This is a Content Type Note. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eros sem, mollis at venenatis id, suscipit vitae nunc. Suspendisse turpis quam, auctor vel vehicula in, ullamcorper et dui. In turpis lacus, commodo eget ornare sed, lacinia in est. Pellentesque orci mi, vulputat aliquet non tortor.

[-] * **Section Label** 1 required field remaining

This is a Section Note. This example section shows all of the normal field styles that are available. Nullam eros sem, mollis at venenatis id, suscipit vitae nunc. Suspendi auctor vel vehicula in, ullamcorper et dui. In turpis lacus, commodo eget ornare sed, lacinia in est. Pellentesque orci mi, vulputat aliquet non tortor.

Field Label ✓ 0 / 50
This is a field note. [\(info\)](#)

Field Label * 
This is a field note. [\(info\)](#)

Field Label
0 / 500
This is a field note. [\(info\)](#)

[+] * **Section Label** 3 required fields remaining

[+] * **Section Label** 5 required fields remaining

[+] * **Section Label** 1 required field remaining

Save and Preview

Save and Close

Cancel

Marketing Center – Forms UI Example

The screenshot shows a web browser window with the following elements:

- Browser Bar:** Chrome browser, address bar showing `staging.marketing.mastercardconnect.com/orbeon/mastercard-authoring-forms/run?url=/alfresco/s/marketingcenter/content%3Fid=ASSET_TEMPLATE%26site=MarketingCenter%26aspect=templ...`, and a search bar.
- Form Header:** **Asset** (name: '72 Hrs Amazing Thailand Golf Paradise', language: 'US English') | [Expand All](#) | [Collapse All](#)
- Form Body:** A series of six expandable sections, each with a plus icon, a checkmark, and a title:
 - Asset Details
 - Files
 - Related Items
 - Tags
 - Business Owners
 - Calendar Details
- Form Footer:** A row of four buttons: [Save & Close](#), [Save & Preview](#), [Save & Review](#), and [Cancel](#).



Marketing Center – Forms UI Example

Chrome File Edit View History Bookmarks Window Help

Asset

staging.marketing.mastercardconnect.com/orbeon/mastercard-authoring-forms/run?url=/alfresco/s/marketingcenter/content%3Fid=ASSET_TEMPLATE%26site=MarketingCenter%26aspect=templ...

DEV RL Projects Alfresco News Popular Other Bookmarks

Asset (name: '72 Hrs Amazing Thailand Golf Paradise', language: 'US English') | [Expand All](#) | [Collapse All](#)

Save & Close Save & Preview Save & Review Cancel

☒ **Asset Details**

Title: ✓ 72 Hrs Amazing Thailand Golf Paradise

Characters left: 63

Short description: ✓ With golf games all year round in Thailand, cardholders will have an even more priceless experience with MasterCard.

Characters left: 34

Description: ✓

Program Details


Golf was introduced to Thailand over a hundred years ago during the reign of King Chulalongkorn. Once played only by nobles, it is now popular among the mainstream society, and hosts over a half million foreign golfers annually.

With over 200 courses and nicknamed "The Golf Capital of Asia", Thailand is a country with tropical weather, great food, friendly people and amazing golf experiences. The 72 Hours Amazing Thailand Golf Paradise brings MasterCard® cardholders to exclusive privileges at up to 90 golf related merchants from across 5 regions in Thailand. The offer categories include golf courses, golf resorts, golf equipment and gear and spa.

Terms and Conditions

- Offer is valid from 1 January to 15 December 2012.
- Other terms and conditions apply.

Crafter Studio – Content Type and Forms Definition

 **CRAFTER** | [Open Existing Type](#) | [Create New Type](#) | [Log Out](#)

Content Types

Simple Customer Quotes

Article Customer Quotes Properties

File Name	file-name	file-name
Internal Name	input	internal-name

Area 1

Quote Box	rte	body
Signature	input	signature
Title	input	title
Company	input	company

Data Sources

Form Basics

Title	Simple Customer Qu...
Description	
Object Type	page
Content Type	/component/simple-q...
Display Template	/templates/web/com ...
Merge Strategy	inherit-levels

Controls

- Form Section
- Repeating Group
- Input
- Text Area
- Rich Text Editor

Datasources

- Child content
- Image uploaded from desktop
- DAM Image: Flickr

[Save](#) [Cancel](#)

Crafter Studio – Rich Text Editor

Paragraph ▾ Styles ▾

B *I*              

Body

Lorem ipsum dolor sit



ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.

ex ea commodo consequat

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.

Lorem ipsum dolor sit amet

Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.

Path: p

4431 / 100000

Crafter Studio – Authoring & Preview

Authoring Tools:

1. Logo
2. Site Dropdown
3. Selected Content
4. Enable In-context Edit
5. Enable Preview Tools
6. Content Targeting
7. CMS Search
8. Logout

Crafter Studio – Tool Detail

The screenshot shows the Crafter Studio interface with the following elements:

- 1**: Crafter logo
- 2**: Site Content dropdown
- 3**: Submitted and Scheduled status bar with actions: Edit, Delete, Reject, Schedule, Go Live Now, Duplicate, History
- 4**: Preview Tools panel
- 5**: In-Context Editing toggle
- 6**: Jump to Region dropdown
- 7**: Analytics and Targeting sections
- 8**: User profile section

Site Dropdown

Preview Tools

- ☐ In-Context Editing
- ☐ In-Context Edit Off
-
- ☐ Edit Template
- ☐ Publishing Channel
- ☐ Analytics
- ☐ Targeting

Content Targeting

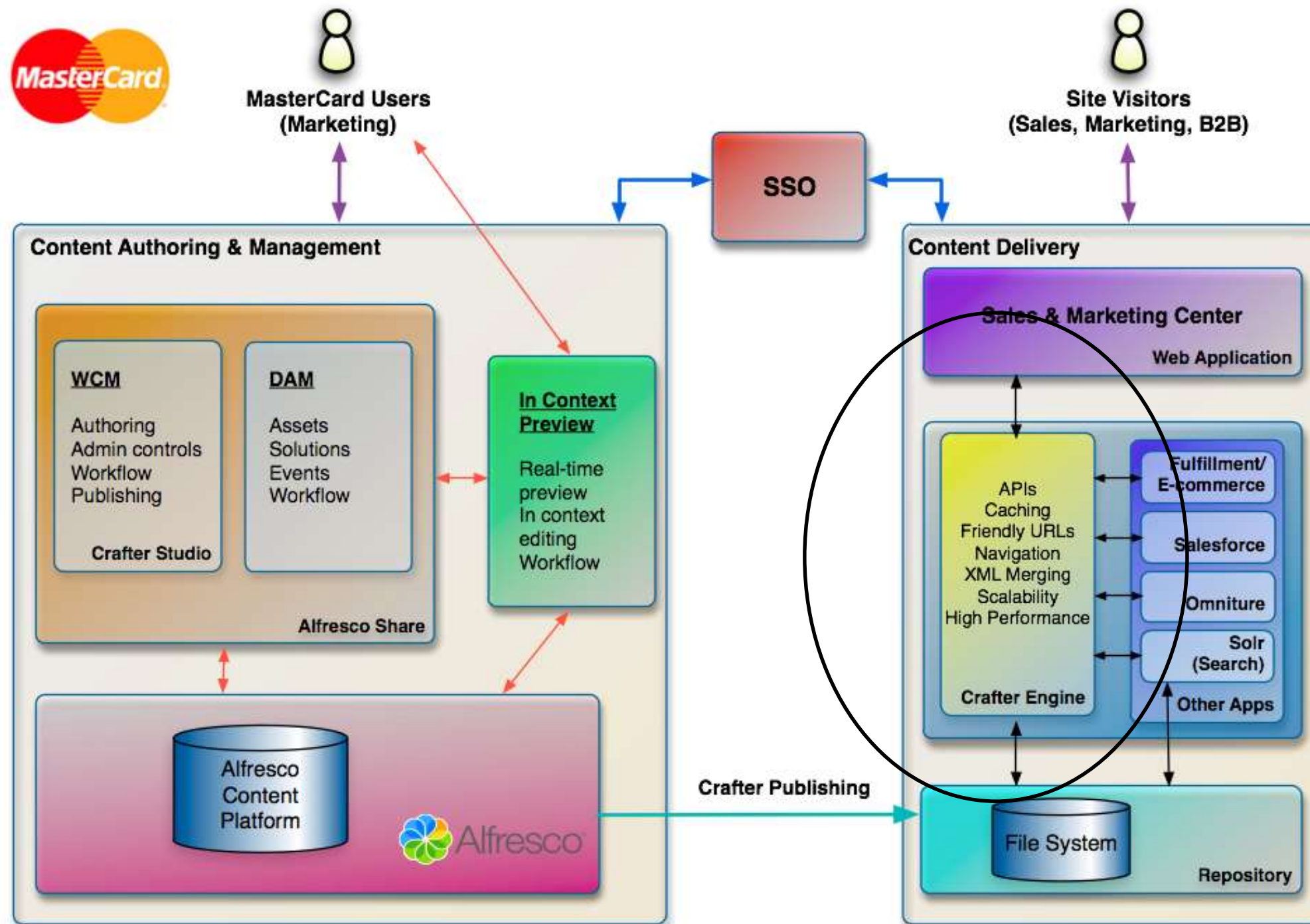
Partner

Site Dropdown

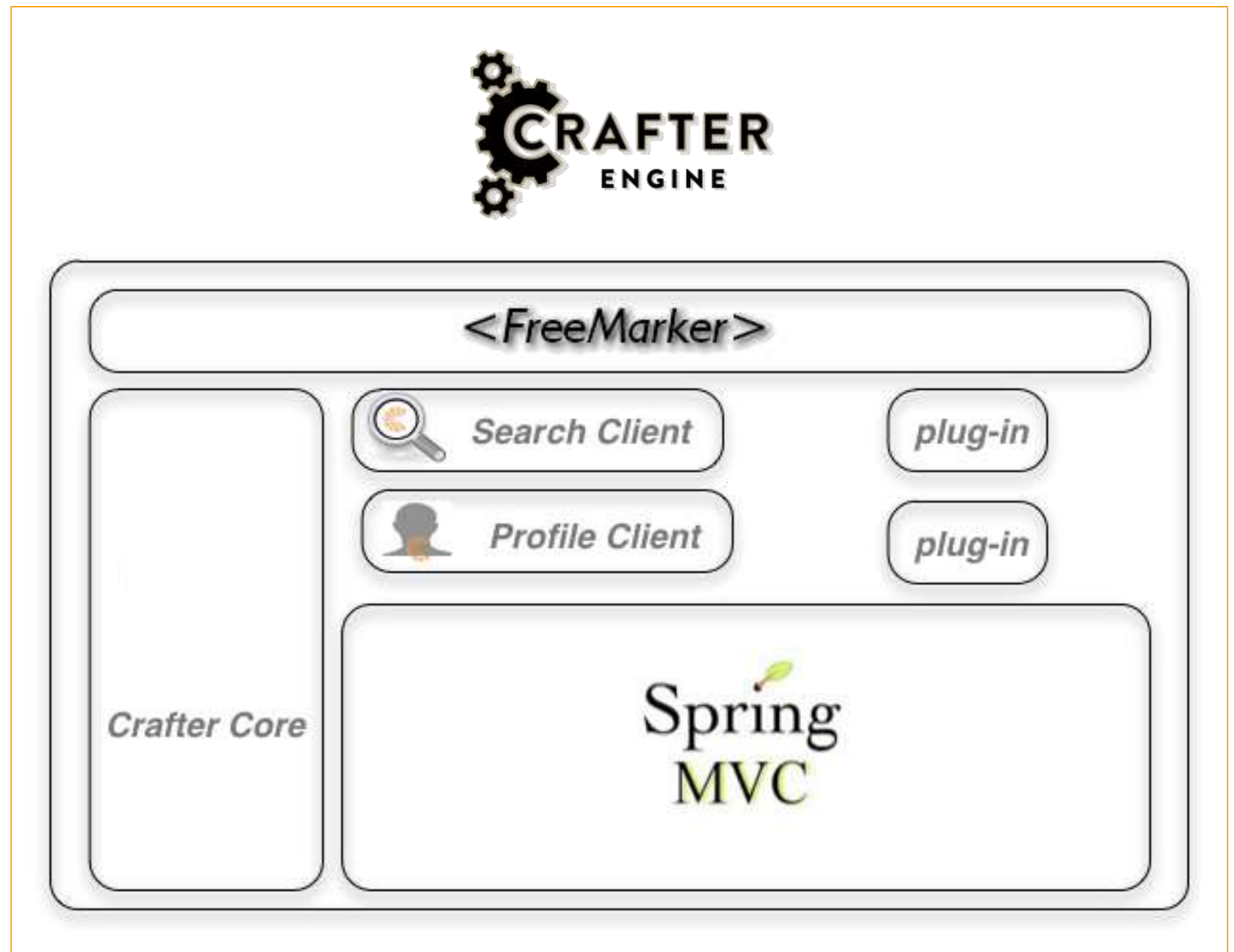
In Context Editing

Content Targeting

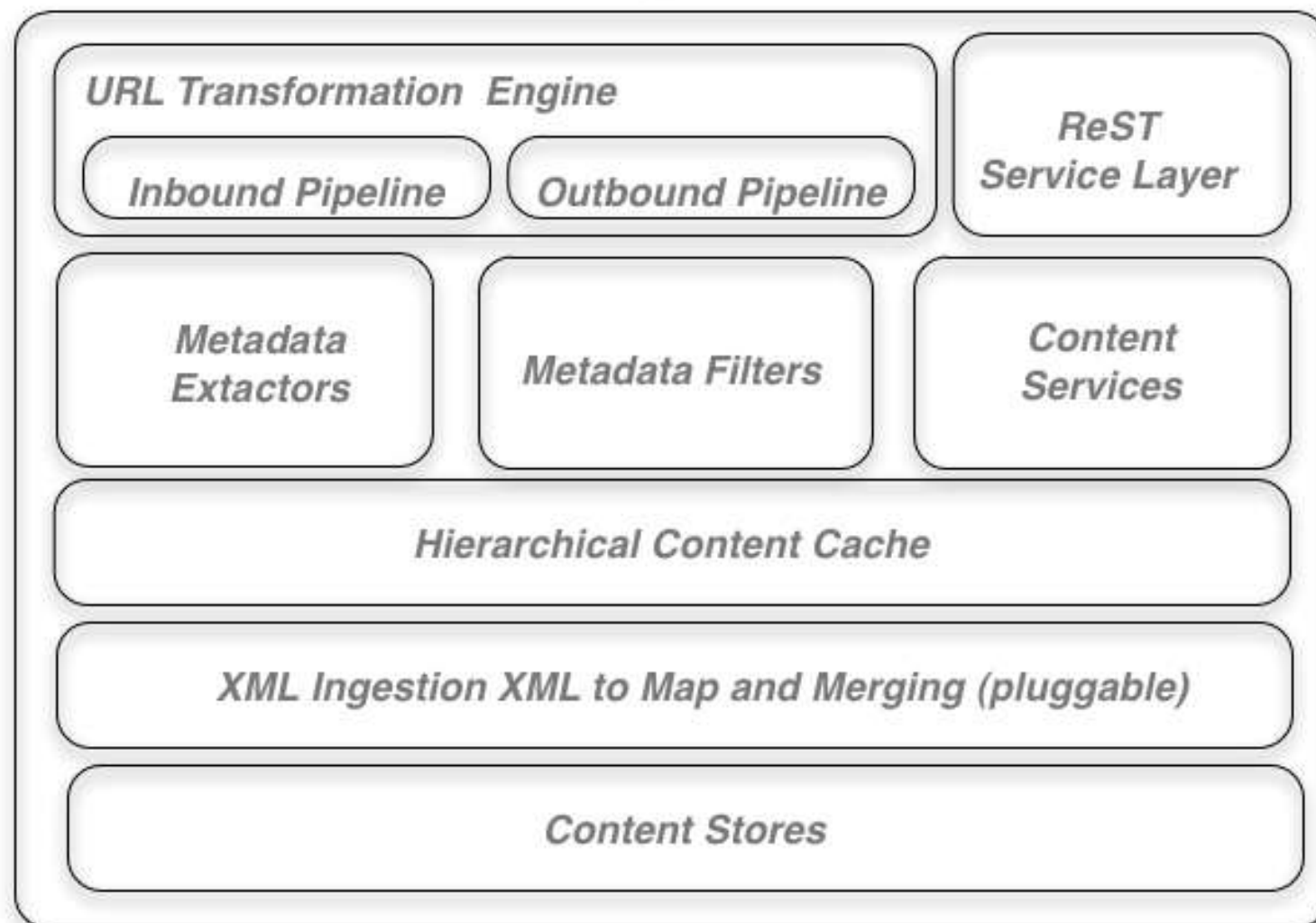
Marketing Center – Solution Detail



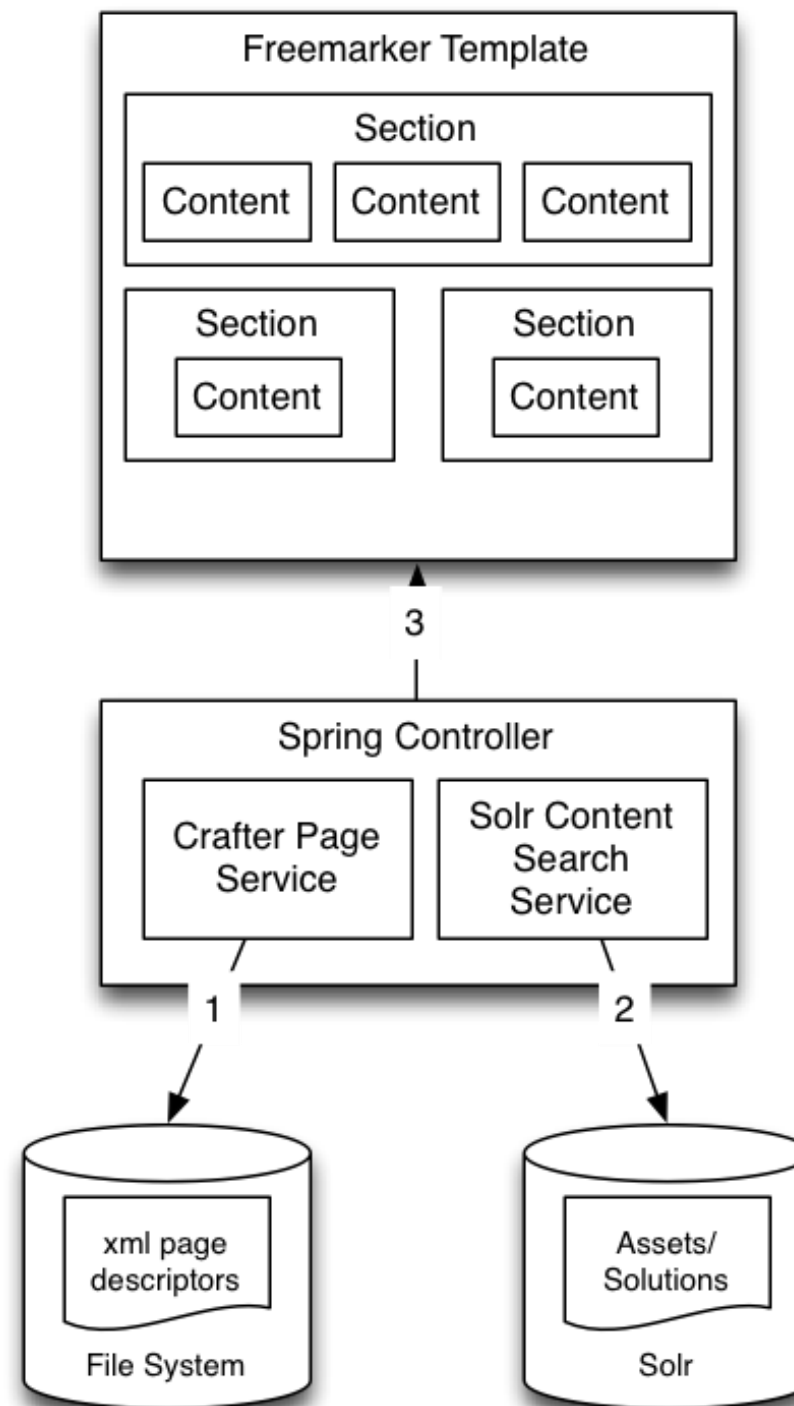
Marketing Center – Content Delivery



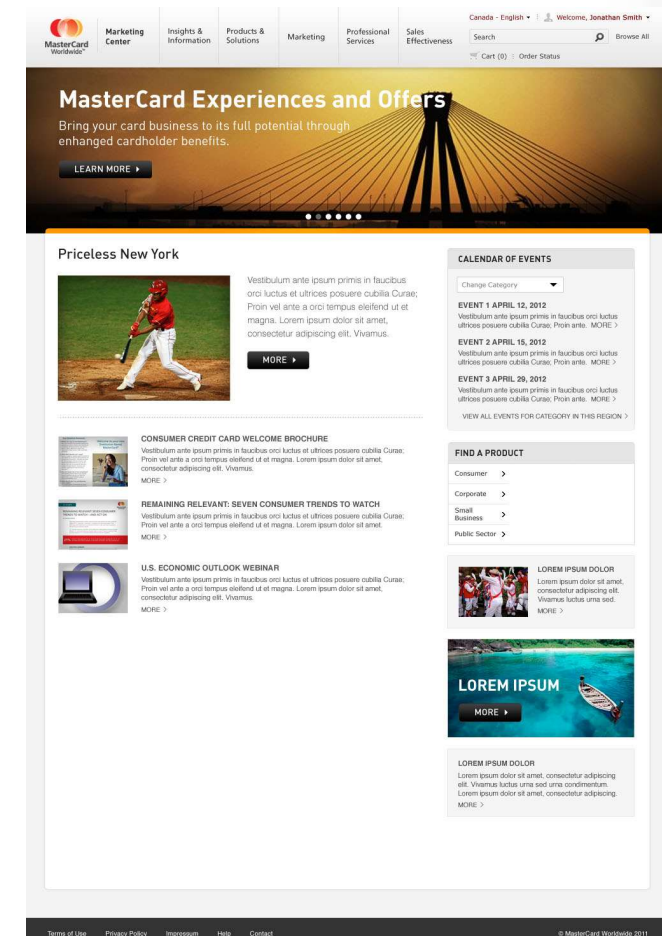
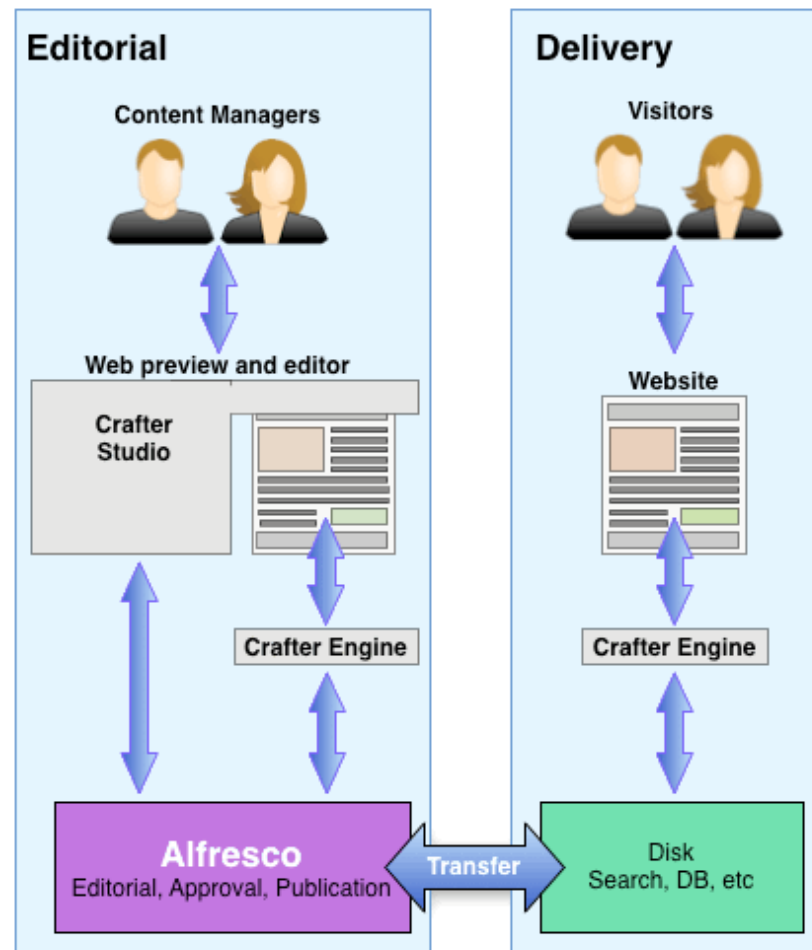
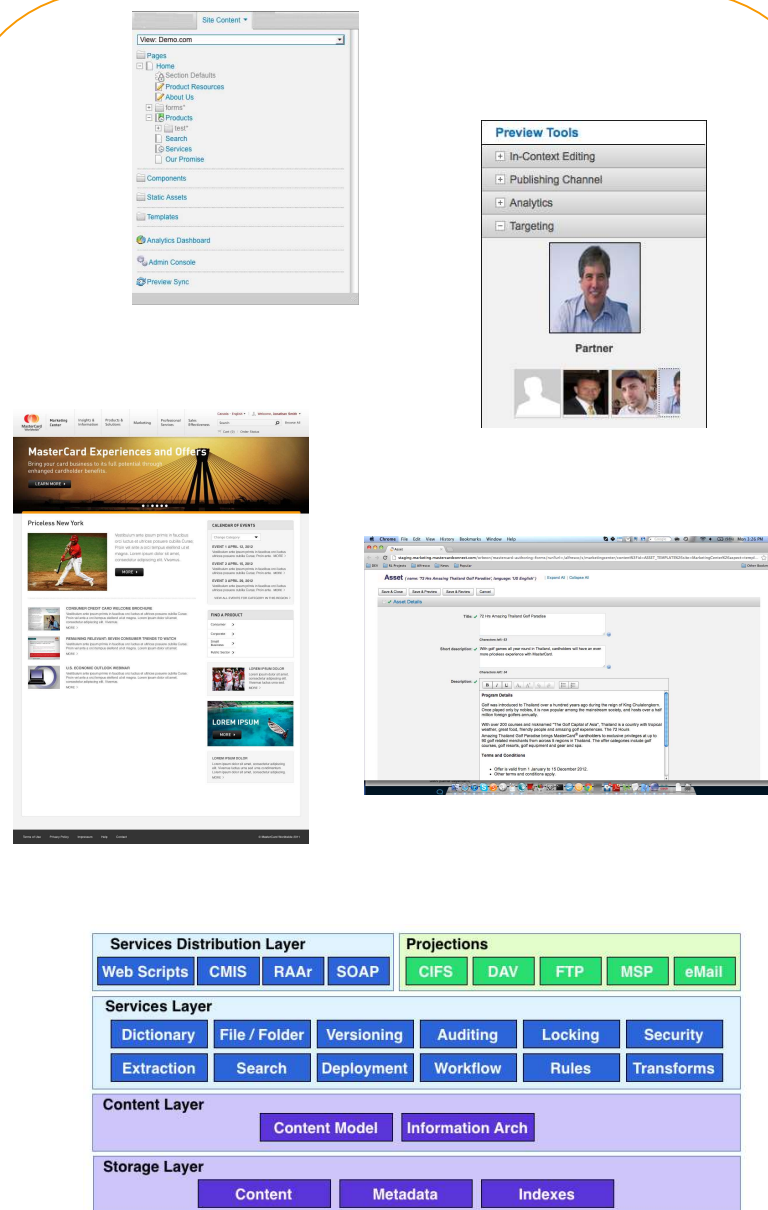
Crafter Core Architecture



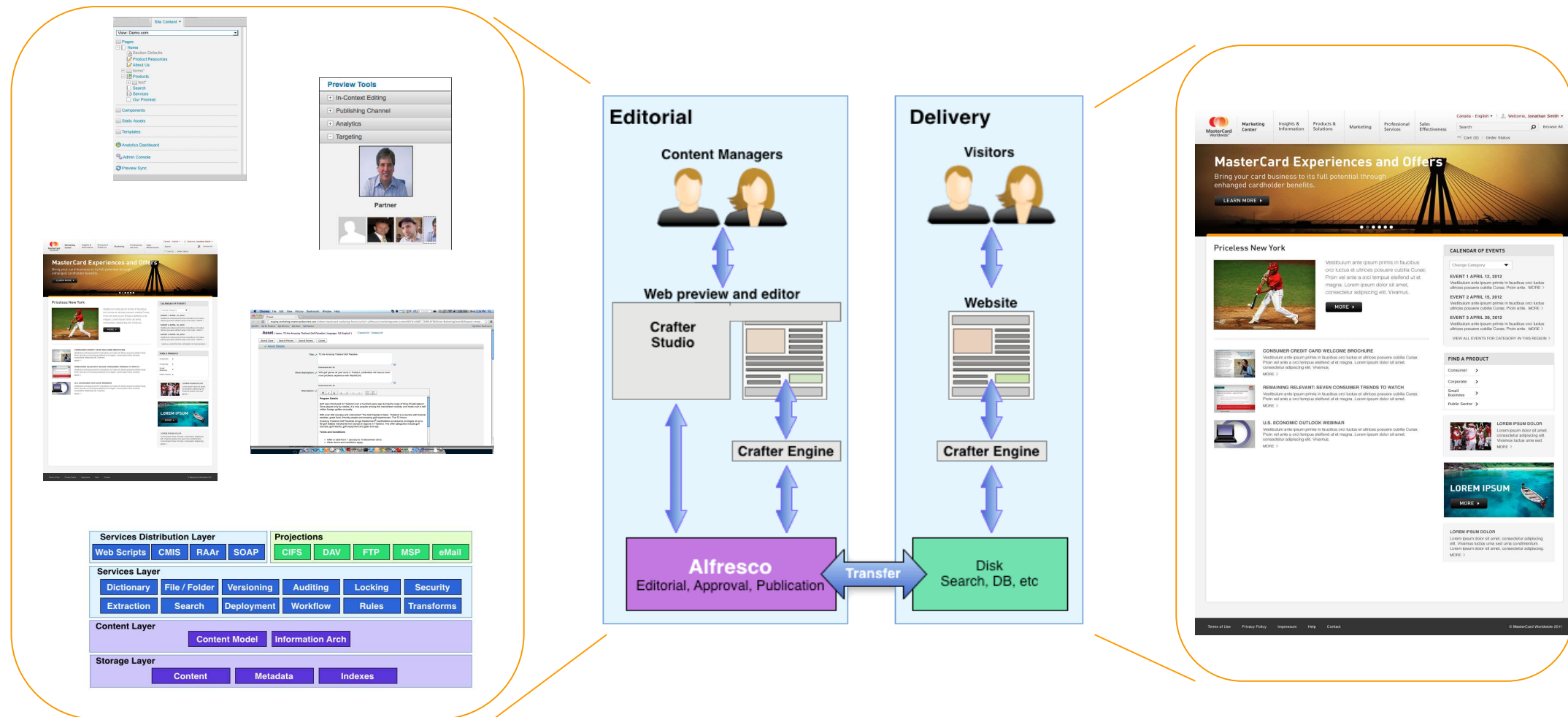
Marketing Center – Page Rendering



Solution Recap



Solution Recap – Objectives Met



- Allow for non-technical business users to easily manage content
- Consolidate duplicated efforts
- Create common reusable components

- Deliver the right content, to right audience, at right time
- Scale to grow and connect with other systems

Lessons learned from experience

- Alfresco is still growing and improving as a company and solution
- Leverage Alfresco as a platform
- Not all vendors are created equal
 - Look carefully at real applications completed by the company you select
 - Beware of the “outsource” model
- Think beyond the front end when building applications
 - Authoring
 - Administration
- Make sure you have a detailed SOW

Q&A