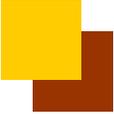


RedDot user group 26 to 27/10/06

Content syndication using RedDot CMS



take a fresh approach



Overview

- Brief overview of CDS
- Content syndication
- Syndication in and content out of RedDot
- Demonstration
- Questions

About CDS

- RedDot advanced partners since 2001
 - Many successful RedDot implementations
 - InBev – Interbrew
 - Highways Agency
 - RS Components
-
- Over 140 communications professionals in locations around the UK
 - Part of The Baird Group since 2000
 - Clients mainly within Central and Local Government and FTSE 100 private sector clients
 - Catalist - Prime contractors
 - COI framework
 - End to end service provision
 - Projects managed using PRINCE2
 - All work to internationally recognised standards – assurance on data security and quality
 - BS7799
 - ISO 9001:2000



Some of our Clients



The Electoral Commission

broadland.gov.uk



LEEDS CITY COUNCIL



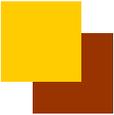
DWP

Department for Work and Pensions



the national archives





Content syndication overview

■ **What is content syndication**

- Offering your own content for use on other sites
- Receiving up to date information from content providers for use on your website or Intranet

■ **Why use it**

- Automatically add related content to your site at no cost
- Keeping a site fresh and up to date
- Make your information available to subscribers and other websites/ Intranets
- To drive traffic to your website - increase “stickiness” a reason to come back

■ **What is it for**

- General or Categorised News feeds
- Service information
- What’s New
- Product special offers
- Job postings
- Subscription to your site for services

■ **What makes it work**

- XML
- RedDot



Scenarios

James

- On the road
- Needs up to date information on what is going on in the technology market
- 50 websites to check – no time to check them
- How can we help

Helen

- Working in the City
- Back to back meetings
- Needs to know that she can get to Leeds for 8:30 meeting
- Can't get to the Internet to check the road situation
- How can we help her get the info she needs



Content out of RedDot

Content in and out of RedDot

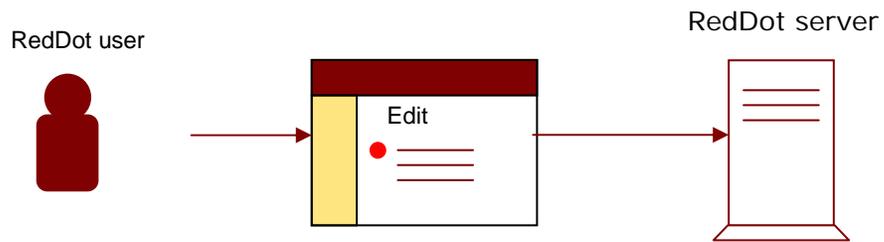
Content out

RedDot server



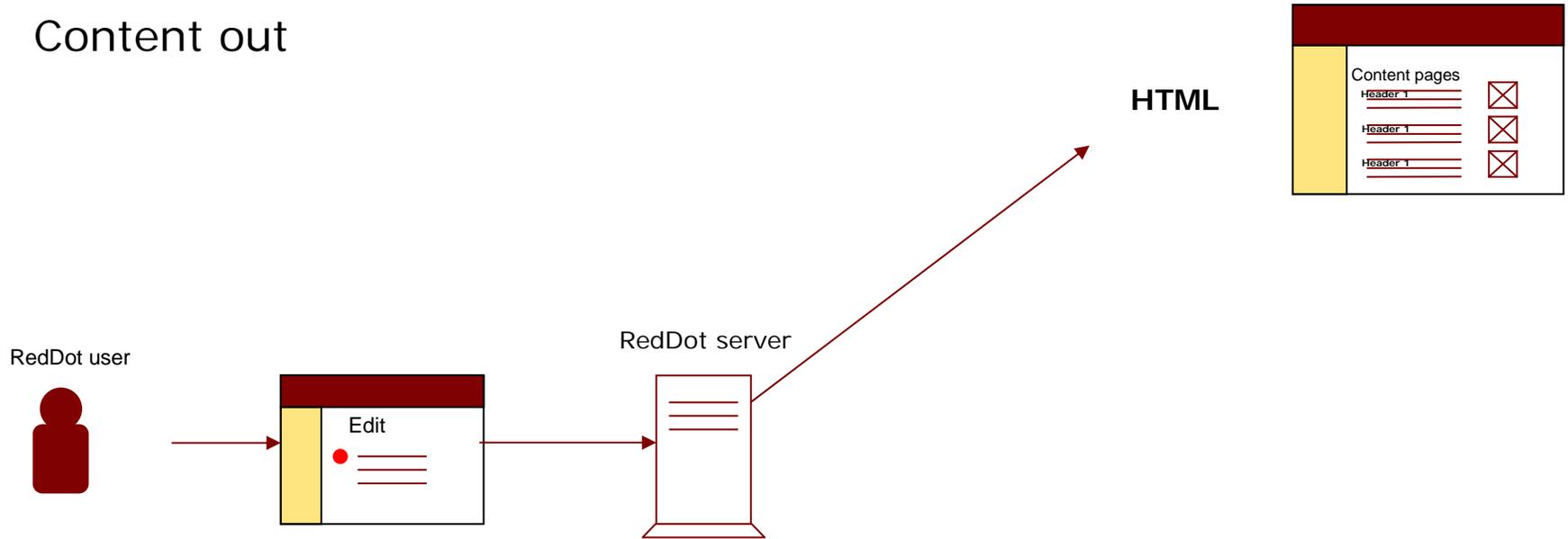
Content in and out of RedDot

Content out



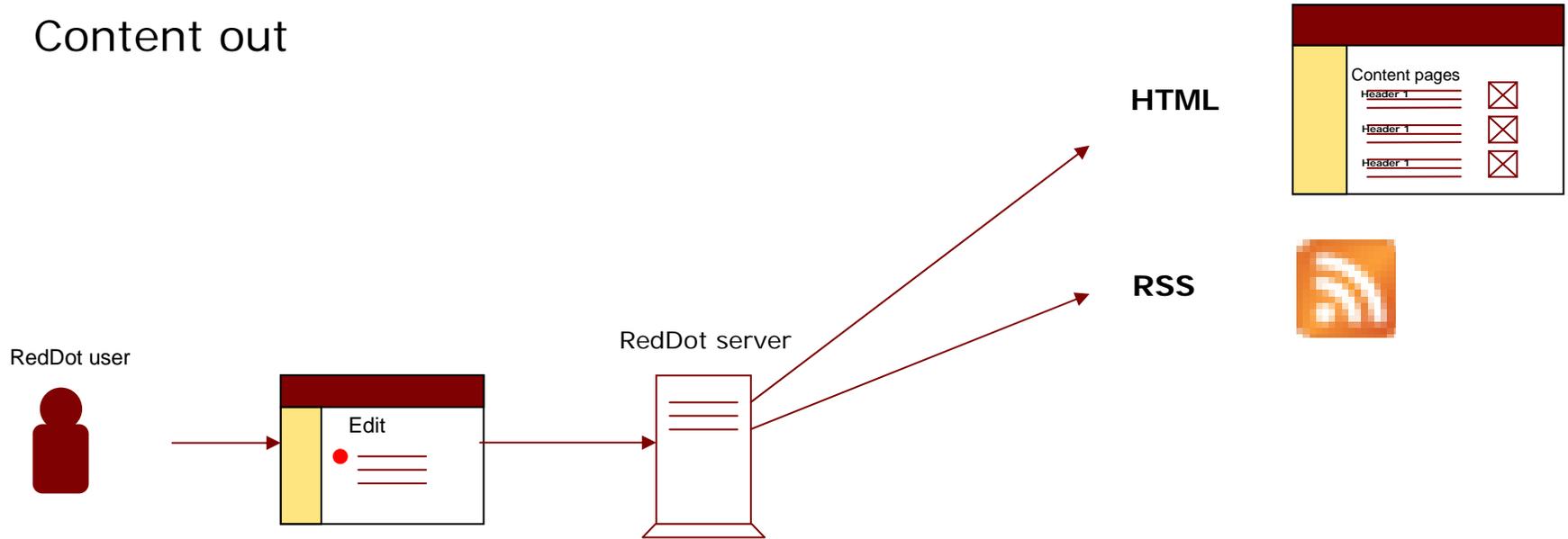
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Content out



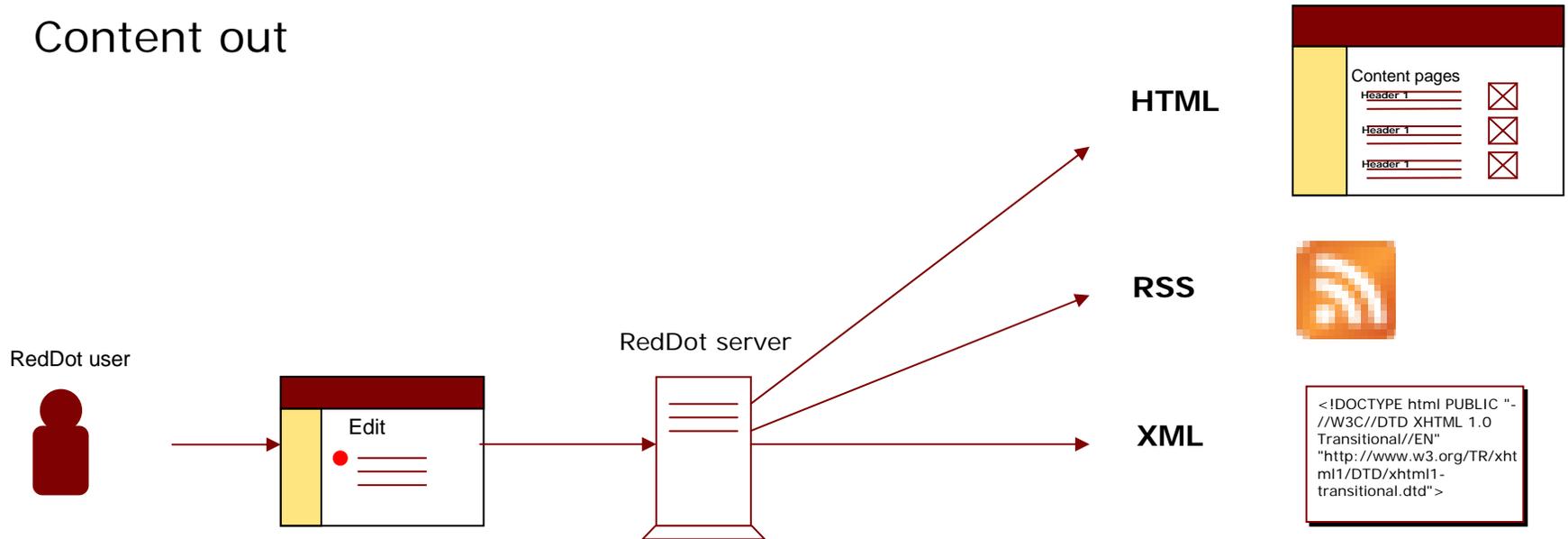
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Content out



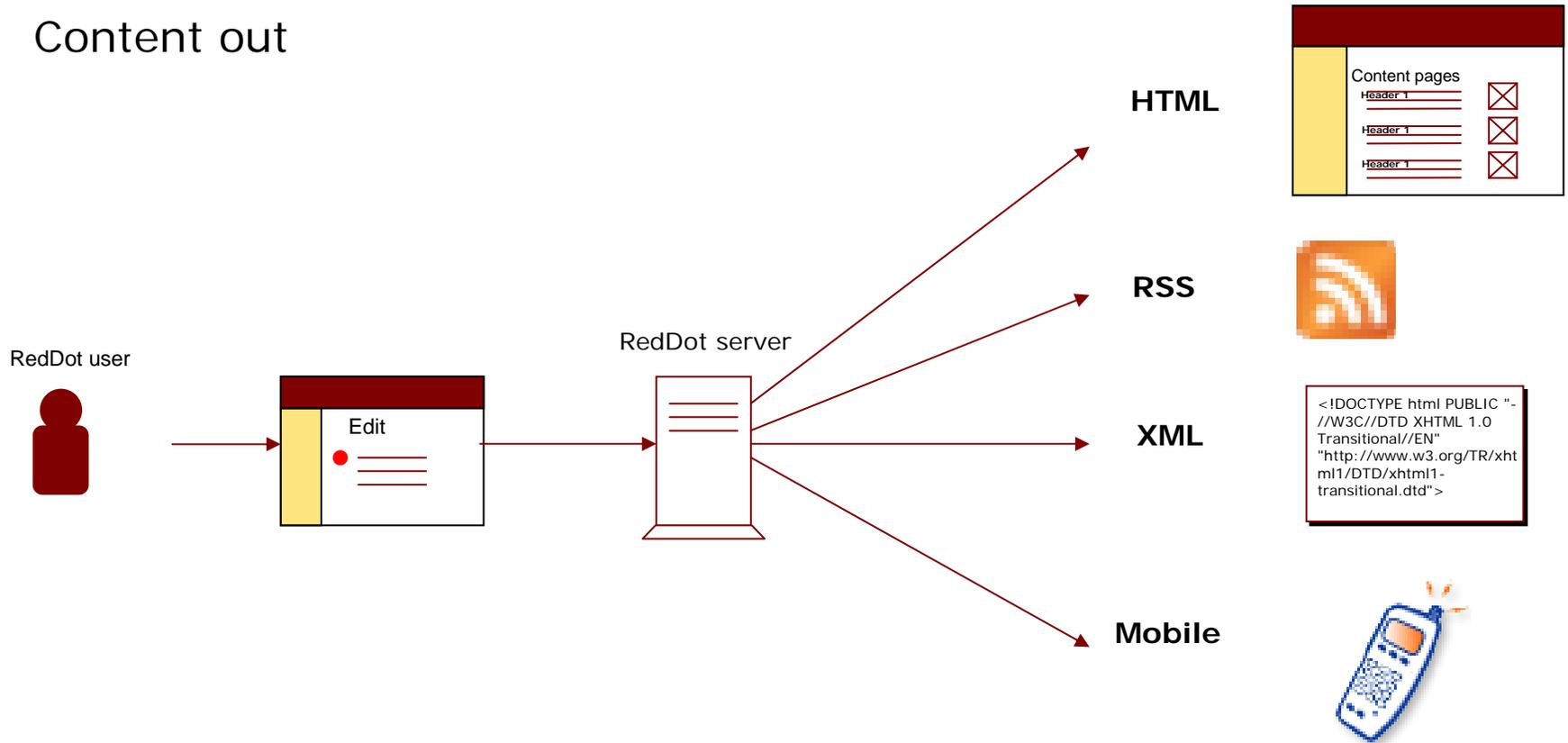
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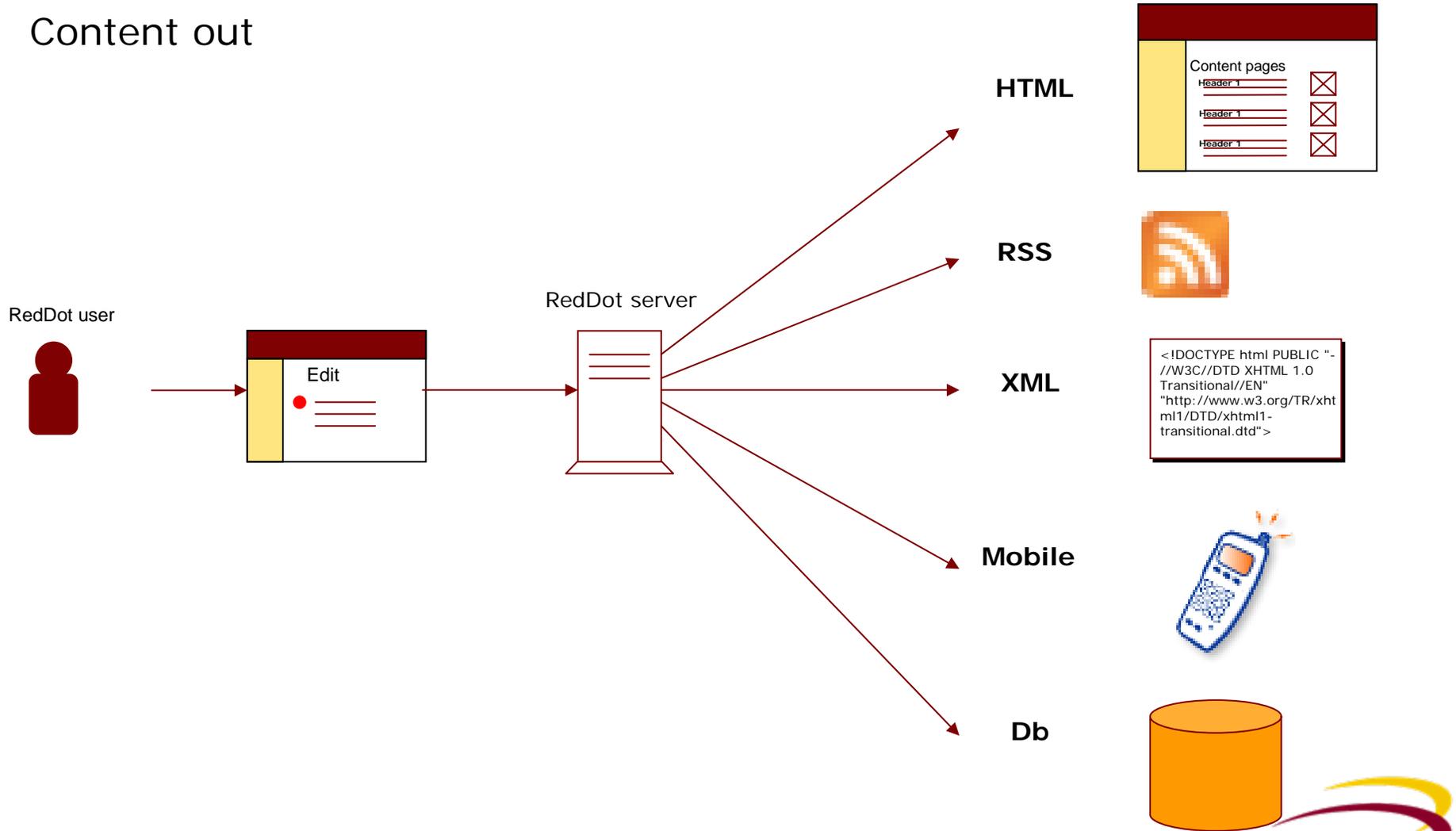
Content in and out of RedDot

Content out



Content in and out of RedDot

Content out

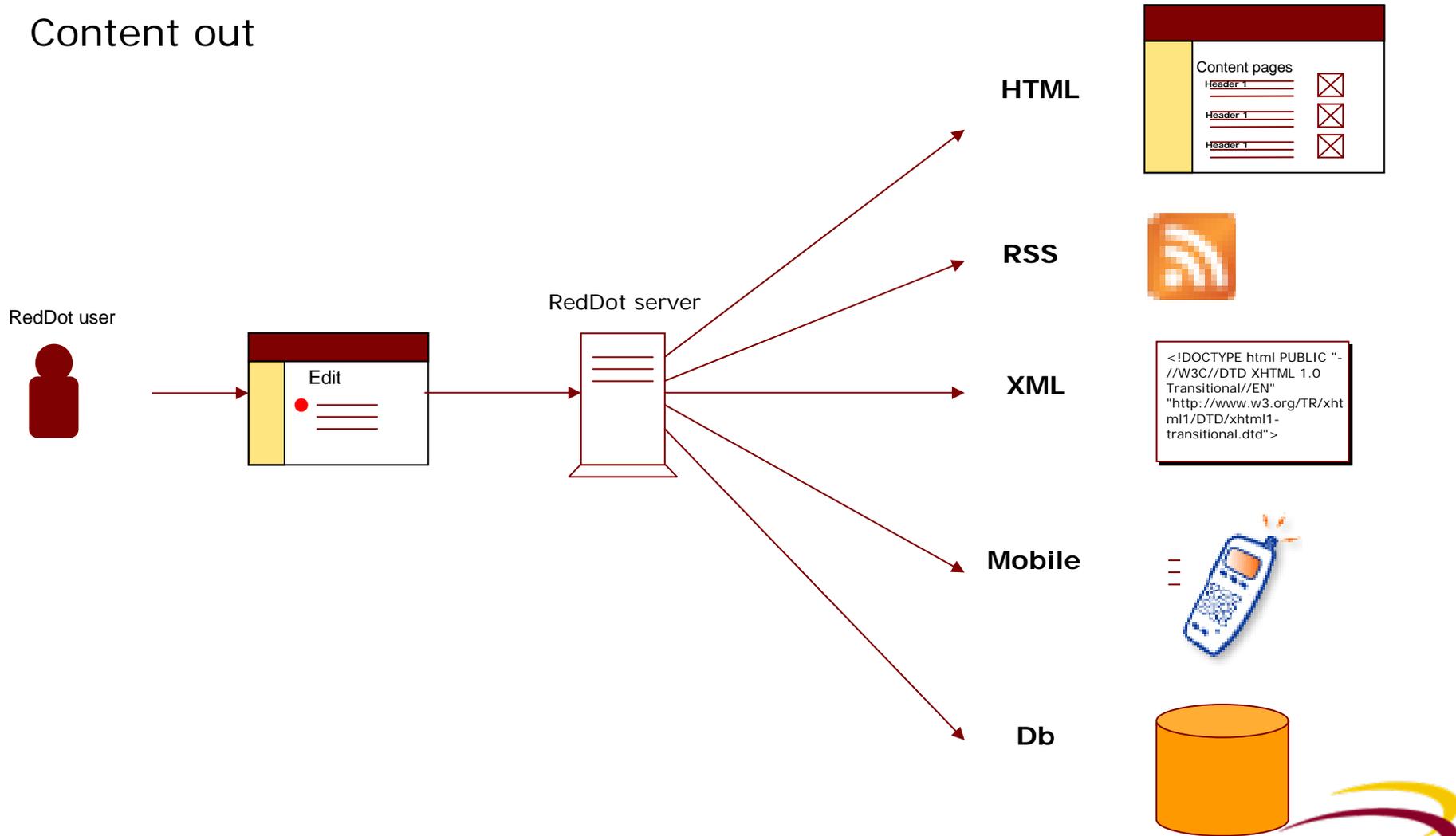




Demonstration

Content in and out of RedDot

Content out



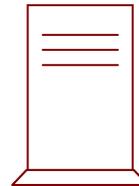


Content into RedDot

Content in and out of RedDot

Content in

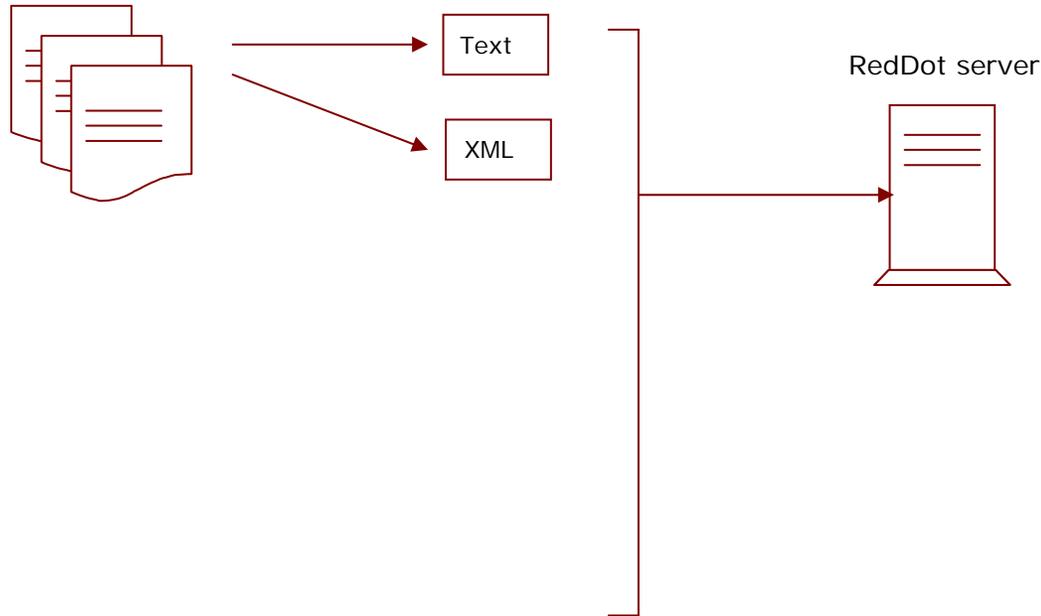
RedDot server



Content in and out of RedDot

Content in

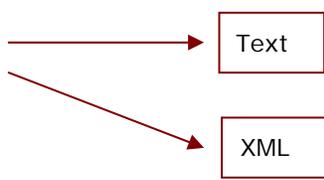
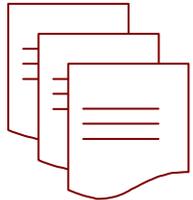
Content provider



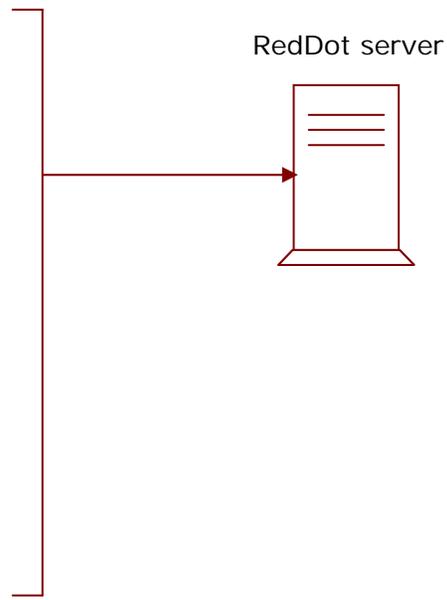
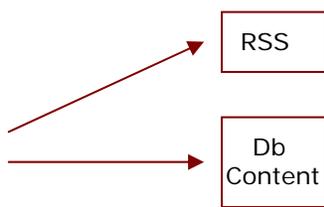
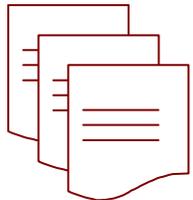
Content in and out of RedDot

Content in

Content provider



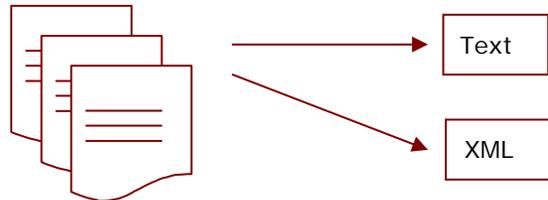
Content provider



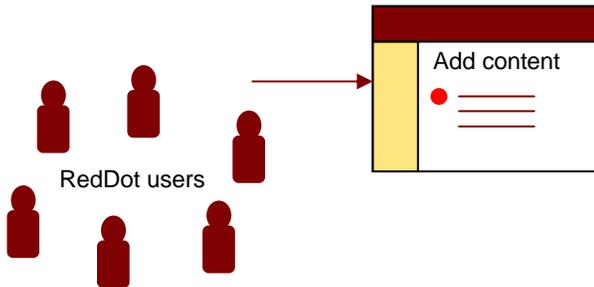
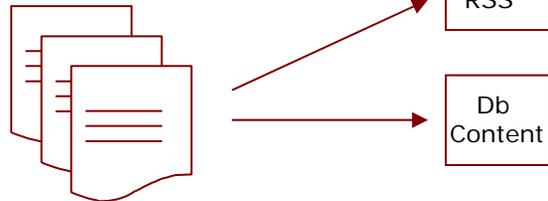
Content in and out of RedDot

Content in

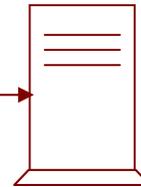
Content provider



Content provider



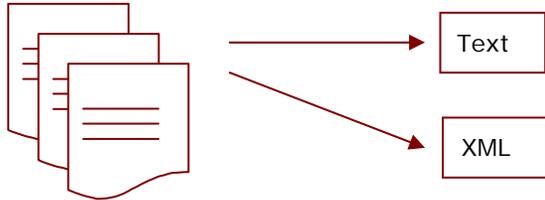
RedDot server



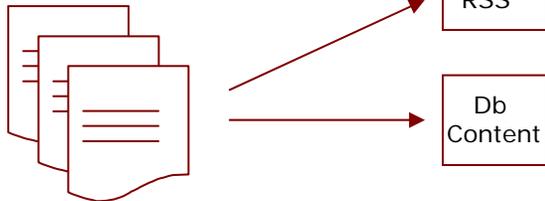
Content in and out of RedDot

Content in

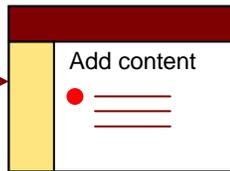
Content provider



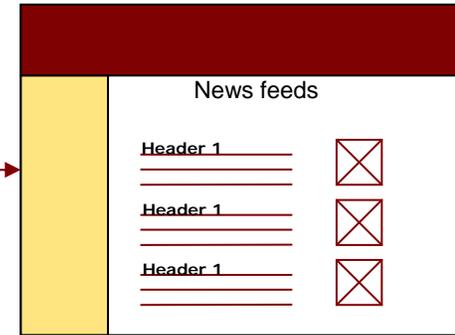
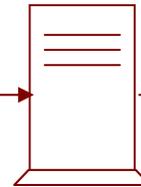
Content provider



RedDot users



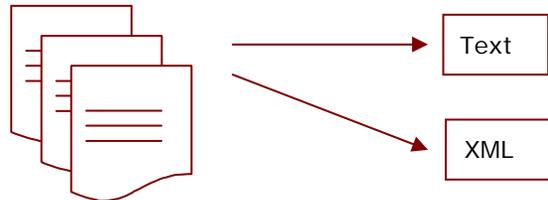
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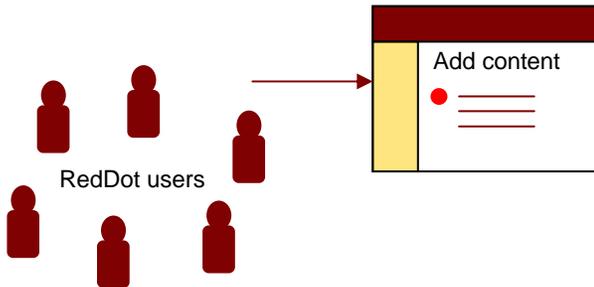
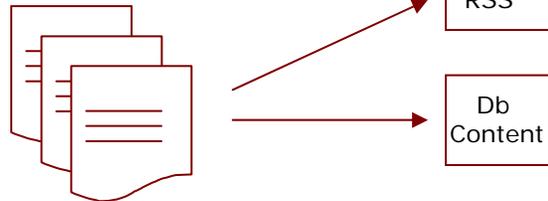
Content in and out of RedDot

Content in

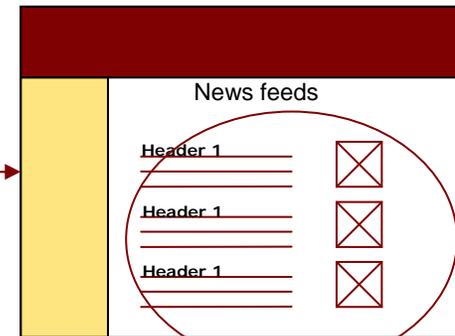
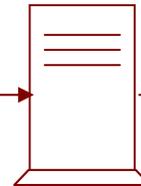
Content provider



Content provider



RedDot server

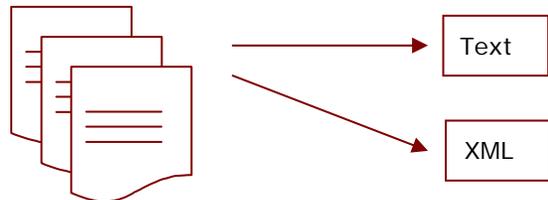


Unified content
from multiple
content
providers
Editable in
RedDot

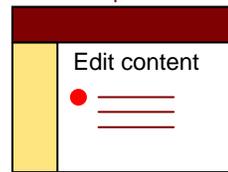
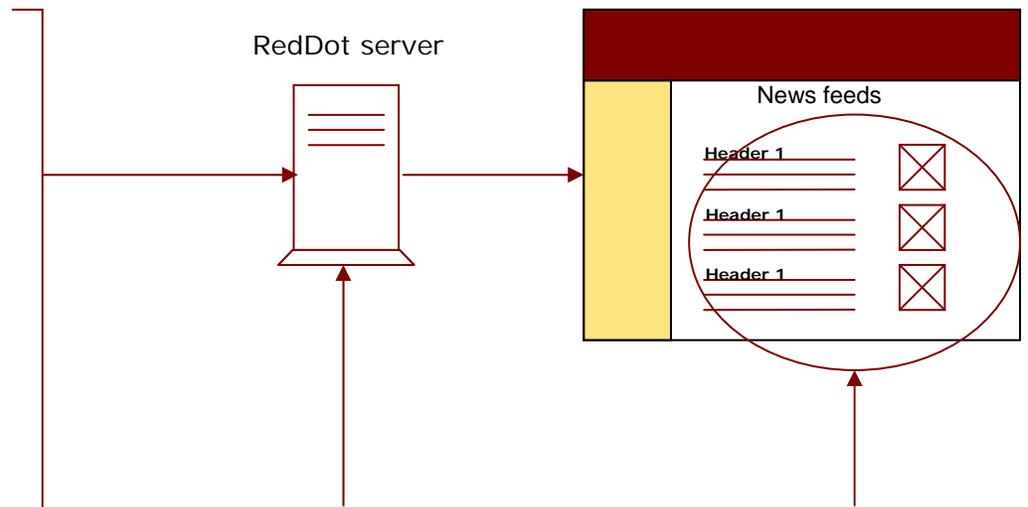
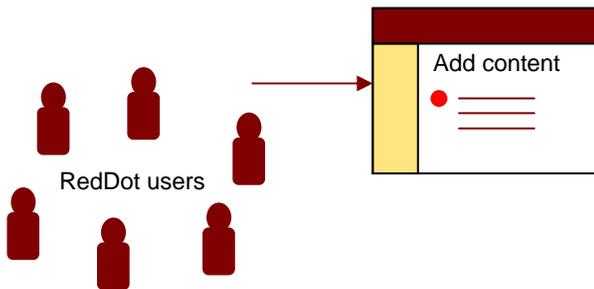
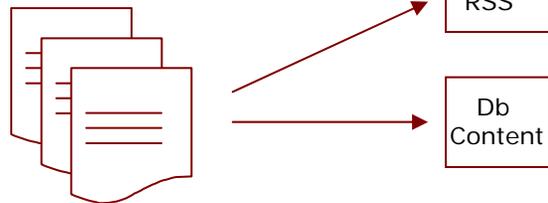
Content in and out of RedDot

Content in

Content provider



Content provider



Re-Edit prior to publication
Apply workflow



Unified content
from multiple
content
providers
Editable in
RedDot

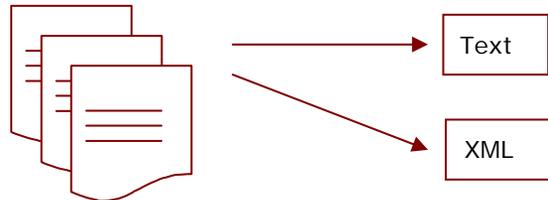


Demonstration

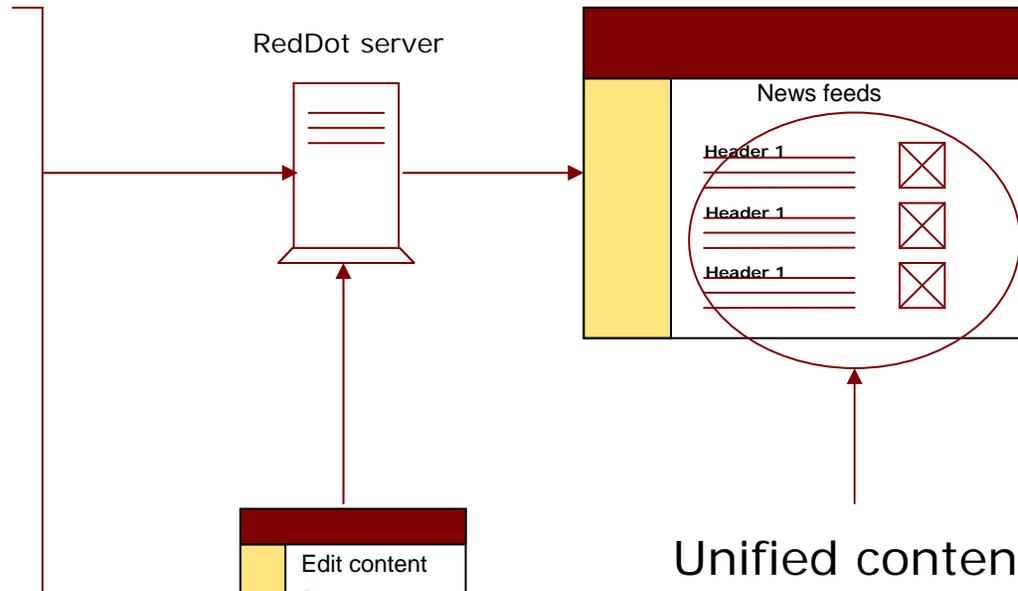
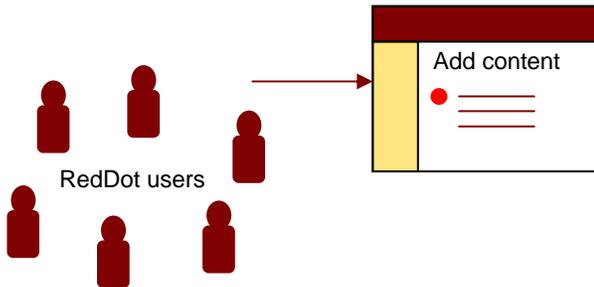
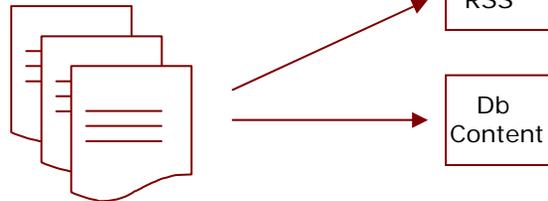
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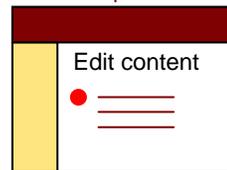
Content provider



Content provider



RedDot server



Re-Edit prior to publication
Apply workflow

Unified content
from multiple
content
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Editable in
RedDot



Summary and benefits

- Create content once and use for multiple outputs
- Make use of other information sources and use them on your site
- Provide RSS feed subscription, helps drive traffic back to your site
- Helps keep content fresh
- Use RedDot to edit incoming content to give it your “flavour”
- Output to other devices – provide a reason to come back



Thank you for listening

David Chrystal
Mike Collier

+44 113 399 4000

discover
more value



Scenarios



James

- On the road
- Needs up to date information on what is going on in the technology market
- 50 websites to check – no time to check them
- How can we help

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