

RAISE YOUR ORGANISATIONAL EFFECTIVENESS TO A NEW LEVEL

Morello



**IT recommends it
users love it
serious websites run on it**

A true Web Content Management solution, Morello is designed to enable every single employee in your organization to manage their own information on your sites, increasing their engagement while making time for your IT department to focus on value adding projects.

FOR AN INTERACTIVE MORELLO TOUR, PLEASE VISIT WWW.HELLOMORELLO.COM

Morello v5.6



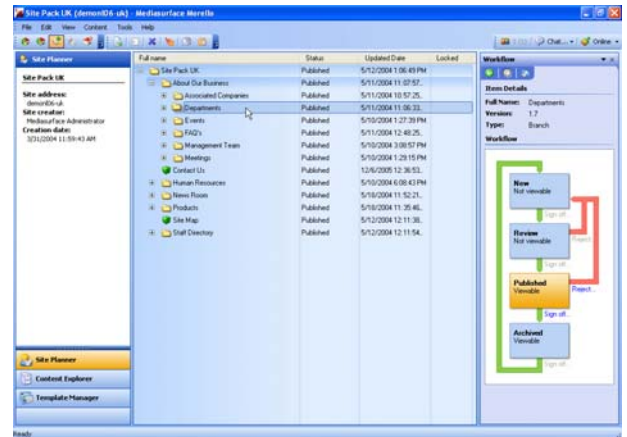
Morello Smart Client

Our Morello v5.6 Web Content Management (WCM) system has been designed from the outset as a full WCM solution for seamlessly managing all the digital information that will ever appear on your websites, intranets, extranets and other digital channels.

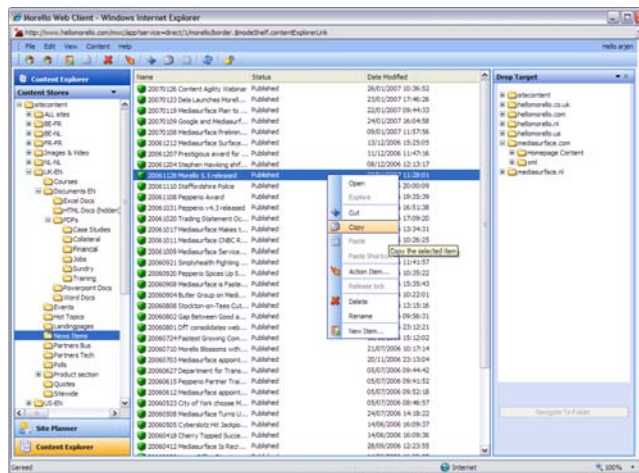
This unique approach to full integration within one application offers you management of content, structure and layout that mirrors your business processes. It enables simple integration with existing systems, so you can roll out web projects faster and with less risk.

Offering unprecedented user-friendliness, Morello Smart Client is the front-end to our Morello WCM. It is just as easy to work with as Microsoft Office or any other office application. For example, if you want to publish a news story, you simply select the template you want from a gallery and then start typing, directly onto the new web page.

Morello Smart Client is extremely powerful, offering advanced yet easy to use content contribution facilities for the people who need them, with no or minimal training required.



Morello Web Client



Morello Web Client is our web based solution for contributing content.

Using advanced AJAX technologies, it is just as user friendly as its desktop sibling, but it runs in a browser instead. No plug-ins or downloads are required, and both Firefox and Internet Explorer are fully supported. Easy to roll out and hassle free.

Even more options

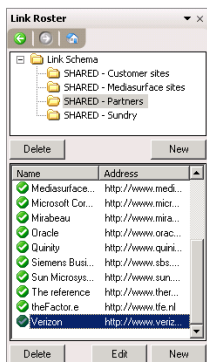
Morello v5.6 provides an even wider range of options to contribute content to your sites, removing any obstacles for quick user adoption:

- Microsoft Word or Outlook – for editing content directly from Office applications
- StarOffice StarWriter – for managing content directly from StarWriter
- In-context management – log on to your site and edit it directly from within



For all types of documents & files

Morello Client features



Not only does Morello v5.6 manage your web content, it also takes care of all your documents and imagery. Use Microsoft Office, Visio, PDF or one of the other 150+ supported file formats with all other content to create a fully-fledged intranet or campaign microsite. And you can manage and convert rich media content, such as images and streaming audio and video just as easily. Permissions, version control, rollback and workflow are handled by Morello. You will also benefit from our built-in search engine, which enables you to perform full-text searches on all the documents. As you can see, Morello handles it all

Both Morello Smart Client and Morello Web Client come with a wealth of features that makes your content contributors' lives so much easier:

Focus on specific tasks

Morello allows you to manage your information in various ways. It is unique in being page-centric and content-centric at the same. Thanks to this separation of site structure and content structure, responsibilities can be clearly split:

- Would you like to be able to contribute content without having to worry about exactly where it should be published? Use the Content Explorer to navigate and save information where it logically belongs.
- Would you like to be able to publish information on one or more sites? Use the Site Planner and browse your sites until you have found the location(s) where the information should be published. Then a simple click will do the job.

WYSIWYG editing

Based upon the principle of the built-in WYSIWYG (What You See Is What You Get) editor, content can be typed straight into your web pages and enriched with layout, styles, tables and images. All as standard.

Page Studio™ - Change the look and feel of your site

With Morello you can manage more than just content. You can also choose the presentation of every single web page in your sites. Simply select another template from a gallery of thumbnails and the layout of your web page is adjusted instantly.

And if your choice of standard templates isn't wide enough, then use Morello's Page Studio feature and drag and drop any elements on your web page where you want them to appear. And all of course governed by Morello's access rights system and strictly adhering to any corporate guidelines or brand rules in place.



Content tracking

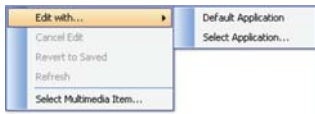
Morello helps you to manage multiple websites. But how do you assess the impact of changing an item of content? Well, that's easy, you use Content Tracking: click on the content and a list is displayed of all the places and sites where the content is used. You even get a preview of those pages. It simply works the way you need it to work.

Unbreakable links

How can you ensure that visitors to your websites don't ever encounter those annoying broken or out of date links? Once again, it's easy because Morello manages all of your links for you within the Link Roster. You can validate what links are live, add, remove or change links. Morello gives you unprecedented control over your links.

Drag and drop imports and exports

A simple mouse action is all it takes to save any kind of information from your desktop into, or retrieve it from Morello. Just drag the information to or from Morello Smart Client and Morello will



Instant Site™



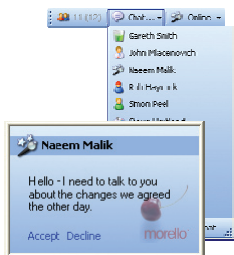
Content classification and taxonomies

Knowledge Management

Google search



More & more



check your authorizations, file the information in the Morello repository or retrieve and store it on your local desktop. And you can drag and drop an entire folder from and to Morello Smart Client just as easily as a single document.

Direct Application Editing™

Morello Smart Client eliminates the problem of editing multimedia objects in your site. You just click the object and select the application you want to use for editing. This way, you can directly edit your pictures and other objects without needing to download and upload local copies.

Excellent communication is absolutely key to any thriving business. Often this would require dedicated websites to be rapidly built and deployed.

That is exactly what Morello's Site Builder™ does. It enables you to create complete new production strength websites in just 10 mouse clicks, without the need to involve your IT department. We call this feature Instant Site™. You can set up any number of your own corporate brand variations to base new sites upon or you can use one of the styles that come as part of the Mediasurface Site Packs™. Either way, near instantaneous site creation is now a reality. So the next time that you launch a major new campaign, restructure your organization or have to react rapidly to an unexpected event, you will be able to respond faster and more easily than any of your competitors with a dedicated website to address the situation.

The highly advanced Taxonomy Browser in Morello enables your editorial users to ensure that content is always tagged correctly, satisfying even the most stringent classification requirements. It includes a searchable tree-structured representation of the configured taxonomies along with sophisticated facilities like predictive typing and automatic identification of preferred terms. Your users are able to identify related terms, view scope notes and identify the location of previously used terms. The tool even has "suggest" functionality—a pseudo-intelligent feature to help them find the preferred term. Morello can be configured to work with one or more taxonomies of your choice, such as the Integrated Public Sector Vocabulary (IPSV) or the Government Category List.

Morello simplifies your work, as it can analyze text and use the results to simplify information management and searches. Both your site editors and site visitors can browse and locate content faster and easier thanks to thesaurus-based search statements and 'conceptual searching'. This enhances the accessibility of information, improves management efficiency and cuts costs.

Morello v5.6 can be plugged into the Google Search Appliance, enabling the Google Search Appliance to find any information that is stored in Morello. And it doesn't just look at the regular content; all metadata, keywords, associated taxonomy terms and access rights will be taken into account by the Google Search Appliance too, making sure the information returned is as targeted as possible.

The list of useful features that Morello brings you goes on and on. What about:

- **Word Wizard** – Import any Word document and convert it to a proper HTML web page
- **Enterprise strength** – Morello runs thousands of sites, including the world's largest ones *
- **Multilingual support** – English, French, Dutch, Chinese or Martian, Morello supports it
- **Accessibility** – create functionally rich and yet accessible sites with Morello
- **Personalization** – Morello offers user-profile based personalization out-of-the-box
- **Instant Collaboration** – collaborate and chat with your peers, straight from within Morello
- **Infrastructure Ready™** – integrate seamlessly with existing infrastructures and applications

* Check out www.hellomorello.com for a comprehensive list of Morello customers

© 2007 Mediasurface Europe Limited, United Kingdom and its worldwide subsidiary companies. All rights reserved. Mediasurface, the Mediasurface logo and Morello are either registered trademarks or trademarks of Mediasurface Europe Limited. Mediasurface Europe Limited acknowledges all trademarks and copyrights used. All specifications subject to change without notice.

MS-MO-PF0001-EN-4.1

MEDIASURFACE

UNITED KINGDOM (HQ)
Mediasurface Europe Limited
T: +44 (0)1635 262000
E: info@mediasurface.com
W: www.mediasurface.co.uk

UNITED STATES (East Coast)
Mediasurface Inc.
T: +1 (203) 653 9090
E: info@us.mediasurface.com
W: www.mediasurface.com

CONTINENTAL EUROPE
Mediasurface B.V.
T: +31 (0)35 625 7890
E: info@nl.mediasurface.com
W: www.mediasurface.nl

UNITED STATES (West Coast)
Mediasurface Inc.
T: +1 (949) 936 2658
E: info@us.mediasurface.com
W: www.mediasurface.com

NETHERLANDS
Mediasurface B.V.
T: +31 (0)35 625 7890
E: info@nl.mediasurface.com
W: www.mediasurface.nl

ASIA-PACIFIC
Mediasurface Australia
T: +61 2 9968 2449
E: info@au.mediasurface.com
W: www.mediasurface.com

BELGIUM
Mediasurface Belgium
T: +32 (0)2 403 1215
E: info@be.mediasurface.com
W: www.mediasurface.be

NORDICS
Mediasurface Nordics
T: +46 (0)8 586 10778
E: info@se.mediasurface.com
W: www.mediasurface.com