



EPS = CMS + Workflow + eCommerce + eMail + SEO

The ePublishing platform is an Enterprise Publishing System (EPS) offering much more than a CMS. Its dashboard empowers users to create, manage, distribute and monetize taxonomy-driven Content, Community and Commerce.

Equally important are the unique characteristics in its architectural design; the EPS platform is an application framework with the content management, data capabilities, subscriber access, eCommerce storefront and any custom development leveraging the framework.

The inherent openness and flexibility of the ePublishing platform offers full interoperability at every level. It was architected specifically for your unique integration challenges - where a site relies not only on the content, solutions and technology from your own systems, but must also work seamlessly with third party applications, vendors and support technology.

ePublishing Framework

The framework is specifically engineered to abstract business logic and create a distinct separation between presentation and content.

The sophisticated ePublishing engine delivers XML content representing all modules present on the requested page. The XML content is then rendered into the desired format using XSLT.

This approach ensures tremendous flexibility, with “pixel-level control” of display via XSLT & CSS – and importantly “futureproofs” the system by supporting content delivery to multiple distribution channels and formats including HTML, PDF, Word Doc, Print, Syndication Feeds, Digital Editions, or Wireless Device.

We cannot know what content delivery will look like in 10 years, however, the ePublishing framework can adapt easily to market conditions, without requiring a tremendous investment.

The ePublishing platform has been designed from the ground up to be integrated, scalable, flexible and reliable. Every aspect, from its application architecture to its hosting infrastructure, has been engineered specifically for high-volume, mission-critical publishing and eCommerce web sites.

JX2 Architecture

The ePublishing platform is a powerful combination of superior technologies featuring Java, XML and XSLT. Our trademarked architecture, JX2™, offers the best results for low cost, high reliability and rapid deployment speed.

With JX2, the developer, designer and database administrator work in parallel to create more reliable sites that are easier to maintain and faster to deploy than with other application frameworks.

Since ePublishing is based on components, where each functional piece is engineered as a separate plug-in or module, we deploy the features and functionality that best support your current business while accommodating change. This flexibility means we can easily add or develop custom modules for new features without business interruption or rebuilding your site.

The inherent scalability and use of dynamic caching mechanisms throughout the JX2 architecture allows your site to grow as your business grows, and accommodate large spikes of traffic without challenge. Meanwhile, it encourages efficiency by allowing users to author once and then deploy related Content, Community and Commerce through any online - or offline - channel.

JX2 – its superior flexibility, scalability, and efficiency – is just one element of an Enterprise Publishing System that is the result of the ePublishing team’s decade-plus of real-world experience handling high-availability, mission-critical web sites and applications.



Decrease Cost & Increase Revenue

ePublishing unlocks powerful capabilities for the enterprise who wishes to easily deliver content via multiple channels, streamline workflow, reduce expense, and increase revenue through new opportunities, new features and by dynamically relating your content, community and commerce.

With unparalleled modularity, maintainability and extensibility – the ePublishing platform offers significant ROI by blending a customizable and feature-rich application with best in class hosting, development, service and support.

Hosting & Infrastructure

The ePublishing infrastructure, like our architecture, is also tuned specifically to provide multiple content types into any delivery channel.

The typical content producer needs more than just “large pipes.” The challenge of supporting multiple integration points, workflow, high content throughput and numerous partners requires a data center design that is not only high-bandwidth, but low-latency and high-availability.

ePublishing’s systems and processes are audited annually by a third-party to ensure the highest level of service and compliance.

Bandwidth

ePublishing boasts a full gigabit uplink to the Internet. Our bandwidth is a blend of five (5) different long-haul fiber carriers enabling much lower-latency and fewer hops to destination. The wealth of available bandwidth allows ePublishing to easily service large spikes in traffic as well as accommodate features that demand large amounts of bandwidth. This approach also dramatically improves availability and page draw speed.

Dual firewalls running in HA mode secure the entire network. All points within the network are crafted to allow the preservation of user sessions even if the route changes or if it has to fail over. This is vital to the customer experience especially for any eCommerce activity.

PCI Compliance

ePublishing is PCI Compliant and audited so that your data and transactions are secure. With PCI Certification, your site complies with credit card requirements to protect your customers, prevent fraud and ensure data security.

Reliability

ePublishing has created the most robust, secure, and fast hosting solution available, built over years of experience in managing high-load, high-availability, enterprise web applications.

We are located in carrier-neutral facilities in Ashburn, VA and Chicago, IL, featuring state-of-the-art security and infrastructure such as multi-path fiber-optic links and onsite diesel generators with battery backup.

Using multiple clustered servers in redundant failover configuration provides a backup server for each system in place. If a server fails or a critical error occurs, the problem is instantly recognized and the affected system is brought offline, while all traffic is gracefully rerouted to other available systems. On-site systems engineers then repair or replace the affected equipment and bring it back online without affecting your site’s availability or performance.

Network

Our internal network is a fully load-balanced and clustered environment. The network is clustered at every level: load-balancers, switches, NetApp Fileservers, cache, application, and database servers.

This approach drastically improves availability and speed – while also maximizing stability and reliability as our applications are tuned for the environment. The net result is that ePublishing can scale by simply adding more servers into any of the clusters or load-balanced pools.

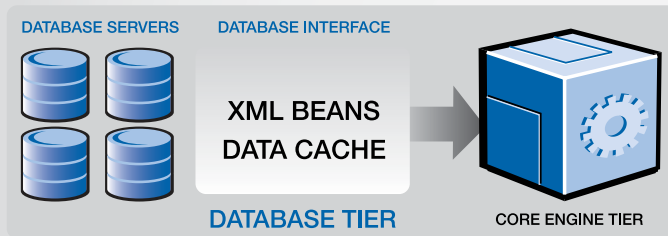
ePublishing uses a dedicated back-end network for administration, leaving the front-end network fully available for customer traffic and ensuring that sensitive data stays on the closed back-end network. The separation of environments ensures your web site achieves maximum efficiency for delivering your content and products to your customers.

Our Approach: Multi-Tiered Architecture = *Speed, Simplicity, Savings*

The ePublishing Platform Architecture

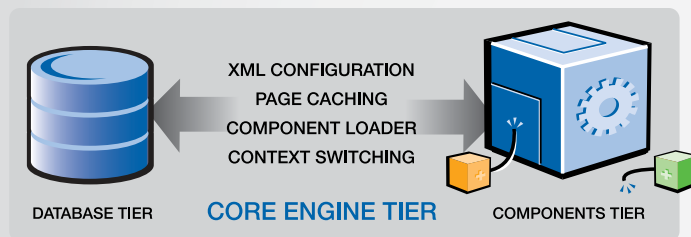
Integrating sophisticated database capabilities with a business rules engine and an intuitive interface, we ensure rapid development and implementation, flexibility, low maintenance costs and high performance.

ePublishing protects your technology investment by allowing you to adapt to changing technologies and customer preferences, substantially increasing ROI as it serves your business needs for years to come.



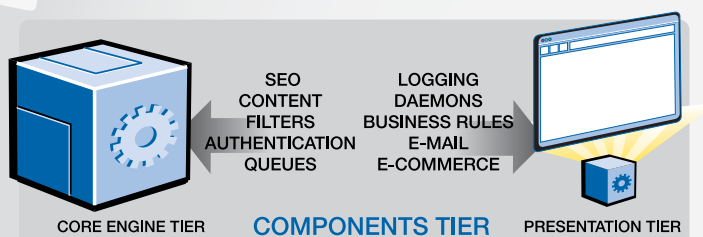
Tier 1: Database

The first tier is an efficient database schema enhanced through connection pooling and a proprietary RDBMS interface generator – with a caching system that substantially increases site flexibility and speed. The net result is a faster web site with searches producing better results and related content presented more effectively. ePublishing is database-independent and works with MySQL, Microsoft SQL Server™, Oracle Database™ and others.



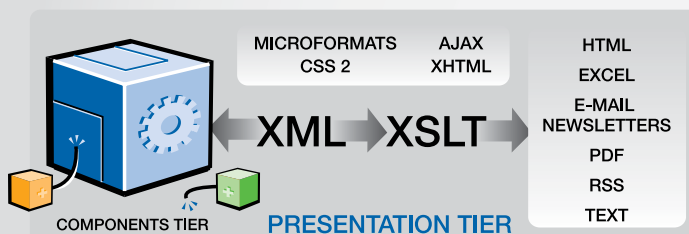
Tier 2: Core Engine

The ePublishing core engine is responsible for serving content efficiently, executing business rules and ensuring all pages and components are working as engineered. Its configuration is driven by XML and describes all pages, features, rules, and components desired. At any time, the configuration may be changed to modify functionality, such as the execution order of business rules or content caching logic.



Tier 3: Components

The power behind ePublishing's modularity and extensibility lies in this tier. Each feature or business rule is contained within highly configurable components that make it easier to maintain applications and web sites, add new features quickly, and save you time and money. Integrations between your site with circulation or CRM systems, call centers, merchant banks, fulfillment houses or any in-house solutions are greatly simplified.



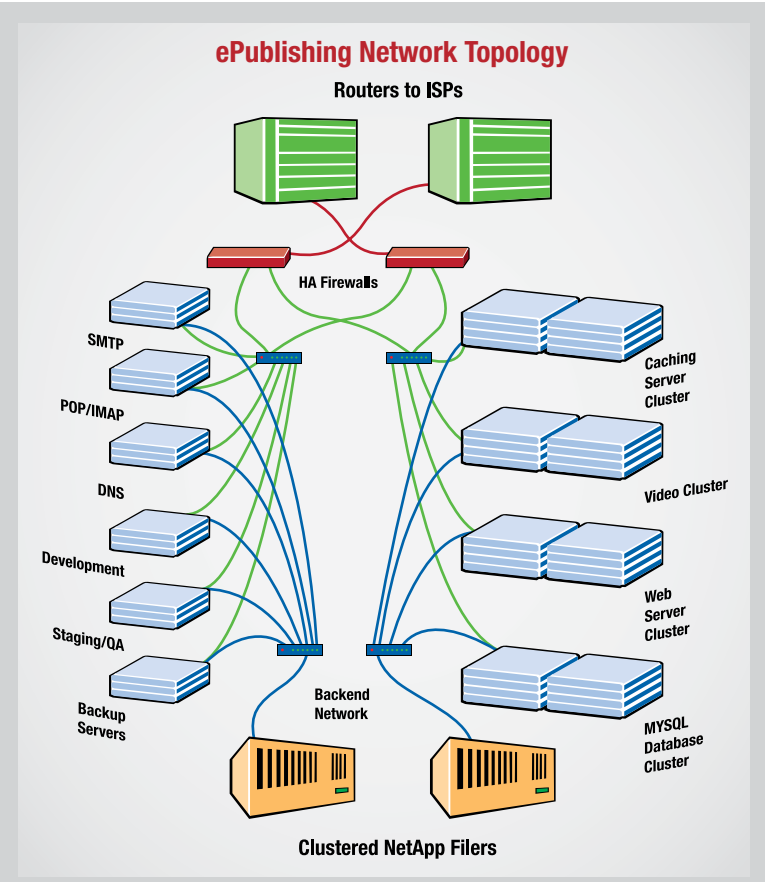
Tier 4: Presentation

The presentation layer uses XSLT and converts the XML output from our systems into virtually any format, including; HTML for any browser (Firefox, Safari, IE), PDF, Excel, Word and plain text as presentation is separate from the data source. Web 2.0 technologies such as AJAX, CSS 2, XHTML and microformats are used to ensure a consistent presentation and an intuitive user experience with pixel-level design control.

Clustered Caching Environment – This engine allows caching of both static and dynamic content. When security permits, authenticated and personalized content can also be cached. This architecture allows us to provide extremely fast site response and support more site visitors – and traffic spikes – than a standalone application server environment.

Clustered Application Server Farm – This provides more reliable content delivery and higher user satisfaction than typical hosting solutions. ePublishing's redundant servers are isolated from the heavy loads of page servers by our caching network, allowing our servers to function on reduced system loads to operate faster and more accurately.

Clustered Backend Database Servers – ePublishing hosting relies on a redundant cluster of MySQL database servers. This allows us to cache frequently used queries, intelligently load-balance requests to multiple servers, and automatically monitor and respond to system load. This approach ensures lightning-fast response and the maximum reliability of your databases.



Clustered DNS Environment – Our domain name services environment provides multiple servers residing on separate networks, enabling highly available and fast DNS lookup.

Redundant Storage Solution – ePublishing has adopted industry-leading Network Appliance (NetApp) Filer storage equipment to ensure that your content remains highly available and is in continuous sync between our data centers.

Redundant System Back Up and Hot Deploy – This sophisticated backup system allows us to restore a single file, a directory or an entire server, with full backups of client data, images, documents, and software.

Clustered Video & CDN – Video hardware is optimized to serve through our CDN, with failover and scalability.

Media & CDN – High demand for media delivery? ePublishing has partnered with industry leaders in media encoding and delivery to accommodate virtually any demand level.

Security By Design – Firewalls, network segmentation, VPN-only access, ongoing and extensive testing for software security vulnerabilities, and regularly scheduled security patches for all systems ensure your data and administration tools are safe and secure. ePublishing is proud to be fully PCI Compliant.