

Why I-Span.WS Prefers CMS Web Sites

Flexibility - The CMS System gives us the flexibility to construct a viable platform base upon which we can then build and customize a web presence that consistently achieve our client's strategic web objectives.

General features of Our CMS Systems

Friendly URLs - The CMS System uses Apache's mod_rewrite to enable customizable URLs that are both user and search engine friendly.

Modules - The CMS System community has **contributed many modules** which provide functionality that extend The CMS System way beyond its core offering.

Open source - The source code of The CMS System is freely available under the terms of the GNU General Public License 2 (GPL). Unlike proprietary blogging or content management systems, The CMS System's feature set is fully available to extend or customize as needed.

Personalization - A robust personalization environment is at the core of the CMS System. Both the content and the presentation can be individualized based on user-defined preferences.

Role based permission system - The CMS System administrators don't have to tediously setup permissions for each user. Instead, they assign permissions to roles and then group like users into a role group.

Searching - All content in the CMS System is fully indexed and searchable at all times, if you take advantage of the built in search module.

User management

User authentication - Users can register and authenticate locally or using an external authentication source like Jabber, Blogger, LiveJournal or another The CMS System website. For use on an intranet, The CMS System can integrate with an LDAP server.



Content management

Polls - The CMS System comes with a poll module which enables admins and/or users to create polls and show them on various pages.

Templating - The CMS System's theme system separates content from presentation allowing you to control the look and feel of your The CMS System site. Templates are created from standard HTML and PHP coding meaning that you don't have to learn a proprietary templating language.

Threaded comments - The CMS System provides a powerful threaded comment model for enabling discussion on published content. Comments are hierarchical as in a newsgroup or forum.

Version control - The CMS System's version control system tracks the details of content updates including who changed it, what was changed, the date and time of changes made to your content and more. Version control features provide an option to keep a comment log and enables you to roll-back content to an earlier version.

Blogging

Blogger API support - The Blogger API allows your The CMS System site to be updated by many different tools. This includes non-web browser based tools that provide a richer editing environment.

Content syndication - The CMS System exports your site's content in RDF/RSS format for others to gather. This lets anyone with a **News Aggregator** browse your CMS System sites feeds.

News aggregator - The CMS System has a powerful built-in News Aggregator for reading and blogging news from other sites. The News Aggregator caches articles to your MySQL database and its caching time is user configurable.

Permalinks - All content created in the CMS System has a permanent link or "perma link" associated with it so people can link to it freely without fear of broken links.



Platform

Apache or IIS, Unix / Linux / BSD / Solaris / Windows / Mac OS X support - The CMS System was designed from the start to be multi-platform. Not only can you use it with either Apache or Microsoft IIS but we also have the CMS System running on Linux, BSD, Solaris, Windows, and Mac OS X platforms.

Database independence - While many of our users run The CMS System with MySQL, we knew that MySQL wasn't the solution for everyone. The CMS System is built on top of a database abstraction layer that enables you to use The CMS System with MySQL and PostgreSQL. Other SQL databases can be supported by writing a supporting database backend containing fourteen functions and creating a matching SQL database scheme.

Multi-language - The CMS System is designed to meet the requirements of an international audience and provides a full framework to create a multi-lingual website, blog, content management system or community application. All text can be translated using a graphical user interface, by importing existing translations, or by integrating with other translation tools such as the GNU gettext.

Administration and analysis

Analysis, Tracking and Statistics - The CMS System can print browser-based reports with information about referrals, content popularity and how visitors navigate your site.

Logging and Reporting - All important activities and system events are captured in an event log to be reviewed by an administrator at a later time.

Web based administration - The CMS System can be administered entirely using a web browser, making it possible to access it from around the world and requires no additional software to be installed on your computer.

Community features

Discussion forums - Full discussion forum features are built into The CMS System to create lively, dynamic community sites.



Performance and scalability

Caching - The caching mechanism eliminates database queries increasing performance and reducing the server's load. Caching can be tuned in real time and many high-traffic sites have performed very well under load.

Proven stability and acceptance

Popularity - The CMS system we employ is very powerful and can be used for building large, complex sites. Some example sites using the SAME CMS system are:

- [The United Nations](#)
- [The White House](#)
- [Warner Brothers Records](#)
- [The Discovery Channel](#)
- [Forbes](#)
- [The Grateful Dead](#)
- [AOL](#)
- [Yahoo](#)
- [Lime.com](#)
- [The New York Observer](#)
- [The Onion](#)
- [Aaron Wall's SEObook.com](#)