



EsKort™ Features and Benefits

EsKort is feature-rich. Every facet of our daily work in web development reflects in the current EsKort system. Our development team is constantly refining the EsKort software in response to "real world" needs. We never work around the software - we analyze a task, find the best way to implement a solution, and add functionality to EsKort as required.

After 5 years of refinement, EsKort is seasoned, solid, and an excellent return on investment. Core features and benefits include:

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Sophisticated functionality and user-friendly features

- Site navigation is automatically updated when new sections or pages are added or removed
- Automatically generates breadcrumb trail (site locator)
- Automatically generates vCards
- Powerful and customizable integrated site search capabilities
- Generates printer friendly versions of pages automatically
- Ability to create print quality PDFs on-the-fly from the site content. This can be simple page output like a high quality print version or can be configured so that a user can choose many pages and create a multi-page PDF (pitch builder style) (optional)
- Ability to easily cross link news, events, products/practices, etc. providing relevant and contextual content
- Automatically generates a site map page

Return on investment

- Flexible and extensible platform that allows the site to evolve with the firm
- Design templates can be easily updated giving site a new look and feel without changing the content or back-end database
- Additional functionality/sections/modules may be added quickly, easily and inexpensively
- Virtually unlimited ability to add sections and pages
- Provides your Firm with as much autonomy as it wants or needs

- Lower overall support costs as most content edits can be performed by non-technical personnel and many of the site functions are fully automated

Competitive advantage

- World-class functionality presents firm as professional, capable, current and in the know, which is key to promoting new business in a competitive environment
- Ability to rapidly deploy sophisticated functionality on a modest budget
- Interrelated content provides relevance to the visitor which provides a richer experience
- Provides existing clients with value added services and easy to find information

Search Engine Optimization (SEO)

- Fine grained control over SEO elements
- Automated dynamic writing of the <Title> tag
- Site-wide defaults for Keywords and Description Metatags
- Keywords, and Description can be edited on the section or page level to override sitewide defaults
- Site presented as logical URLs and straight HTML text to search engines
- Automated print version effectively doubles relevant content

Accessibility

- Supports deployment in multiple languages including extended character sets such as Chinese and Japanese
- Ability for the user to select which language s/he prefers for site content or have the site automatically display the language preference of the user's browser
- Supports deployment of automatically generated text version (section 508 compliance) or alternate device version (optimized pda view, etc)

Powerful backend capable of managing large amounts of interrelated content

- Largest site currently using the EsKort Application Server has over 30,000 pages and 12 million records
- System has been benchmarked at 4 million cached hits per day per server
- Standards based (LAMP Stack), 4-tier architecture

- Ongoing development and refinement of a proven platform

Streamline site edits and updates

- Intuitive content management system
- World-class integrated WYSIWYG HTML editor
- Ability to securely administer site from any computer with Internet access
- Ongoing content maintenance (add/edit/move/delete pages) can be performed by non-technical personnel with minimal training
- Provides staged version which allows for preview and approval of updates prior to publication (making a page live)
- Timed or on demand publishing and revocation of content
- Easily include PDFs or media files on the site
- New pages/sections are easily added

Easy to maintain consistent look and feel over time

- Enforceable uniformity and predetermined formatting based upon unique Client site templates
- Interchangeable custom templates

Tracks changes automatically

- Full audit trail
- Automatically stores all past versions of all documents
- Easy restoration of past versions (unlimited undo)

Security

- Includes secure web-based management interface
- Assign various levels of access to provide tiered security levels (for instance, a person may be able to edit a page but not publish it)
- Integration with LDAP services

Managed hosting

- Site hosted at telecom grade data center
- 3 independent Internet backbones
- Industry standard access control and fire suppression
- 99+% uptime guarantee (SLA)
- Redundant commercial grade IBM, Dell, and Cisco hardware
- Daily backups and weekly offsite backup insure integrity of site content and guards against catastrophic failure
- Automated archive of the site once per month which can be brought up at any time in the future as a complete working snapshot of the site as of the day of archive (for compliance with NY legal advertising regulations)
- Detailed aggregate daily traffic reports
- Custom tracking per user, per session, per site path is available (optional)
- Managed hosting includes all OS updates, security patches, software updates and license fees
- Geographic distribution, mirroring and failover (optional)

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