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Rhythmyx

# **Content Contributors Guide to FastForward for Web Content Management**

Version 5.7

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# Introduction to Rhythmyx FastForward

Welcome to FastForward for Web Content Management (FFWCM). The most commonly built applications using the latest methodologies based on a foundation of Best Practices has yielded significant upgrades to the samples once shipped with Rhythmyx. The result is a completely re-written approach to Managed Navigation, the normalization of Variant Templates, and Content Delivery. Additionally, new takes on Auto Index Variants, Content Contributor controlled Item meta-data through the use of the new Category Content Type, and Shared Variants covers all of the most frequently encountered Web Content Management (WCM) scenarios. This solution is called FastForward. A new way for Rhythmyx users to maximize the results of time spent developing a WCM solution.

FastForward provides:

- Out of the box solutions for most navigation scenarios requiring minimal coding
- A significant reduction in the use of redundant markup across multiple Content Types
- Simplified Content Delivery using a Site based model
- A reduction in the need to design the most common of Content Types

The applications and sample Content Types available in FFWCM serve as both examples of the Best Practice approach to development and a set of templates many users will be able to modify slightly, if at all, to meet their immediate WCM needs.

FastForward can be broken down into a few smaller categories

- Content Types
- Site Folder Publishing
- Managed Navigation
- Global Templating





## CHAPTER 2

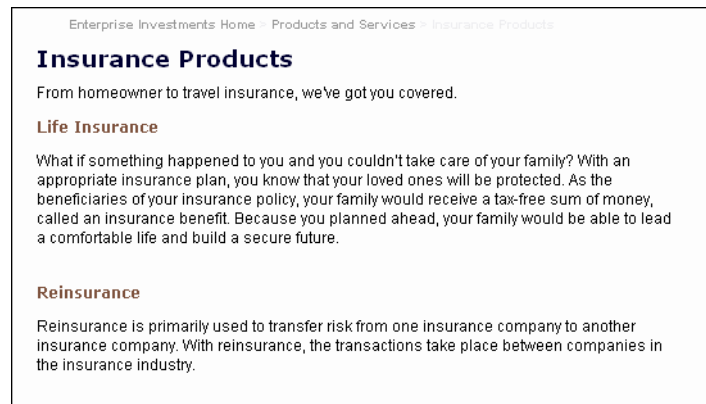
# Content Types

Content Types form the intersection between the needs of the business users and the needs of the web site. Business users need to create and disseminate content. The website needs to display that content in a manner that is usable and that communicates effectively with the customer. Content types are the mechanism by which business users enter content that is assembled by Rhythmyx into the final web pages.

You can approach modeling in two ways. In many cases, you can start with documents that already exist, such as press releases, job listings, or product listings. The business units that produce these documents probably already have templates for them. These templates, or sample copies of typical documents, can be useful tools in the process of developing your content type model.

If such documents or templates are not already available, you will need to examine your website to determine your content model. As you examine your website, try to look past the site structure to see the content behind the structure. The system handles structure and reformatting of content for different purposes automatically by assembling different Variants of the content types. Because Rhythmyx permits you to develop a broad variety of variants, or formatted outputs, you do not need a large number of content types, or input mechanisms. Thus, when you look at a page, try to envision the content item that delivered each item.

Suppose you have a page similar to the following graphic:



*Figure 1: Generic Page Example*

Note that in addition to the article, the page includes an image and two lists of other content. You could include these as fields on the content item, but Rhythmyx makes this unnecessary since it can pull the information in from other content items to create these related content lists. You only need to be sure that content items are defined to provide this content.

As you review your site, compose a check-list to ensure that you create content types to deliver all content on the site. But when devising your content model, forget about the site. Focus instead on devising content types that meet the needs of the business users. Who creates the content? Who modifies it? What information do they need to communicate. How do they perceive this information? The content type definition should provide a mechanism to enter all the information needed that fits the perceptions of the business users.

Consider, too, that producing the information you want may require more than one content type. For example, producing a job posting may require a legal disclaimer, but different disclaimers might be required for different locations or different position. Human resources knows the correct disclaimer for given circumstances, but the posting department might not. You might therefore want two content types to produce the job posting. One content type might be the job description from the posting department, while human resources uses the other to produce the legal disclaimers. Items of these two content types would be merged to create the final job posting.

Most of your content types should provide mechanisms for business users to add content to the site, but you will need some content types that support the site as a whole. These content types generally aggregate other content types by defining relationships among them. Most commonly, these are index and automated index content types, which are typically used by editors who define the associations among content for specified portions of the site. You may also define site-specific content types that simplify the maintenance chores of the web master, such as maintaining banners. When defining these content types, you need to ask the same questions that you ask when defining content types for business users: Who creates the content? Who modifies it? What are they trying to communicate? How do they perceive the information they are trying to communicate.

The FastForward package ships with a set of pre-built Content Types found in most implementations.

The combination of highly specialized Types such as Calendar, simple types like Generic, and structural types including Navon yields a tool kit of applications capable of covering most website needs. The Page and Snippet Variants of these types can be used to build a fully functioning Site.

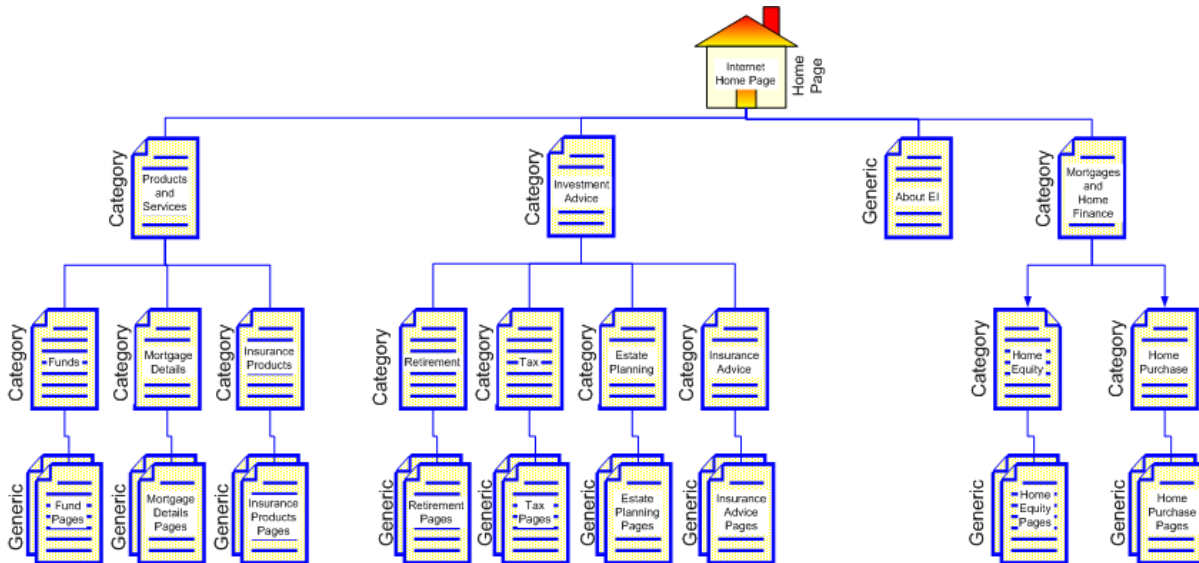


Figure 2: Internet Site Diagram

FastForward breaks Content Types into three categories; Web Utility, Core, and Navigation.

---

## Web Utility Types

The first of the categories is the Web Utility Type. These types are considered the minimum set of types required for any Rhythmyx implementation.

- Calendar - The Calendar Type generates Pages and Snippets of a month calendar. The single Keyword shipped is used to create a single month diagram. The Calendar Type has a Monthly Page Variant and a Callout and Title Link Snippet.
- Category - The Category Type is used to associate Items of the Generic and Press Release Types into groups (categories). These categories are then used to produce automatically generated Page and Snippet Variants of Items in those categories. The Category Type has a Category List Page Variant and a Callout, Category Summary, and Title Link Snippet.
- Contacts - The Contacts Type creates several Snippets used on the Press Release Page. Items of this type store user contact information. The Contacts Type contains a Name and Address, and a Name and Email Snippet.
- Event - The Event Type is a specialized Type used to produce pages displaying start and end dates, event locations, and event type. In addition to stand alone pages, Snippets of this type are used on Calendar pages. The Event Content Type contains an Event Page Variant and a Callout, Date Range, Title Link, and Title with Date Snippet.
- Home - Home's sole use is to create site Home Pages. These items have specialized Slots unique to the Home Type. Often, navigation structure on a Home Page is different than pages subordinate to it. The Home Type contains an Internet/Intranet Page Variant and a Title Link Snippet.

---

## Core Types

The Second of the Content Type categories is the Core Type. Most Rhythmyx implementations include several of these Types to supplement the base Utility Set.

- Auto Index - The Auto Index generates a list of Snippets based on any selection conditions. FastForward ships with two Keywords that are used to create lists of Press Release items based on year. The Auto Index Type has an AutoList and Auto Bullet List Snippet.
- Brief - The Brief Content Type contains a single Callout Snippet. Briefs are almost exclusively in Page Slots to render tables and blurbs that do not have Full Page parents.
- External Link - The External Link Type is used to manage URLs to non-managed pages. The External Link type has a single Link Variant.
- File - The File Content Type is used to manage uploaded files including PDFs, Word Documents, and the like. When the Binary or Title Link Snippets are selected, the user is prompted to download or open the uploaded file to their local system.
- Generic - The Generic Content Type is a catch all type used throughout a site in many forms. The wide open functionality of this Type is only hindered by its lack of individual content data reuse. The Generic Type has a Generic and Print Page Variant and a Callout, Image Link, and Title Link Snippet. The Image Link snippet is used to associate an Image to the Generic Page. This allows Content Contributors to use images in Page Slots to link to Items.
- Generic Word - The Generic Word Type is identical to the Generic Type except that it allows users to create Items of this Type through the Microsoft Word application. The original Word binary is stored along with the Item and can be edited continuously through the Workflow process. Each time the Item is updated, Rhythmyx parses the Word document and stores the values in designated styles to individual fields within the Rhythmyx Repository.
- Image - Image is used to upload graphical binaries and Flash files. These items generally do not link to Pages but are instead simply included on Pages. The Image Page and Flash, Image, and Image with Title Snippets allows for reuse of images across almost all Content Types.

---

# Navigation Types

Managed Navigation requires several specialized Content Types.

- NavTree - The uppermost navigational element for a site. There is usually only one NavTree Item associated with a specific site. NavTree Items have images associated with them if text is not being used in the navigation menu. The NavTree also describes the submenu of navigational elements in folders subordinate to the one it resides in by default.
- Navon - The Navon is similar to the NavTree except that each folder having Items represented in a navigational menu will contain a Navon.
- NavImage - The NavImage Type is used to store images used by Navons and NavTree Items. These Items are unique to Managed Navigation Elements.

These Navigation Types are responsible for many navigation tasks.

- The generation of top, side, bottom, and bread crumb navigation elements
- The management of navigational Images
- Creation of a Site Map
- Storage of links to targeted landing pages
- The generation of Navigation XML for use in Portal Publishing, debugging, and hooking into with custom Navigation applications

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## Creating Content

In its simplest form, using Rhythmyx means creating Content Items. By definition, a Content Item is a collection of data and meta data identified by a unique content and revision ID. Item data is normalized and stored in the Content Repository where its relationship to a Community, Workflow State, and other Items is also maintained.

CONTENTID	REVISIONID	FILENAME	DISPLAYTITLE	KEYWORDS	DESCRIPTION
324	1	<NULL>	Insurance Products	<NULL>	<NULL>
325	1	<NULL>	Funds	<NULL>	<NULL>
326	1	<NULL>	Civic Leader	<NULL>	<NULL>
327	1	<NULL>	Star	<NULL>	<NULL>
328	1	<NULL>	Press Releases	<NULL>	<NULL>
329	1	<NULL>	2004	<NULL>	<NULL>
332	1	<NULL>	About Enterprise Ir	<NULL>	<NULL>

*Figure 3: Item Records in the Content Repository*

How an Item will appear when it is published to a web site is not stored in the Repository. Instead, the repository maintains only the data comprising Items. These Items often enter the repository through the use of a web form called a Content Editor.

## Creating Content Items

Creating web pages begins with the creation of a Content Item. When a Content Contributor logs into Rhythmyx, they are defaulted into an Interface named the Content Explorer.

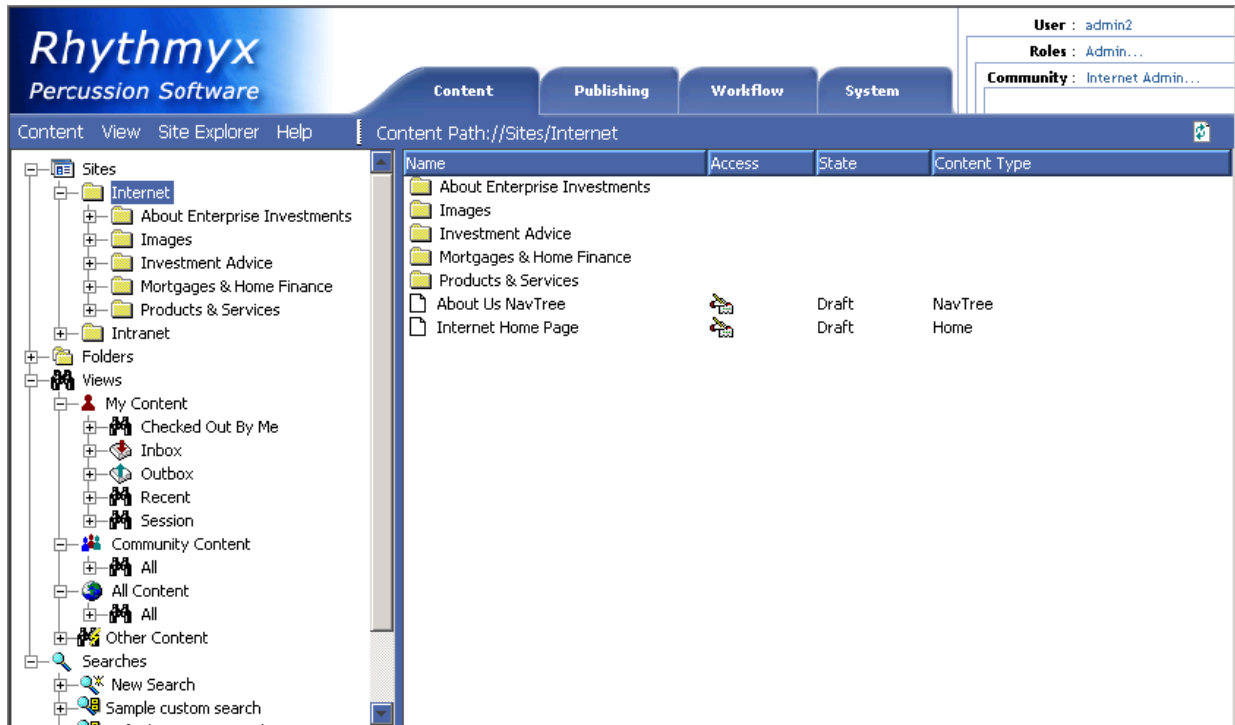


Figure 4: The Content Explorer

The Content Explorer is the tool used to create, assemble, and workflow content items. Once logged in, the first step to creating content is to open the Content Editor for the Item Type being created.

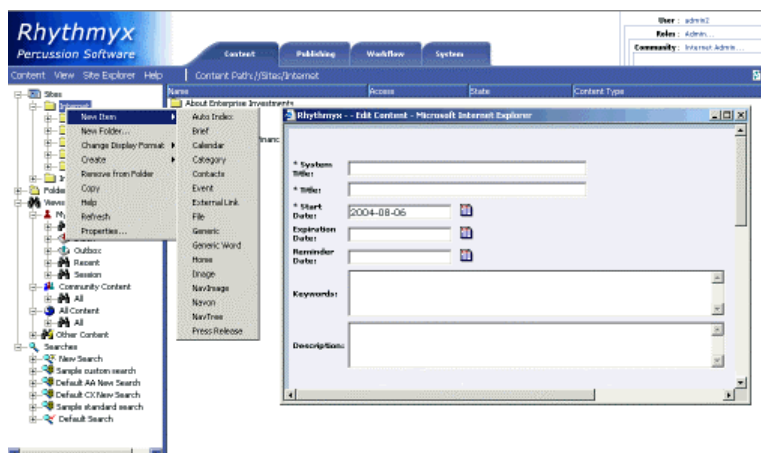


Figure 5: Creating an Item of the Event Type

Once the appropriate data is entered for the Item, the Item is created and becomes available for Assembly, Workflow, and ultimately, Publishing.

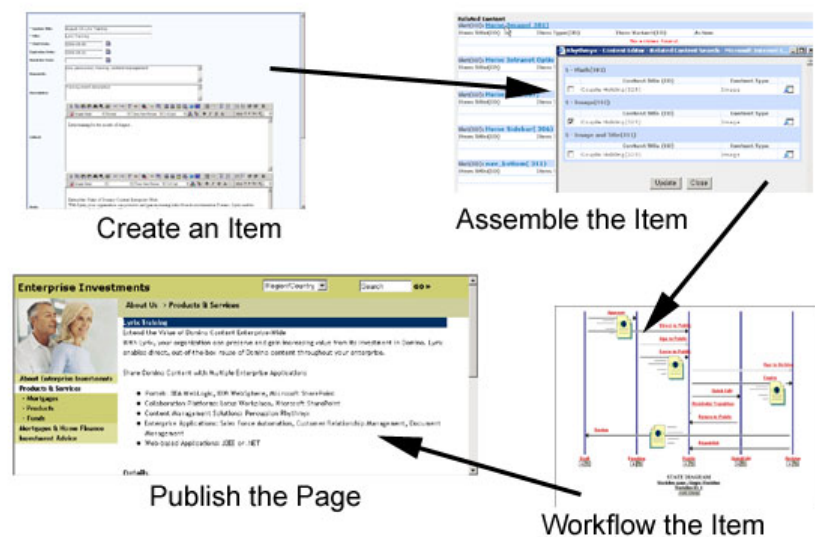


Figure 6: Life Cycle of a Content Item

Each Content Type has its own separate Content Editor designed to gather the appropriate data and meta data necessary for the Item's use within the system. Refer to the Appendix for details on each Content Type's Content Editor and the expected values for each Editors data fields.

## Creating a new Content Item

- 1 Log into the Content Explorer.
- 2 From the left Navigation Panel, select Content>New>Item and select the Type of Item to be created.
- 3 Fill in the Fields presented in the Content Editor and press [Insert] to create a new Item.
- 4 Press [Close] to close the Content Editor.

## Creating a new Content Item in a Folder

- 1 Log into the Content Explorer.
- 2 From the left Navigation Panel, select the Sites or Folders icon and expand each node until the desired Folder is located.
- 3 Select and right click the desired Folder. Select New Item and select the Type of Item to be created.
- 4 Fill in the Fields presented in the Content Editor and press [Insert] to create a new Item.
- 5 Press [Close] to close the Content Editor.

In addition to creating standard Items, several unique Item creation scenarios exist. These special situations are worth noting with their own specialized tutorials.



## Define an Auto Index to Return a list Press Releases from 2002

By default, the Auto Index Content Editors allows for the creation of indexes of the years 2003 and 2004. As needed, queries for other years can be created. The creation and implementation of a new Auto Index query is a two part process; create a new Key word and then create an new Item of the Auto Index type using the new Key word.

Creating a new Keyword

- 1 Log into the Content Explorer.
- 2 Navigate to the System tab.
- 3 Select Key words [By Name].
- 4 Select [RXS Auto Index Queries].
- 5 Notice the two existing Key words.

Keyword ID	301			
*Keyword Name	RXS Auto Index Queries			
Description	RXS Auto Index Queries			
<input type="button" value="Save"/> <input type="button" value="Cancel"/>				
<b>Choice List</b>				
	<b>Choice Label</b>	<b>Description</b>	<b>Choice Value</b>	<b>Sort Order</b>
<input checked="" type="checkbox"/>	All Press Releases 2003	All Press Releases 2003	../rxs_PressRelease_auto/specifiedyear.xml?pr_year=2003&sys_variantid=309	2
<input checked="" type="checkbox"/>	All Press Releases 2004	All Press Releases 2004	../rxs_PressRelease_auto/specifiedyear.xml?pr_year=2004&sys_variantid=309	3

Figure 7: Auto Index Queries

- 6 These Key Words are used to return a list of Snippet 309 (the S - Date and Title Snippet) for different years. By modifying the sys\_variantid and pr\_year values, different lists of Items can be returned.

---

Note: The rxs\_PressRelease\_auto Resource, specifiedyear, is designed to expect only pr\_year and sys\_variantid as arguments.

---

- 7 Select [Add Choice].
- 8 Add the following values to define a new Auto Index Query for Press Releases of the S - Title Snippet for 2002:
  - Choice Label - All Press Releases 2002
  - Description - All Press Releases 2002
  - Choice Value -  
../rxs\_PressRelease\_auto/specifiedyear.xml?pr\_year=2002&sys\_variantid=358
  - Sort Order - 4

---

Note: It is possible the Variant ID used in the example does not match the registrations in your system. Confirm the Variant IDs of any Variants used in these example to assure desired results.

---

- 9 Press [Save] to insert the new key word.

## Creating an Item of the Auto Index Type

- 1 Log into the Content Explorer.
- 2 From the left Navigation Panel, select the Sites or Folders icon and expand each node until the desired Folder is located.
- 3 Select and right click the desired Folder. Select New Item and select the Auto Index Type..
- 4 Fill in the Fields presented in the Content Editor, select All Press Releases 2002, and press [Insert] to create a new Item.
- 5 Press [Close] to close the Content Editor.

Once the Auto Index Item is created, it must be placed into a Slot on a Page Variant. See the topic, Adding Content Items to Slots, for more details on this process.

## Create a Calendar to display a Month's Events with Holidays

The Calendar Content Type is, in essence, an Auto Index. The Content Contributor creates a Calendar Item and selects a Calendar Type. By default, the type created is a monthly list of Event Items. The calendar is generated, S - Title Snippets of any Event Items with a Start Date within the Month's range are placed within the Calendar's display, and any holidays defined in the Holiday table are added to the final output.

**Enterprise Investments**    Region/Country    Search    GO »

**July 2004**

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT./SUN.
			1	2	3/4
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT./SUN.
5	6	7	8	9	10/11
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT./SUN.
12	13	14	15	16	17/18
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT./SUN.
19	20 Financing your first mortgage seminar	21	22	23	24/25
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT./SUN.
26	27	28	29	30	31

**Markets**

DJIA	8,022.02	+108.81
NASDAQ	1,327.99	+14.16
S&P500	850.17	+11.24
RJQ	45.09	-1.18
WKM	13.16	+4.98
YTB	23.73	-18.71
TWUR	56.27	-1.01

**Rates**

MORTGAGES	Rate	APR

Figure 8: Page Variant of the Calendar Type

Each Event link directs the user to its corresponding Event Page Variant.

Creating a calendar to display a month's events and holidays requires two prerequisites:

- Holidays are defined in the RXS\_CT\_CALENDAR table
- Event Items exist for the month being displayed in the calendar

Once these prerequisites are met, the creation of a calendar Item is straightforward.

### Creating a Calendar Item

- 1 Log into the Content Explorer.
- 2 From the left Navigation Panel, select the Sites or Folders icon and expand each node until the desired Folder is located.
- 3 Select and right click the desired Folder. Select New Item and select Calendar.

- 4 Fill in the Fields presented in the Content Editor. Select any day from the calendar control for the Calendar Date field.

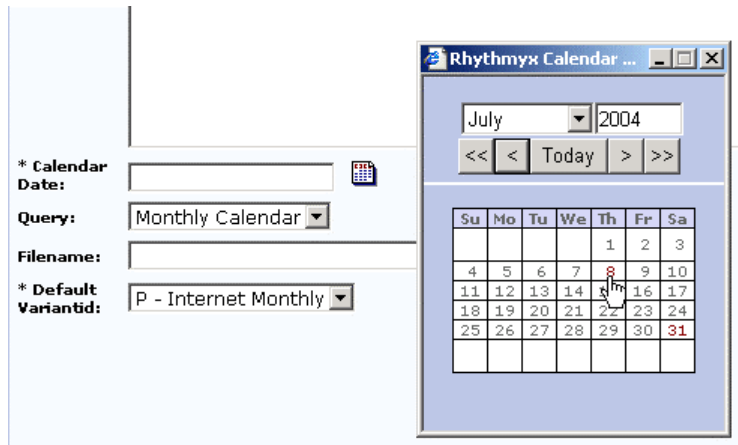


Figure 9: Selecting a Calendar Date

---

Note: Which day is picked does not matter. The Calendar application is only checking the month and year to generate the calendar.

---

- 5 Press [Insert] to create a new Item.  
 6 Press [Close] to close the Content Editor.

## Use Categories to Aggregate Generic Items

The Category Content Type provides a means for Content Contributors to add meta data to Items and use that meta data to aggregate lists of Items for use on Index pages, within Slots, and to generate stand alone Pages that include indices of selected Items.

A Content Contributor might decide that a particular set of Generic Page Items are related to one another since they are all Pages about Funds. The Contributor then creates an Item of the Category Type and titles it, Funds. Each Generic Page is edited and the Funds Category check box is selected to associate the Item to the Funds Category (and any additional Categories as necessary).

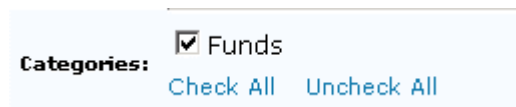


Figure 10: Categories CheckBox

Any new Generic Items falling into the Funds Category are also assigned the Funds Category. A preview of the Funds Category Page will show a list of S - Title link Snippets of each Generic Item considered a Fund.



Figure 11: Funds Category Page

Additionally, Snippets containing links to all the Fund Generic Pages are available for use in Sidebar and List Slots.

## Add an Image Link to a Generic Content Item

By adding an Image to the Image Link Slot on a Generic Page, a Snippet becomes available and can be used as a link in any Slot back to the target Generic Page. A common use of this resulting Snippet is as related content from one Generic Item to another.

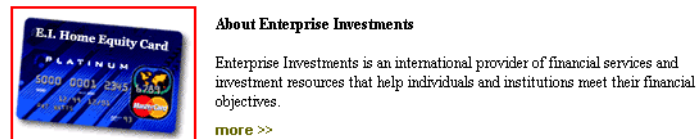


Figure 12: Image Link Snippet in Red with Title Callout Link Snippet

## Adding an Image Link to a Generic Content Item

- 1 Create an Item of the Image Content Type. This image will be used as the Image Link.
- 2 Create an Item of the Generic Type.
- 3 While creating the Generic Item, press the [Edit All] button to enter Expert Mode Active Assembly.
- 4 Select the Image Link Slot.
- 5 Search for and select the recently created Image Item.
- 6 Select [Close] to close the Slot dialog.
- 7 Select [Insert] and [Close] the Generic Item.

The Image Link Snippet is now available to use in Slots to link back to the Generic Item.

## Upload a PDF

A common File type uploaded with the File Content Type is the PDF. Rhythmyx handles PDFs like any other binary. The File Content Type provides meta data to differentiate between several different binary types. This field, File Category, includes choices for Documentation, Flash files, and PDFs.

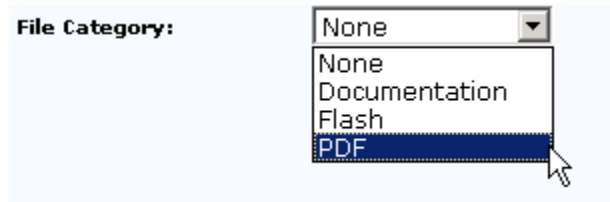


Figure 13: File Categories

Additional File Categories can be added by extending the File category Key Word.

*Keyword Name	File category		
Description	Allows files to be grouped into subtypes		
Save	Cancel		
Choice List		Add Choice	
Choice Label	Description	Choice Value	Sort Order
<input type="checkbox"/> Documentation	The file is part of documentation	3	3
<input type="checkbox"/> Flash	Flash	2	2
<input type="checkbox"/> PDF	PDF	1	1

Figure 14: File Category Key Word

## Upload a PDF

- 1 Log into the Content Explorer.
- 2 From the left Navigation Panel, select the Sites or Folders icon and expand each node until the desired Folder is located.
- 3 Select and right click the desired Folder. Select New Item and select File.
- 4 Fill in the Fields presented in the Content Editor.
- 5 Press the [Browse] button to locate and upload the PDF.
- 6 Select PDF for the File Category.
- 7 Press [Insert] to create a new Item.
- 8 Press [Close] to close the Content Editor.

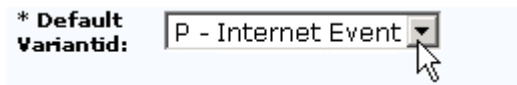
The new File Item can now be used in any Sidebar or List Slot.

## Selecting a Default Variant

When creating Content Items, a default Variant is defined for each and every Item. This Variant becomes the published output when using standard Site Folder publishing. This allows the Content Contributor to decide which of several (if available) output formats is used for an Item.

### Selecting the Default Variant for an Item

- 1 Log into the Content Explorer
- 2 Begin the process of creating a New Content Item.
- 3 Before [Insert]ing the new Item, locate the field, Default Variant.
- 4 Open the drop down control for the Field. Listed will be all the available Page Variants for Items of this type.



*Figure 15: Selecting a Default Variant*

- 5 Select the desired Default Variant.
- 6 [Insert] the Item and [Close] the Content Editor.





## CHAPTER 3

# Active Assembly in FastForward

Active Assembly in FastForward is no different than standard Rhythmyx Active Assembly. The key to mastering Active Assembly in FastForward is to understand and exploit the possible relationships between Items across all available Content Types. A combination of generic and specialized relationships fosters both widespread reuse of content and the simplification of some single use Slots, such as Home Image.

One thing to keep in mind when using the Sidebar and List Slots is that practically every Content Type has at least one Variant defined as allowed content. Additionally, more complex use and display of Snippets can be achieved using `sys_EditLive` to join multiple Variants.

---

Note: An excessive use of `sys_EditLive` to WYSIWIG an entire page in rich text can result in reduced performance due to an increase in the number of relationships maintained on a single Item.

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#### About Enterprise Investments

Enterprise Investments is an international provider of financial services and investment resources that help individuals and institutions meet their financial objectives.

[more >>](#)

*Figure 16: Image Link Snippet Combined with Title Callout Link More Snippet*

By joining the Image Link Snippet with the Title Callout Link and More Snippet, we yield an aggregated Snippet worthy of a Home Page lead article teaser.

## Assembling a Home Page

The Home Page is the most complex of all page types in FastForward. The complexity stems from its ability to act as a window to the entire site. Home Page utilizes a template unique to only items of this type. A Home page does not utilize a Global Template yet it maintains many components found in each Site's master template.

Note: This activity assumes Site sections have been created for several of the Site's sub sections and landing pages for each section have also been created.

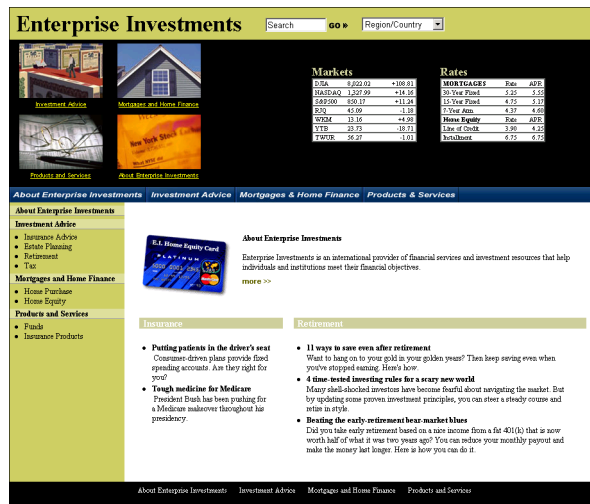


Figure 17: Internet Home Page

The Internet Home Page includes content from Generic, Category, Navon, and Image

### Creating the Home Page Item

The assembly of this Home Page assumes the existence of a large number of Items from other Content Types assembled in an existing Site. Additionally, this tutorial does not propose this as the only way the Home Page can be assembled. Instead, this tutorial is a suggestion of how the page can be built.

- 1 Log into the Content Explorer and locate the root Site Folder for the Site, select it, and create an Item of the Home Page type within that folder.

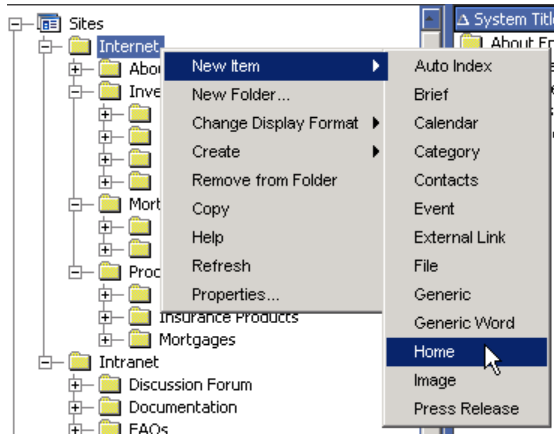


Figure 18: Creating an Item of the Home Page type

- 2 Begin by simply giving the Item the necessary Titles, Keywords, and Description. [Insert] and [Close] the Item.
- 3 Locate and preview the Item. The Home Page will contain static design elements and top, left, and bottom navigation.

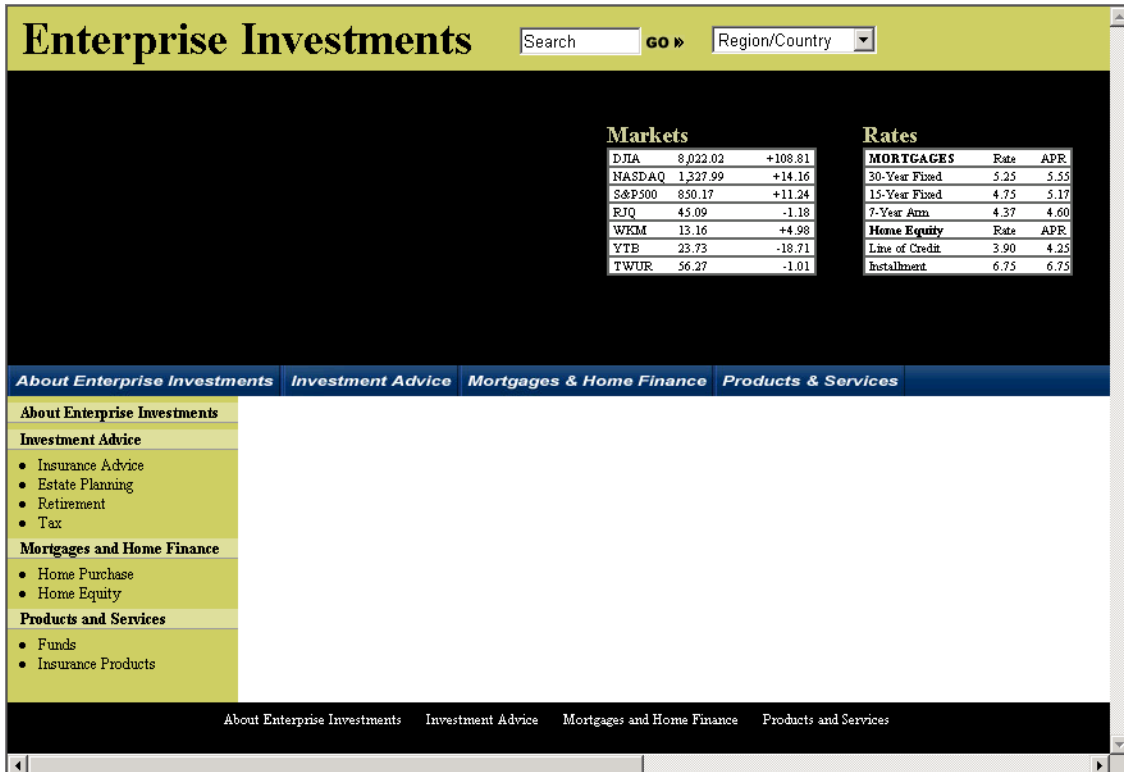


Figure 19: Empty Internet Home Page

## Assign Home Page as Landing Page for navTree

- 1 Log into the Content Explorer and locate the Home Page Item in the Site's root folder. Right Click the Item and open the Active Assembly Table Editor.
- 2 Open the nav\_landing\_page Slot and add the new Home Page Item to the Slot as related content.

Slot(ID): nav_landing_page( 310)			
Item Title(ID)	Item Type(ID)	Item Variant(ID)	Action
Internet Home Page( 465)	Home( 312)	S - Title Link( 317)	

Figure 20: Home Page Assigned as Landing Page for NavTree

- 3 [Close] and [Update] the Item.
- 4 [Nav Reset] the navigation. This is necessary when any bit of the navigation structure is modified. Defining a new nav\_landing\_page is one such navigation altering events.

At this point, when selecting any navigation link for the Home Page, the user will be directed to the Home Page Item. In our example, the only links to the Home Page are available in the breadcrumb navigation.

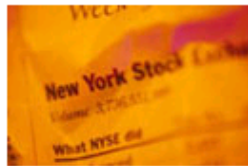
## Assembling the nav\_HomeImage Snippet

The nav\_HomeImage Snippet is a Variant of Navon. This variant produces a title link to the page placed in the Navon's nav\_landing\_page Slot.

[About Enterprise Investments](#)

Figure 21: nav\_HomeImage without Image

In addition, this Snippet has a Slot, titled Home Image, that allows for the inclusion of an Image Snippet. This image also becomes a hyperlink to the Landing Page. The combination of these two Snippets yields the nav\_HomeImage Snippet.



[About Enterprise Investments](#)

Figure 22: nav\_HomeImage Snippet

Once assembled, this Snippet (along with a few others) is placed onto the Home Page and is used as a supplemental graphical navigation.

- 1 Starting with the About Enterprise Investments Folder, log into the Content Explorer, open the Site Folder and create an Item of the Image type. This small image will be used to represent the About Enterprise Investments Landing Page on the Home Page.

- Repeat this process for the remaining Site Sections. This will include an Image Item for each section (for our example, About EI, Investment Advice, Mortgages and Home Finance, and Products and Services).

Content Title	Access	State	Content Type
About EI HomePage Image (NYSE Papers)		Draft	Image
Investment Advice HomePage Image (Man walking)		Draft	Image
Mortgages and Home Finance HomePage Image (Roof)		Draft	Image
Products and Services HomePage Image (News and Glasses)		Draft	Image

Figure 23: Home Image Images

- Once the Image Items are created, return back to the About Enterprise Investments Site Folder and select the Navon for that Site Section.
- Right click the Item and open the Active Assembly Table Editor.

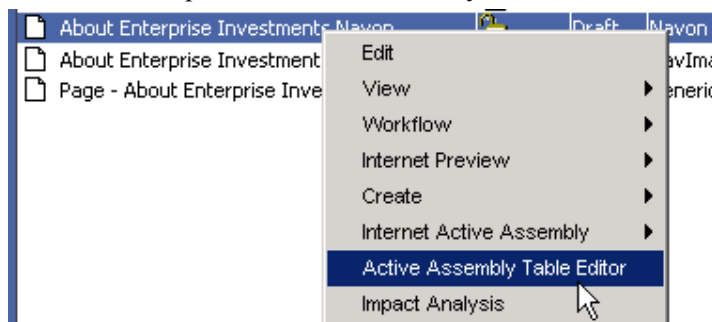


Figure 24: Opening the Table Editor for a Content Item

- Locate the Home Image Slot and add the newly created About Enterprise Investments Image to the Slot.

Related Content			
Slot(ID): Home Image( 301)			
Item Title(ID)	Item Type(ID)	Item Variant(ID)	Action
About EI HomePage Image (NYSE Papers)( 481)	Image( 307)	S - Image( 302)	

Figure 25: Adding an Image to the Home Image Slot

- Close the Table Editor to save the changes.
- Repeat this Snippet Assembly for each Site Section (for our example, About EI, Investment Advice, Mortgages and Home Finance, and Products and Services).

The result of this will be several Snippets that can be used on the Home Page linking users to specific Site Sections.

---

Note: Our example used the same Site Sections represented in the top, left, and bottom navigation. The selection of these specific sections is not mandatory, in fact, it may be desirable to have links to sections other than those represented in the existing navigation.

---

## Adding nav\_HomeImage Snippets to the Home Page

The Internet Home Page includes a two column Slot named Home Image (the same Slot used on Navon) in the upper left hand corner of the template.



Figure 26: Home Page Home Image Slot

The images and titles in this section are Snippets of the Navon type recently created called, nav\_HomeImage. These Snippets are title links linking to the target of the Navon's Landing page.

- 1 Navigate to the root Site Folder for the Internet Site. Locate and select the Home Page Item.
- 2 Add each newly created nav\_HomeImage to the nav\_image Slot of the Home Page using the Active Assembly Table Editor.

Related Content			
Slot(ID): Home Image( 301)			
Item Title(ID)	Item Type(ID)	Item Variant(ID)	Action
Investment Advice( 324)	Navon( 314)	nav_HomeImage( 372)	
Mortgages and Home Finance( 330)	Navon( 314)	nav_HomeImage( 372)	
Products and Services( 320)	Navon( 314)	nav_HomeImage( 372)	
About Enterprise Investments Navon( 329)	Navon( 314)	nav_HomeImage( 372)	

Figure 27: nav\_HomeImage Items in the Home Image Slot on the Home Page

- 3 Close the Table Editor to update the Item.
- 4 [Nav Reset] the navigation. Once again the navigation structure has been modified and the navigation cache must be flushed and the XML updated.
- 5 The Snippets will now appear on the Home Page.

## Adding remaining Related Content

- 1 The interior of the Home Page currently does not contain local content. The content in this section resides in the Body of the Home Page Item. Assembling the appropriate Variants in this section is merely a matter of design.

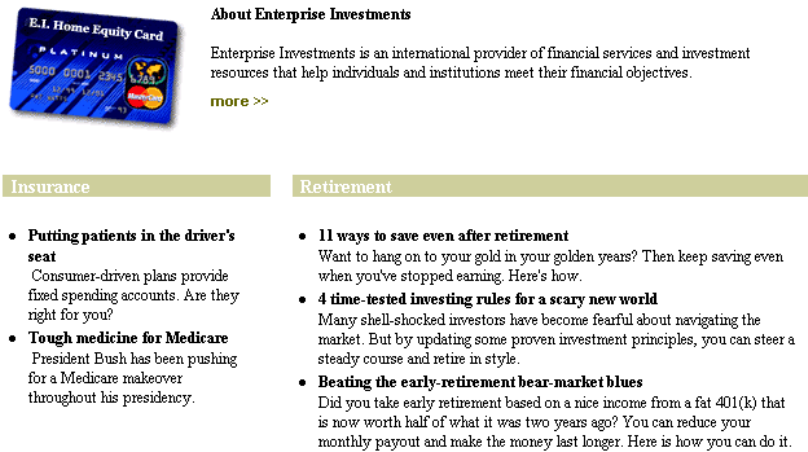


Figure 28: Home Page Insert Area

We will break this area into to separate sections:

## Top set

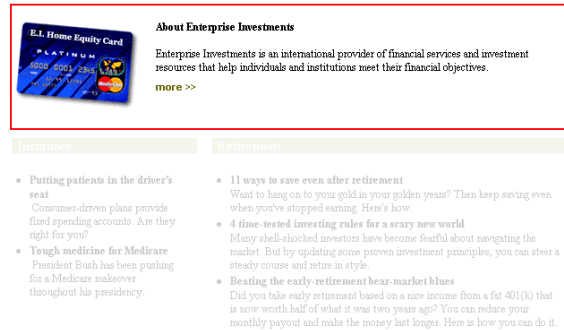


Figure 29: Top Set on Home Page

The Snippet in the Top Set of the Home Page's body resides within the sys\_EditLive control used to define local content for the Item.

Note: This activity assumes that a Generic Item title About Enterprise Investments has been created and the S - Title callout Link More Snippet was Assembled by adding an Image to its Image Link Slot.

- 1 Log into the Content Explorer, locate and [Edit] the Home Page Item.

2 In the Body field (using the sys\_EditLive control) select the CMS Variant button.



Figure 30: Adding an Inline Variant to the Home Page Body

- 3 Search for and select an Item. Our example uses the S - Title callout link more Snippet of the About Enterprise Investments Generic Item.
- 4 Once the Snippet is added to the Body field, update and close the Item.



Figure 31: Inline Variant in Home Page Body

When previewed, the Snippet now appears in the Item's body area.

## Bottom Set

About Enterprise Investments

Enterprise Investments is an international provider of financial services and investment resources that help individuals and institutions meet their financial objectives.

[more >>](#)

Insurance	Retirement
<ul style="list-style-type: none"> <li><b>Putting patients in the driver's seat</b> Consumer-driven plans provide fixed spending accounts. Are they right for you?</li> <li><b>Tough medicine for Medicare</b> President Bush has been pushing for a Medicare makeover throughout his presidency.</li> </ul>	<ul style="list-style-type: none"> <li><b>11 ways to save even after retirement</b> Want to hang on to your gold in your golden years? Then keep saving even when you've stopped earning. Here's how.</li> <li><b>4 time-tested investing rules for a scary new world</b> Many shell-shocked investors have become fearful about navigating the market. But by updating some proven investment principles, you can steer a steady course and retire in style.</li> <li><b>Beating the early-retirement bear-market blues</b> Did you take early retirement based on a nice income from a fat 401(k) that is now worth half of what it was two years ago? You can reduce your monthly payout and make the money last longer. Here is how you can do it.</li> </ul>

Figure 32: Bottom Content Set on Home Page



The Bottom Set of the Home Page is represented by the List Slot. On the Home Page, the List Slot has been configured to allow for three columns of Snippets. Our example shows the Slot populated by only two S - Bulleted List Khaki Category Snippets.

---

Note: This activity assumes the existence two Category Items (Insurance and Retirement) and several Items of the Generic Type who's selected categories include Insurance or Retirement.

---

- 1** Locate and right click the Home Page Item in the Internet Root Site Folder.
- 2** Use to the Active Assembly Table Editor and locate the List Slot.
- 3** Add two Items of the Category Type to the Slot. The Variant S - Bulleted List Khaki is being used in our example.
- 4** Close the Table Editor to update the Item.

A preview of the Home Page Item should now Include a fully formed page with Items populating the page's Body and List Slot.



## CHAPTER 4

# Setting up a Site

Setting up a Site entails two main tasks:

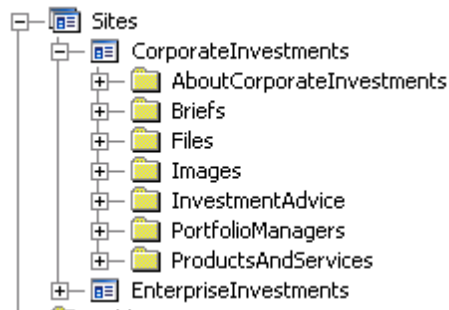
- Registering a Publishing Site
- Setting up Site Folders
  - Define a Site Root Folder
  - Build Site Structure

---

## Creating Site Structures in Rhythmyx

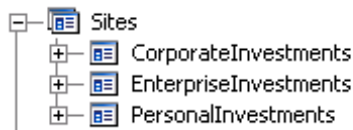
The first step to configuring Managed Navigation is to create a Site Folder structure. A Site Folder structure consists of a Site root and any Subfolders added to it. Typically, the Folder structure of a Site in Rhythmyx mirrors the physical directory structure of the Web site. The Site Folders setup in the Content Explorer represent the virtual site as used and previewed by Content Contributors.

FastForward ships with two pre-defined Site Folder Structures, Enterprise and Corporate Investments.



*Figure 33: Default FastForward Sites*

You can create additional Sites by adding new Site Folder root directories and populating them with content.



*Figure 34: Adding a New Site*

## Creating a new Publishing Site

The Site registration defines where a Site Tree will be published.

<b>Site(id): (301)</b>	
*Site Name	Internet
Description	Represents the Internet web site
Site Address (URL)	http://127.0.0.1:9980/internet/
Home Page (URL)	
Publishing Root Location	../AppServer/webapps/internet
*Publisher	localhost Publisher Default Port
Status	Active
Folder Root	//Sites, Extranet
Global Template	internet-global-template
Nav Theme	
<b>FTP Information:</b>	
IP Address	127.0.0.1
Port Number	21
User ID	
Password	
Save	Cancel

Figure 35: Registering a Publishing Site for Site Folder Publishing

The Site Folder Root field defines Site Root Folder in Content Explorer with which the Site will be associated. You should determine the name of the Site and of the Site Root Folder before proceeding further. It is common for these two values to be identical.

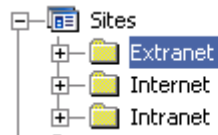


Figure 36: Extranet root Site Folder

To define a Site registration:

- 1 Log into the Content Explorer.
- 2 Navigate to the Publishing Administrator. In the left navigation, under Sites, click the By Name link.
- 3 Click the New Site link.

- 4 Note the name of the new root Site Folder. From our previous example, the new root Folder is titled, Extranet.
- 5 Enter the values for your new Site. In the Root Folder field, enter `//Site/<SiteRootFolderName>` (For example, `//Sites/Express Investments`).
- 6 Save the new Site registration.

## Out-of-the-Box Publishing Setup for FastForward

When you install Rhythmyx FastForward data, two Site configurations are included, Internet and Internet Mirror. These configurations are defined to Publish content to the default Web application of Microsoft IIS. If you publish to an Apache Web server, or to a Web application other than the default in IIS, you will need to update the Publishing Root Location of the Site configuration to the correct virtual directory.

To ensure that support files required to Publish the FastForward Content to the Site are available in the Publishing location, create a “resources” subdirectory in your Web application directory and copy the contents of all subdirectories of the following Rhythmyx directories to the resources directory of your Web application:

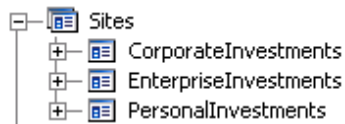
- `web_resources/rxs_internet`
- `web_resources/rxs_nav`

## Adding a Site to a Community

By default, when creating a new Site, the Site is automatically associated with the Community it is created in. Sites define the location and

## Creating a Site Folder for a New Site

The first step in defining a Site Folder hierarchy is to create the root Site Folder. This Folder serves as the highest point in the navigation hierarchy of a Site. Though you can define multiple Site Root Folders, each is the root of a unique Site. Any individual Site can have only one root.



*Figure 37: Adding a New Site*

The root folder defines the anchor point for the Site's navigation scheme.

To create a Site Root Folder

- 1 Log into the Content Explorer.

- 2 Right click the Sites node in the Navigation Panel and select [New Folder...].

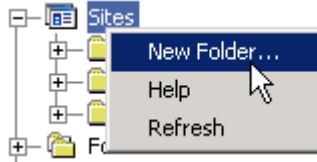


Figure 38: Creating a new Site Folder

Rhythmyx displays the Folder Properties dialog.

- 3 Fill in the fields for the new Folder accordingly.
- 4 Click the [OK] button to save the new Folder.
- 5 If you have not already *created Site registration* (see "Creating a new Publishing Site" on page 33), do so now. The Site registration is required to publish the Site.

## Creating a Site Folder in an Existing Site Tree

It is often necessary to add additional Site Folders to a Site. Users with administrative rights to a Site Root Folder can create Folders within the site.

---

Note: This activity assumes a Site and Navigation Items already exist.

---

To create a new Site Folder:

- 1 Expand the Site Tree until you find the Folder within which you want to create the new Site Folder.
- 2 Right-click the Folder and from the popup menu, choose *New Folder*.

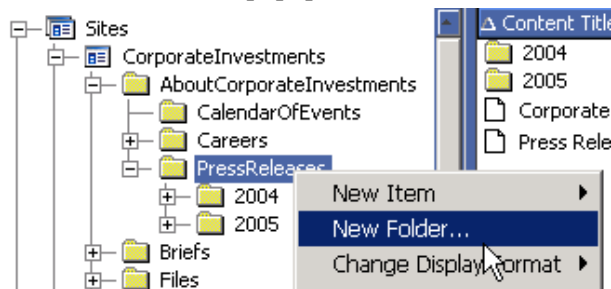


Figure 39: Creating a New Site Folder

- 3 Rhythmyx displays the Folder Properties dialog. Fill in each field.

The screenshot shows the 'Edit folder' dialog box with the following fields and values:

- Folder Id: 301
- Folder Name: CorporateInvestments
- Folder Community: All communities
- Location: /Sites/CorporateInvestments/2006
- Description: (empty)
- Locale: US English
- Default display format: Default
- Global Template: internet-global-template
- Publish Folder with Site:

Buttons: OK, Cancel, Help

Figure 40: Create Folder General Tab

**Folder Name** - The name to be displayed in the Navigation Pane next to the Site Folder. This name will also be used to name the directory on the Publishing Site. If you want to use a different value for the name of the output directory, specify the custom property `sys_pubFileName` on the Properties tab. For the value of this property, specify the name you want for the output directory. If you change this value, you will need to initiate a Full Publish to reflect the results in the output directory. Incremental publishing will not pickup changes to this attribute.

**Folder Community** - Communities allowed to access the Folder. A Community not defined in this list will not be able to see the folder in the Content Explorer's Navigation Panel.

**Description** - A brief note describing the Folder.

**Locale** - The default Locale for the Folder.

**Default Display Format** - When a user selects the Folder, Items in the folder will be displayed using the specified Display Format.

- 4 Click on the Security Tab. Add or remove Users or Groups as necessary.
- 5 Click on the Properties Tab. This dialog allows the Folder Admin to assign Name Value pair properties to the Folder. Currently, `sys_pubFileName` is the only property available to users.
- 6 Click the [OK] button to create the new Site Folder.
- 7 Reset the Navigation.



If the new Folder is created within a defined Site Tree that contains a NavTree Item at its root, a Navon Item will be generated automatically in the new Folder. The new Navon will take on the Site Folder's name as its System Title.

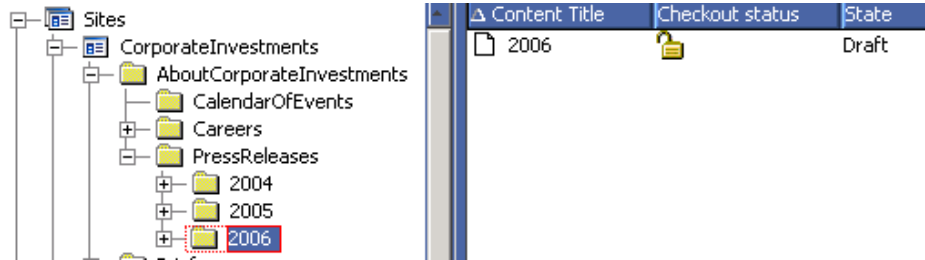


Figure 41: New Navon Created in a New Site Folder

The Navigation for the Site will now include a reference to the new Folder.

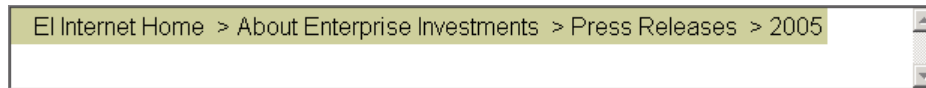


Figure 42: Breadcrumbs to New Navigation Section

## Assigning Permissions to a Site Section

In addition to access control via assigned Community, you can also assign different permissions to users in the Folder Access Control List (ACL) itself. If a user can access a Folder, they can always see the Content Items in that Folder, but the user's rights to any specific Content Item are controlled by its current Workflow State.

To maintain permissions for a Folder, click the Security tab on the Folder Properties dialog.

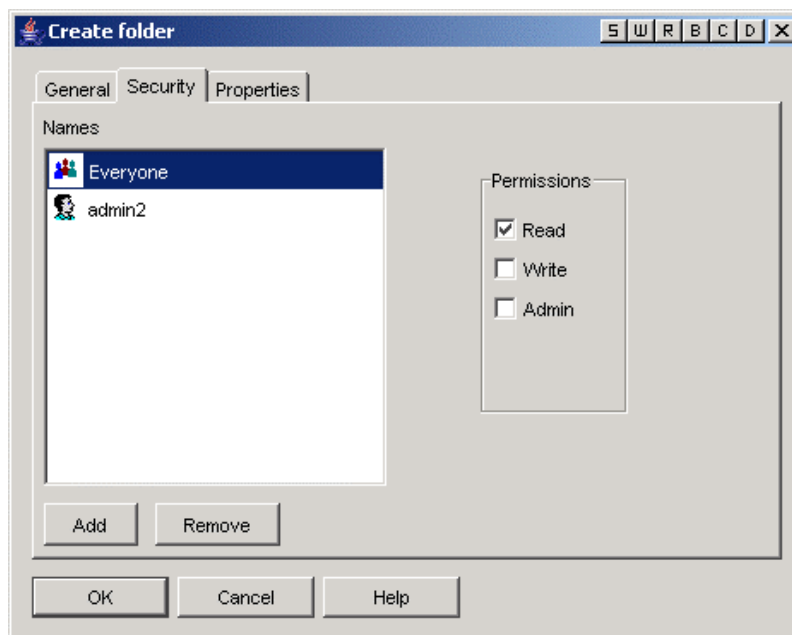


Figure 43: Create Folder Security Tab

By default, the Everyone Group is issued Read permissions. This allows users not previously defined to have additional rights to see the contents of the new Folder. The user who created the Folder is issued Read, Write, and Admin rights to the Folder. This allows the user to see the contents of the Folder, add Items to the Folder, and change the Folder's properties. In addition, the Admin permission allows the user to delete the folder.

You can add permissions for additional users or Roles. Click the [Add] button and select the additional user or Role you want to add to the Folder ACL.

The following levels of security are available for Folders:

- *Read* - Permits users to view the folder and its contents. Does not allow users to move, copy, or add contents to the folder. Lets users copy but not move contents in the folder to another folder. Lets users view folder properties.
- *Write* - Permits users to view, copy, and move the folder, but not delete it, and to view, copy, move, or add contents. Lets users view folder properties.
- *Admin* - Gives users all Write permissions and enables them to delete the folder's sub-folders and to edit all folder properties.

If you have Write or Admin permission for a folder, when you right-click on the folder the option *New Folder* is available to you to create a Subfolder, and the option *Properties* lets you view or edit the selected folder's properties.

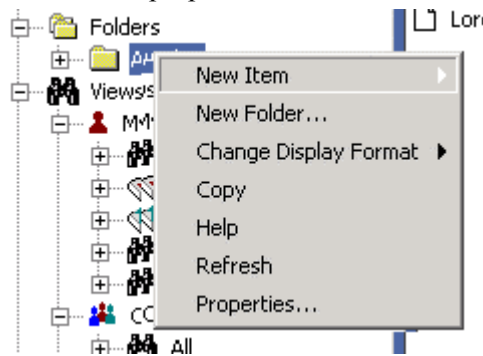


Figure 44: Folder actions menu

If you have read access to a folder, the *New Folder* option is not available to you and the option *Properties* lets you view the selected folder's properties.

The Community of the Folder also affects the user's access to it.

	<b>Folder in User's Community</b>	<b>Folder not in User's Community</b>
<b>User not in Folder ACL</b>	User cannot see Folder.	User cannot see Folder.
<b>Reader Access</b>	User can see Folder and Content Items in Folder. User cannot: create new sub-Folders in Folder; delete sub-Folders from Folder; create new Content Items in Folder; remove Content Items from Folder.	User cannot see Folder.
<b>Write Access</b>	User can see Folder and Content Items in Folder. User can create new Content Items in Folder. User can remove Content Items from Folder. User can create new sub-Folders. User can delete sub-Folders.	User cannot see Folder.
<b>Admin Access</b>	User has all privileges of a user with Write access. In addition, the user can modify the Folder's ACL. NOTE: Any user with Admin access to the Rhythmyx server automatically has Admin access to all Folders, regardless of the Folder ACL.	User cannot see Folder.
<b>Empty ACL</b>	This is not a desirable setting. All users in the system will have Write access.	User cannot see Folder.

Content Items are always visible regardless of Community. Permissions for an individual Content Item (such as View, Modify, Purge) are based on the current Workflow State of the Content Item.

## Editing a Site Section

Users with Admin rights to a Folder can modify its properties. All fields and properties can be modified except Locale, which is locked once the Folder has been created.

To edit a Folder's properties:

- 1 Log into the Content Explorer.

- 
- 2 Right click on the Folder whose properties you want to modify and from the popup menu, choose *Properties*.
- 3 Modify any Folder Properties as needed.

## Deleting a Site Folder Section

When you delete a Site Folder, the association between the Folder and its contents is broken. The Content Items are not purged, but remain in the system, and in any other Folder with which they are associated.

Note that any Navigation Items in the folder will need to be associated with a different Site Folder or deleted. Orphaned Navigation Items can cause problems if they are assigned to another Folder unintentionally.

To delete a Site Folder:

- 1 Log into the Content Explorer.
- 2 Find the Site Folder you want to delete.
- 3 Move a Content Items to another Folder, and remove or delete any Managed Navigation Content Items from the Folder.
- 4 Right click the Site Folder and on the popup menu, choose *Remove from folder*.  
Rhythmyx deletes the Folder.

---

## Maintaining a Site

Once you have defined your Site structure and added navigation, you can add content. You can either move existing Content Items into the Site Folders, or you can create new Content Items in the Folders. In fact, it is common for both tasks to occur when setting up a Site. Neither method has any advantages nor disadvantages over the other. The choice between the two tasks is merely a matter of convenience.

### Adding a new Folder within an Existing Site

In some cases, you may want to create a Folder that is not included in the Navigation hierarchy of the Site. For example, you may want to create a Folder specifically to store images for your Site. Such Folders are generally not included in navigation. To exclude a Folder from Navigation, purge the Navon created in the Folder when you create the Folder.

To create a Folder without navigation:

- 1 Create a new Folder as described in *Creating a Site Folder in an Existing Site Tree* (see ["Adding a new Folder within an Existing Site"](#) on page 41).

If the Folder is created within a Site Tree that contains a NavTree Item at its root, a Navon Item will automatically be generated within the new Navigation Section.

- 2 Open the new Folder, select the Navon Item, right click on it, and choose Delete from the popup menu. This action removes the Content Item from the Folder.

---

NOTE: It is strongly recommended that you purge this Navon Content Item. Stray Content Items contribute to clutter that can make your Suite structure difficult to navigate in Content Explorer. Also, if the Navon is somehow added back to the Folder, the Folder itself will be added back into the Site navigation.

---

### Adding Content to a Site Folder

When a Content Item does not yet exist, you should add it to a Site Folder when you create it. Creating Content Items directly in the Site Folders eliminates the need to drag them from Views or search results into the Folders.

To create a Content Item in a Site Folder:

- 1 Log into the Content Explorer.
- 2 Locate the Site Folder where you want to create the Content Item.
- 3 In the Navigation pane, right-click on the Folder where you want to create the Content Item and from the popup menu choose *New Item* > <*Content Type*> where "Content Type" is the name of the Content Type of the new Content Item you want to created.

Rhythmyx displays a Content Editor for the specified Content Type.

- 4 Enter the data for the Content Type and click the [**Insert**] button to add the Content Item to the Repository.

**5** Close the Content Editor.

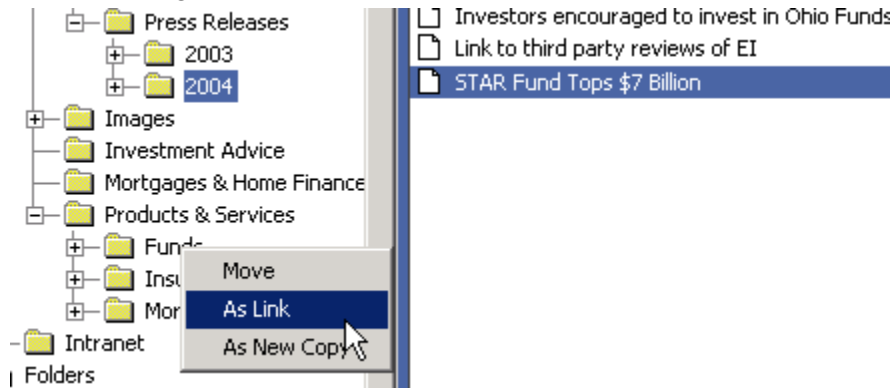
Your new Content Item will be added to the Folder you specified. It is not restricted to this Folder. You can move it or place additional links to it in other Folders as well.

## Assigning a Content Item to Site section

If a Content Item already exists, you can move it or add it to other Site Folders, including Folders under different Site Roots. Publishing each Site creates a distinct page from the Content Item for that Site, formatted using the Global Template specified for that Site.

To move a Content Item from one Folder to another:

- 1** Log into the Content Explorer.
- 2** Locate the Content Item through any standard View or Search.
- 3** Expand the Site Folder for the target Site and locate the target Site Folder.
- 4** Left click and drag the Content Item into the desired Site Folder.



*Figure 45: Dropping Item As Link in a Site Folder*

- 5** When you release the mouse button, Rhythmyx displays a popup menu with three options:
  - Move - This option moves the Content Item from its current Folder to the new location.
  - As Link - This option creates a link to the Content Item in the specified location.
  - As New Copy - This option creates a new Copy of the Content Item. This new Copy has its own Content ID and exists independent of the original Content Item. It also begins in the Draft State in the Workflow.

---

Note that, if you want to create links from Content Items under one Site node in Rhythmyx to Content Items under another Site node, you must include the following columns in the Display Format: `sys_siteid` and `sys_folderid`

---

## Assembling a Landing Page

A Landing Page is simply the index page for a particular section of a Site. This Landing Page will be the page a user is directed to when they select a navigation link.



Figure 46: Navigation Link to Landing Page

As a result, the Landing Page needs to provide additional navigation to other Items in the particular Site Section.

## Locating an Item with Impact Analysis

You can determine which Folders currently contain a Content Item by specifying the Folder Content Relationship in Impact Analysis.

To view the Folder associations for a Content Item:

- 1 Log into the Content Explorer.
- 2 Locate whose locations you want to find. You can use a View, a search, or find it in a Folder if you know at least one current location.
- 3 Right click on the Item and from the popup menu choose select *Impact Analysis*.
- 4 Rhythmyx displays the Impact Analysis window for the Content Item. The default value in the **Relationship** field in Impact Analysis is *Active Assembly*.
- 5 In the **Relationship** drop list, choose *Folder Content*.

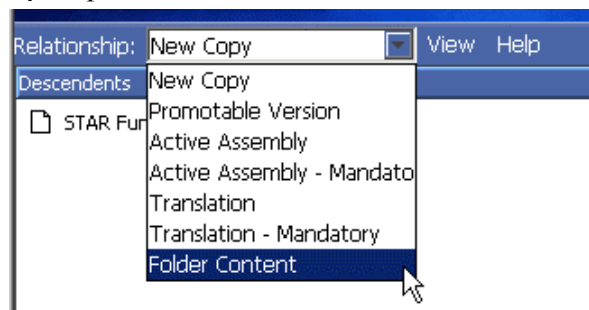


Figure 47: Viewing Folder Relationships with Impact Analysis

- 6 The Ancestors window displays all Folders containing the selected Item.

## Locating an Item within a Site Tree

Content Items can be represented by multiple Item links within a Site Tree. Though each link may represent a different page in the published output, they all represent the same Content Item. Take the example of a single Item residing in both the Investment Advice > Insurance Advice folder

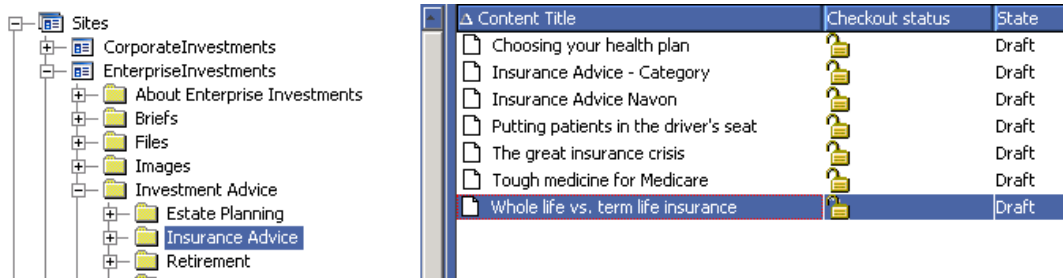


Figure 48: Press Release in the 2004 Site Folder

and the Products and Services > Insurance Products folder.

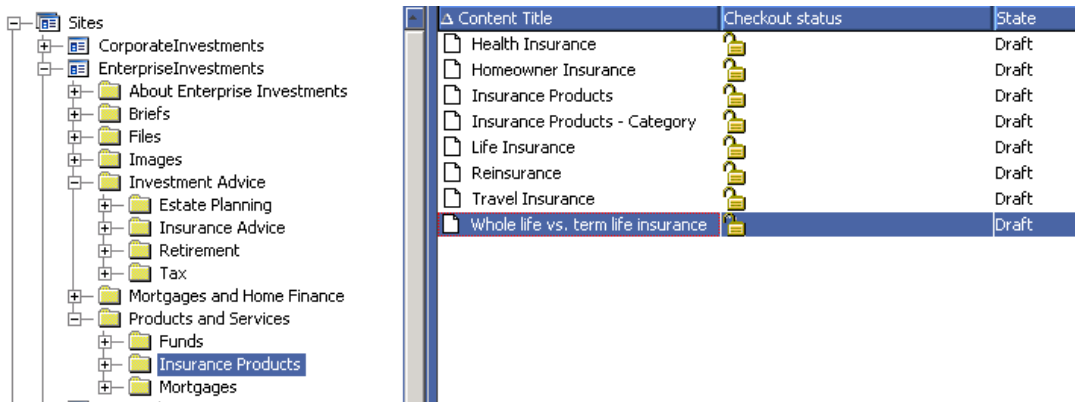


Figure 49: Press Release in Funds Site Folder

Both Folder Views target the same Content Item, but a preview of the Item in the Insurance Advice Site Folder

**Enterprise Investments**

[About Enterprise Investments](#) | [Investment Advice](#) | [Mortgages & Home Finance](#) | [Products & Services](#)

Enterprise Investments Internet > Investment Advice > Insurance Advice

**WHOLE LIFE VS. TERM LIFE INSURANCE**

I'm a 34-year-old single mother with three young children. I have about \$225,000 in term life insurance. Should I convert to whole life insurance?

-- Jane, Stoneham, Ma

I don't see why you should. What you need at this point in your life is basic insurance protection, a policy that pays a death benefit that can provide income and assets for your children in the event you're not around to do that yourself.

And that's exactly what you get with term insurance. You pay your annual premium, and in return the insurer guarantees that it will pay your beneficiaries the face amount of the policy. All very neat and clean.

A whole life policy, on the other hand, provides a basic death benefit, but it also builds up what is referred to as "cash value," essentially a savings feature that you can withdraw or

**About Enterprise Investments**

**Investment Advice**

- Insurance Advice
- Estate Planning
- Retirement
- Tax

**Mortgages and Home Finance**

- Home Purchase
- Home Equity

**Products and Services**

- Funds
- Insurance Products

Figure 50: Insurance Page in Insurance Advice Section



yields a different Item than the one previewed in the Insurance Products Site Folder.

**Enterprise Investments** Search  GO

[About Enterprise Investments](#) [Investment Advice](#) [Mortgages & Home Finance](#) [Products & Services](#)

Enterprise Investments Internet > Products and Services

**WHOLE LIFE VS. TERM LIFE INSURANCE**

I'm a 34-year-old single mother with three young children. I have about \$225,000 in term life insurance. Should I convert to whole life insurance?

-- Jane, Stoneham, Ma.

I don't see why you should. What you need at this point in your life is basic insurance protection, a policy that pays a death benefit that can provide income and assets for your children in the event you're not around to do that yourself.

And that's exactly what you get with term insurance. You pay your annual premium, and in return the insurer guarantees that it will pay your beneficiaries the face amount of the policy. All very neat and clean.

A whole life policy, on the other hand, provides a basic death benefit, but it also builds up what is referred to as "cash value," essentially a savings feature that you can withdraw or

**About Enterprise Investments**

**Investment Advice**

- Insurance Advice
- Estate Planning
- Retirement
- Tax

**Mortgages and Home Finance**

- Home Purchase
- Home Equity

**Products and Services**

- Funds
- Insurance Products

Markets

Figure 51: Insurance Page in Insurance Products Section

Since these differences are significant, it is important to be able to find the correct instance of an Item when searching the system. Several methods are available to locate Content Items.

- You can manually traverse the Site Folder Tree to find each instance of a Content Item.
- You can use Impact Analysis to view the Folder Relationships of the Content Item,
- You can use the Duplicate Folder Paths View. This View returns a list of all Content Items that currently reside in more than one Site Folder.



Figure 52: Duplicate Folder Path View

## Removing a Content Item from a Site Section

Content Items that you remove from a Site Folder still exist in the system. You can thus temporarily remove a Content Item from a Web site.

Two options are available to remove a Content Item from a Site. You can either remove it from the Folder or you can move the Content Item into a new Workflow State in which it is no longer Public (Expire).

To remove a Content Item from a Folder, locate the Content Item you want to remove. Right-click on it and on the popup menu, choose *Remove from Folder*. This option only removes the Content Item from the specified Folder. If it exists in other Folders, it will still be there, and if Public, it will be published.

Users with the correct access to Content Items in the Public State can expire them, moving them out of the Public State into an Archive State. To expire a Content Item, right click on it and from the popup menu, choose *Workflow > Expire*. The Content Item will still exist in the Folder, but will be removed from the published Web site during the next publishing run.

## Editing an Item in a Site Section

Items can be edited from any standard View or Folder. Items linked to Site Sections are edited like any other Content Item Managed by Rhythmyx.

### Procedure

- 1 Locate the Item to be edited through any standard Views, using the Search Component, or manually locating it within a Site Folder.
- 2 Right click and select [Edit] ([Quick Edit] if the Item is currently in the Public State) or double click the Item.
- 3 Once edited, close the Item's Content Editor. If necessary, check the Item in or Workflow it back to the Public State if it was edited in a Public State originally.

---

Note: Since Item icons in Site Folders are simply links to the original Item, editing an Item in any location impacts all references to that Item.

---

## Editing a Navigation Item

Navon, NavTree, and NavImage Items behave and can be edited like any other Content Item created in Rhythmyx.

- 1 Located the Navigation Item to be edited.
- 2 Double click the Item or select [Edit] or [Quick Edit] if the Item is in a Public State.
- 3 Edit the Item as needed.
- 4 [Update] and [Close] the Item.
- 5 If the Item was in a Public State prior to editing, Workflow the Item back to the Public State.

## Editing a Public Navigational Element

Navigation Items behave the same as all other Item types when edited in a Public Workflow State. The following must be taken into consideration when editing any Item in such a State:

- Items edited in a Public State result in the creation of a new Revision of the Item;
  - Items edited in a Public State must be manually transitioned back to the original Public State;
  - Changes to an Item will not be reflected on the Published Site until the Edition containing the edited Item is run and the updated Item (or Items containing the Item) is re-published.
- 1 Log into the Content Explorer.
  - 2 Locate the Item to be edited.

- 3 Double click or right click the Item and select [Edit] or [Quick Edit].
- 4 Edit the Item as needed.
- 5 [Update] and [Close] the Item.
- 6 If the Item was originally in a Public State ([Quick Edit] was selected), the Item will need to be manually transitioned back to this Public State.

## Splitting Navigation Sections

As you add content to your Site, you may find that some Folders contain so many Content Items that they become unwieldy. In that situation, you may want to subdivide one Folder into several Subfolders. You may also want to subdivide a Folder to accommodate marketing needs, such as spinning off a new product line, or simply to make it easier for Content Contributors to manage the content assigned to them.

When you split a Folder, you can represent it as one or more subsections in the Site:

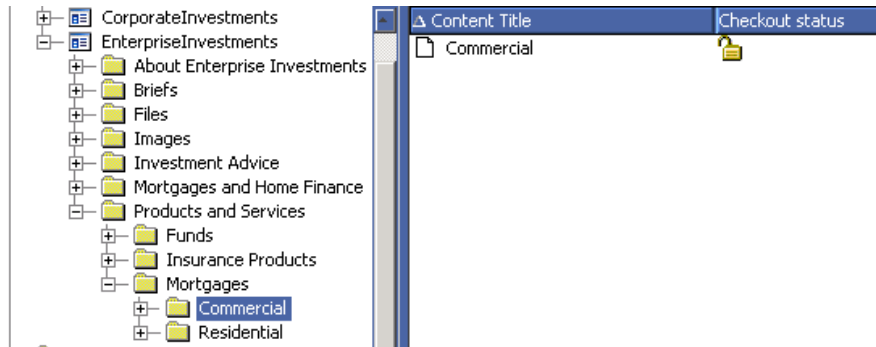


Figure 53: Splitting the Navigation Section

You can also choose to use a single Navigation Item to represent Content Items in multiple sub folders.

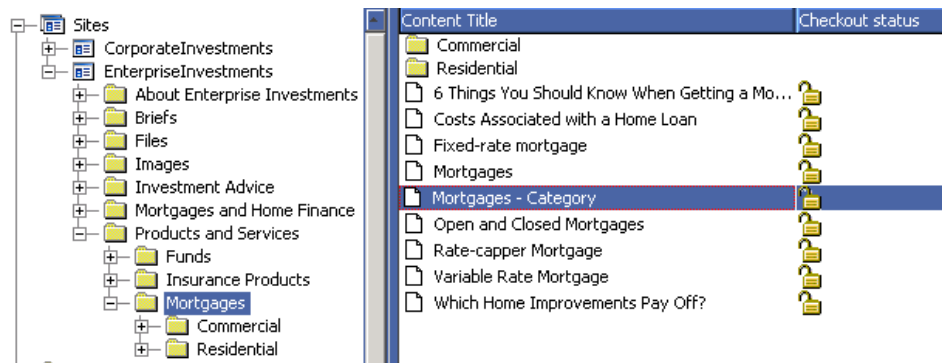


Figure 54: Representing Two Folders with One Navigation Item

Let us follow an example illustrating the first scenario. Assume we have decided to subdivide the current Mortgages section of our Web site into two new sections, Commercial Mortgages and Residential Mortgages. We will maintain the original Mortgages Site Folder and nest the two new sections within that folder.

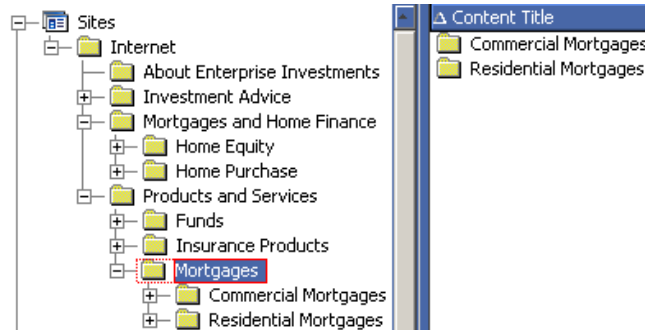


Figure 55: Site Folder without a Navon

The Mortgages Folder, though, will not itself be represented in the navigation.



Figure 56: Navigation without Split Sections

To split a Site Folder:

- 1 Log into the Content Explorer find the Site section you want to Split (Mortgages in this case).
- 2 Create the necessary sub folders as descendants of the original Site Folder.  
In our example, we will create two new Folders, Commercial Mortgages and Residential Mortgages. Note that when we create this Folder, a Navon is added to them automatically.
- 3 Delete the Navon Item from the original Folder (from the Mortgages Folder in this case). Also delete or move any other Navigation Content Items, such as any NavImage Content Items in the Folder.
- 4 Drag and [Move] the Content Items from the Original Folder to the new descendant Folders.
- 5 Assign landing pages to the nav\_landingpage Slot of each new Navon. You may need to modify the Content Item assigned as the landing page to reflect the new contents of the Folder.

- 6 Create any new NavImage Items for the new Navons and assign them to the appropriate nav\_image Slot..

At this point, you should have the original Site Folder (Mortgages) with no currently associated Content Items. The Mortgages Folder contains two Subfolders, Commercial Mortgages and Residential Mortgages. Each of these Folders contains a single Navon and several Content Items, and possibly one or more new NavImage Content Items.

We want the navigation to skip the Mortgages Folder. We will have to add the new Navons to the nav\_submenu of Navon in the Folder that contains the Mortgages Folder (which is Products and Services in our example).

- 7 Open the Products and Services Folder and locate its Navon.
- 8 Right-click on the Navon and from the popup menu choose *Active Assembly Table Editor*. Rhythmyx displays the Active Assembly Table Editor.
- 9 Click the nav\_submenu link and search for Content Items with the word "mortgages" in the title.
- 10 Check the boxes for the Commercial Mortgages and Residential Mortgages Navons, then click the [Link to Slot] button.

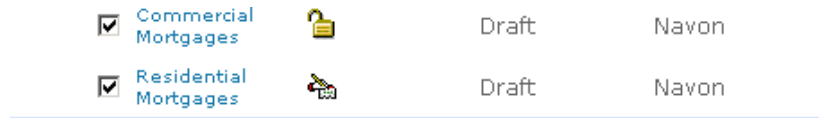


Figure 57: Adding Navon Items to the nav\_submenu Slot

- 11 Close the Active Assembly Table Editor.
- 12 Transition the new Navons the Public State.
- 13 Reset the navigation.
- 14 Preview the landing pages in each new descendant section. The navigation should not show the old Mortgages Section, but instead display each of the new descendant sections.

<b>About Enterprise Investments</b>
<b>Investment Advice</b>
<ul style="list-style-type: none"> <li>• Insurance Advice</li> <li>• Estate Planning</li> <li>• Retirement</li> <li>• Tax</li> </ul>
<b>Mortgages and Home Finance</b>
<ul style="list-style-type: none"> <li>• Home Purchase</li> <li>• Home Equity</li> </ul>
<b>Products and Services</b>
<ul style="list-style-type: none"> <li>• Funds</li> <li>• Insurance Products</li> <li>• Commercial Mortgages</li> <li>• Residential Mortgages</li> </ul>

Figure 58: Navigation with New Split Sections

## Merging Navigation Items

It is no less common to merge sections of a Web site than to split them. When you merge several Folders, you also need to merge their Navigation Content Items as well. For example, originally, we organized Press Releases by year:

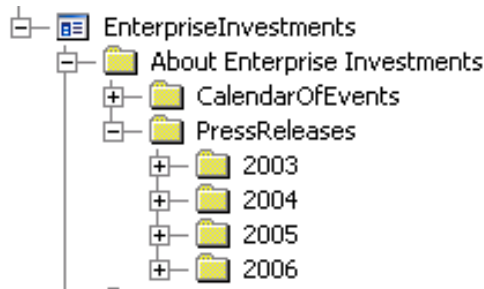


Figure 59: Press Releases by Year

After gathering five years worth of Items, we decided that any Press Release two years or older would be managed in an Archives Site Folder.

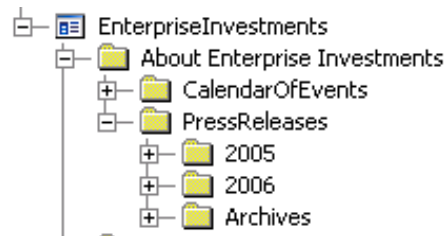


Figure 60: Press Releases by Year with Archive Folder

These Items would be represented by a single Navigation Item and sorted with an Auto Index by creation date. So we need to merge the originally separate yearly press releases Folders into the Archives Folder.

To merge Folders and navigation:

- 1 Log into the Content Explorer.
- 2 Create a new Folder to merge the existing Folders. In our example, we will create an Archives Folder. When we create the new Folder, a new Navon is created automatically. If desired, you can also create and associate a NavImage Content Item as well.
- 3 Move the necessary Content Items from the old Site Sections to the newly created Site Folder by selecting them, dragging them into the new Site Folder and choosing *Move* from the popup menu.
- 4 Specify a Landing page for the new Navon.
- 5 Delete the now stale Navigation Items from the old Site Folders.
- 6 Delete the now empty Site Folders.
- 7 Reset the Navigation.

## Reordering a Submenu

By default, when a Navon or NavTree Item is created, the `nav_submenu` slot is populated with links to the Navon Items in the directories immediately below the current one. These Relationships build a list of links to the Subfolders contained in a Folder. In the published output, when you choose certain navigation links (such as the left navigation), it expands to show links to the subsections. This list of sub menu Items is assembled in the order that the Folders appear in the Navigation pane of Content Explorer. However, you may want to modify this order.

To reorder a submenu:

- 1 Locate the Navon whose submenu you want to reorder.
- 2 Right-click on the Navon and from the popup menu choose *Active Assembly Table Editor*.  
Rhythmyx displays the Active Assembly Table Editor.
- 3 Use the up and down arrow icons to the right of the Navon Items displayed in the `nav_submenu` Slot to adjust the order of the Navons.

Slot(ID): <code>nav_submenu( 319)</code>			
Item Title(ID)	Item Type(ID)	Item Variant(ID)	Action
2004( 329)	Navon( 314)	navlink( 338)	
2003( 330)	Navon( 314)	navlink( 338)	
2005( 372)	Navon( 314)	navlink( 338)	
2006 Navon( 375)	Navon( 314)	navlink( 338)	

Figure 61: Reordering Navons in the `nav_submenu` Slot

- 4 Close the Active Assembly Table Editor.





## CHAPTER 5

# FastForward Content Types

The FastForward Content Types are divided into two categories, Web Utility and Core. Utility represents those Types providing Web specific specializations. The Core Types are those that provide the foundation or building blocks of any Web Content Management System. A subtle differentiation, but none the less, a means to break the list of Types into two manageable groups.



Figure 62: A few Content Type Pages

## Web Utility Content Types

The Web Utility Content Types represent a mix and match set of Types any given implementation may need. Not all implementations will contain all of these types, but all will contain some combination of them.

- Calendar
- Category
- Contacts
- Event
- Home
- Job Listing
- Press Release

It can be argued that many of these types are both Utility and Core. Once again, this categorization does not limit how the Types are used.

## Calendar

The Calendar Content Type is used to generate and display a calendar displaying an entire month of Event items along with Holidays from the Holiday table.

In addition to a full page Variant, the Calendar type includes a Callout and Title Link Variant.

**Enterprise Investments** Region/Country  Search

**July 2004**

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT./SUN.
			1	2	3/4
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT./SUN.
5	6	7	8	9	10/11
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT./SUN.
12	13	14	15	16	17/18
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT./SUN.
19	20 Financing your first mortgage seminar	21	22	23	24/25
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT./SUN.
26	27	28	29	30	31

**Markets**

DJIA	8,022.02	+108.81
NASDAQ	1,327.99	+14.16
S&P500	850.17	+11.24
RJQ	45.09	-1.18
WKM	13.16	+4.98
YTB	23.73	-18.71
TWUR	56.27	-1.01

**Rates**

MORTGAGES	Rate	APR

Figure 63: Page Variant of the Calendar Type

Currently, to populate Holidays it is necessary to add them directly to the RXS\_CT\_HOLIDAY table. The columns DAY (date of the holiday) and NAME (name of the holiday) are reflected in Calendar items.

## Content Editor

Items of this type gather data for shared, system, and local fields. The Content Editor for this Type utilizes several standard controls to capture information. A detailed list of controls used across the FastForward Content Editors can be found in Appendix B - Content Editor Controls.

**\* System Title:**

**\* Title:**

**\* Start Date:**

**Expiration Date:**

**Reminder Date:**

**Keywords:**

**Description:**

**Callout:**

**Body:**

**\* Calendar Date:**

**Query:**

**\* Default Variant ID:**

Figure 64: Calendar Content Type Content Editor

Each field gathers data for specific purposes

- System Title - Required. A system field used to gather data to display in the Content Explorer. The system title is generally more descriptive than the title. This title is not used on the published Item.
- Title - Required. A shared field used in the published Item. This field populates both the Page title and title fields within the page's content.
- Start Date - Optional. A system field used to indicate when the item should be transitioned to the Public State. If omitted, the item is issued a Start Date equal to the date of the Item's create date..
- Expiration Data - Optional. A system field used to indicate when the item should be removed from the Public State. If omitted, the item must be manually transitioned out of the Public State.
- Reminder Date - Optional. A system field used to kick off a Reminder Transition. This Transition send a notification to select Roles indicating the Item's presence in a State.
- Keywords - Optional. A shared field used to gather data to be included in the HTML page's keyword attribute of the <meta> tag
- Description - Optional. A shared field used to gather metadata about the item for use in the Content Explorer.
- Callout - Optional. A shared field to gather teaser text. This data is used in the S - Callout Snippet. This field uses the sys\_EditLive control to gather rich text.
- Body - Optional. A shared field used to populate the main section of the P - Press Release Variant. This field uses the sys\_EditLive control to gather rich text.
- Calendar Date - Required. This field describes the year and month of the calendar being generated. The particular day selected does not affect the Item.
- Query - Required. Queries are maintained as Keywords. FastForward ships with a single Keyword for a single month's Event Items. This query returns a list of Event S - Title Link items for the selected month.
- Filename - Optional. A shared field used to dictate a name for the Item. The system will generate a unique file name for the item automatically.
- Default Variant - Required. A shared field used to determine which Variant of an Item is published. If multiple Page Variants are available for a Content Type, the Default Variant control allows for the declaration of a publishable Variant.

## Variants

### P - Monthly

The P - Monthly Variant is essentially an Auto Index. This item displays a monthly calendar with the current day, if applicable, highlighted. Each day with a corresponding Event item includes the S - Title Link Snippet of the Item. Additionally, Holidays from the RXS\_CT\_HOLIDAY table are displayed on their corresponding days.

April 2004					
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT./SUN.
			1	2	3/4
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT./SUN.
5	6 Pesach Begins	7	8	9	10/11
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT./SUN.
12	13	14	15 Tax Day	16	17/18
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT./SUN.
19	20 <a href="#">AIIM Content Management for Financial</a>	21	22	23	24/25
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT./SUN.
26	27	28	29	30	

Figure 65: Page Variant of the Calendar Type

The P - Monthly Variant supports a single slot, the Events Slot. This auto slot is used by the Calendar application to populate the Calendar with Event Snippets. This Slot is not editable by the Content Contributor.

### S - Callout

The Callout Variant is used as related content in both the List Slot and the Sidebar Slot. This is a Shared Variant rendered by the rxs\_Shared Content Assembler.

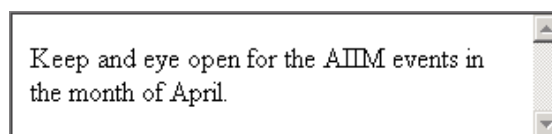


Figure 66: Callout Snippet of the Calendar Type

The S - Callout variant displays only the callout field.

## S - Title Link

The Title Link Variant is used as related content in both the List Slot and the Sidebar Slot. This is a Shared Variant rendered by the rxs\_Shared Content Assembler.

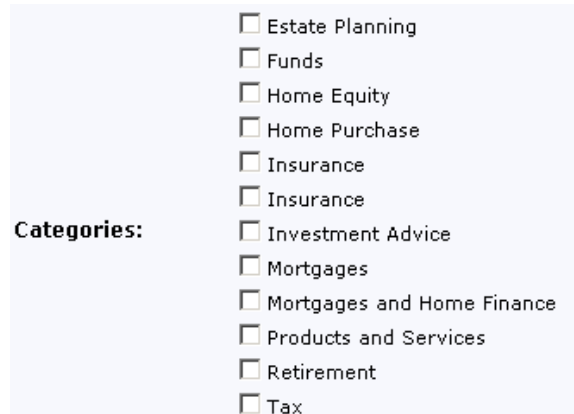


*Figure 67: Title Link Snippet of the Calendar Type*

The S - Title Link Variant displays the Display Title hyperlinked to the Calendar Item's Page Variant, P - Monthly.

## Category

The Category Content Type is used to sort Event and Press Release items. When creating items of these types, the Contributor checks off the Categories an item is associated with.



*Figure 68: Category Control*

In addition, the Category itself has several Variants that can be used as related content on Index Pages linking to the Category Page Variant. Category Items are best utilized when Content Contributors create new Categories for Content and associate Event and Press Release items with these Categories. The result is Contributor generated Auto Indexes.

In our site hierarchy, this page represents an Index page for both Internet and Intranet Sites. The Snippets for this Variant can reside on Items using the Home List, Home Sidebar, List and Sidebar Slots. In addition, this Type can be linked through Inline Links within rich text fields for Content Types using the sys\_EditLive control.

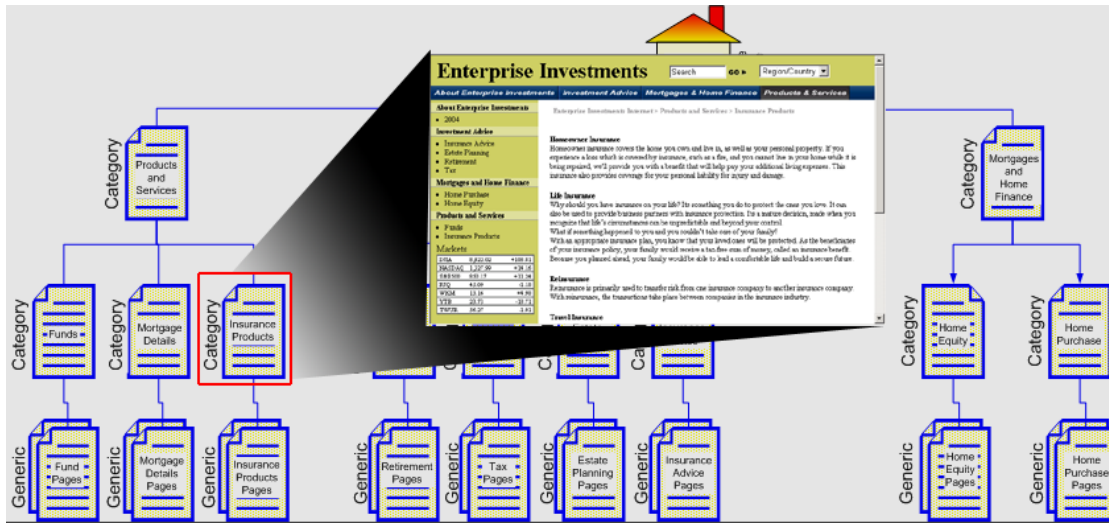


Figure 69: Category Page of Internet Site

## Content Editor

Items of this type gather data for shared, system, and local fields. The Content Editor for this Type utilizes several standard controls to capture information. A detailed list of controls used across the FastForward Content Editors can be found in Appendix B - Content Editor Controls.

The screenshot shows the Rhythmyx Content Editor interface for a Category Content Type, displayed within a Microsoft Internet Explorer browser window. The interface is organized into several sections:

- \* System Title:** A text input field.
- \* Title:** A text input field.
- \* Start Date:** A date input field with a calendar icon, showing the date 2005-09-06.
- Expiration Date:** A date input field with a calendar icon.
- Reminder Date:** A date input field with a calendar icon.
- Keywords:** A text area with up and down arrow controls.
- Description:** A text area with up and down arrow controls.
- Callout:** A large text area for callout content.
- Body:** A large text area for the main body content.
- \* Default Variant ID:** A dropdown menu currently set to "P - EI Category List".

Each of the Callout and Body sections includes a rich text editor toolbar with menus for Edit, View, Insert, Format, Tools, and Table. The toolbars also feature various icons for text formatting (bold, italic, underline, text color, background color), alignment, and other editing functions. The Design and Code tabs are visible above each text area.

At the bottom of the editor, there are "Insert" and "Close" buttons.

Figure 70: Category Content Type Content Editor



Each field gathers data for specific purposes

- System Title - Required. A system field used to gather data to display in the Content Explorer. The system title is generally more descriptive than the title. This title is not used on the published Item.
- Title - Required. A shared field used in the published Item. This field populates both the Page title and title fields within the page's content.
- Start Date - Optional. A system field used to indicate when the item should be transitioned to the Public State. If omitted, the item is issued a Start Date equal to the date of the Item's create date.
- Expiration Data - Optional. A system field used to indicate when the item should be removed from the Public State. If omitted, the item must be manually transitioned out of the Public State.
- Reminder Date - Optional. A system field used to kick off a Reminder Transition. This Transition sends a notification to select Roles indicating the Item's presence in a State.
- Keywords - Optional. A shared field used to gather data to be included in the HTML page's keyword attribute of the <meta> tag
- Description - Optional. A shared field used to gather metadata about the item for use in the Content Explorer.
- Callout - Optional. A shared field to gather teaser text. This data is used in the S - Callout Snippet. This field uses the sys\_EditLive control to gather rich text.
- Body - Optional. A shared field used to populate the main section of the P - Press Release Variant. This field uses the sys\_EditLive control to gather rich text.
- Filename - Optional. A shared field used to dictate a name for the Item. The system will generate a unique file name for the item automatically.
- Default Variant - Required. A shared field used to determine which Variant of an Item is published. If multiple Page Variants are available for a Content Type, the Default Variant control allows for the declaration of a publishable Variant.

## Variants

### P - Internet Category List

The Category List Page Variant is an Auto Index listing the S - Title Link Snippets of Items of Items being the Item's Category metadata. A Content Contributor or Administrator begins by creating an Item of the Category Type. This category is then available in a Check box list of Categories for Items of the Generic, Event and Press Release Type.

**Categories:**

- Estate Planning
- Funds
- Home Equity
- Home Purchase
- Insurance
- Insurance Products
- Investment Advice
- Mortgages
- Mortgages and Home Finance
- Products and Services
- Retirement
- Tax

[Check All](#) [Uncheck All](#)

Figure 71: Category Control

The Contributor can then select the category(s) to associate the Item with. Selecting Insurance Products as a Category for an Generic Item will add a link to the Generic on the Insurance Products Category Page Variant.

**Enterprise Investments** Search  **GO**

[About Enterprise Investments](#) [Investment Advice](#) [Mortgages & Home Finance](#) [Products & Services](#)

**About Enterprise Investments** Enterprise Investments Internet > Products and Services > Insurance Products

**Investment Advice**

- Insurance Advice
- Estate Planning
- Retirement
- Tax

**Mortgages and Home Finance**

- Home Purchase
- Home Equity

**Products and Services**

- Funds
- Insurance Products

**Markets**

DJIA	8,022.02	+108.81
NASDAQ	1,327.99	+14.16
S&P500	850.17	+11.24
FJQ	45.09	-1.18
WKM	13.16	+4.98
YTB	23.73	-18.71
TWUR	56.27	-1.01

**Rates**

MORTGAGES	Rate	APR
30-Year Fixed	5.25	5.55
15-Year Fixed	4.75	5.17
7-Year Arm	4.37	4.60
Home Equity	Rate	APR
Line of Credit	3.90	4.23
Installment	6.75	6.75

**Homeowner Insurance**  
Homeowner insurance covers the home you own and live in, as well as your personal property. If you experience a loss which is covered by insurance, such as a fire, and you cannot live in your home while it is being repaired, we'll provide you with a benefit that will help pay your additional living expenses. This insurance also provides coverage for your personal liability for injury and damage.

**Life Insurance**  
Why should you have insurance on your life? Its something you do to protect the ones you love. It can also be used to provide business partners with insurance protection. Its a mature decision, made when you recognize that life's circumstances can be unpredictable and beyond your control.  
What if something happened to you and you couldn't take care of your family?  
With an appropriate insurance plan, you know that your loved ones will be protected. As the beneficiaries of your insurance policy, your family would receive a tax-free sum of money, called an insurance benefit. Because you planned ahead, your family would be able to lead a comfortable life and build a secure future.

**Reinsurance**  
Reinsurance is primarily used to transfer risk from one insurance company to another insurance company. With reinsurance, the transactions take place between companies in the insurance industry.

**Travel Insurance**  
Why do you need travel insurance?

**Retirement**

- **11 ways to save even after retirement**  
Want to hang on to your gold in your golden years? Then keep saving even when you've stopped earning. Here's how.

Figure 72: Category Page Variant

The Category List Page Variant uses the Sidebar Slot for inclusion of Items as related content.

## S - Bulleted List Khaki

The Bulleted List Variant is used as related content in the List Slot. Generally this will show up at the bottom of a Category or Home Page. This list will display the Category title as a hyperlink in the Snippet header and a bulleted list of Items belonging to the selected category. Each listed Snippet will use the individual Items title as a hyperlink to the parent Item and display the Items callout text.

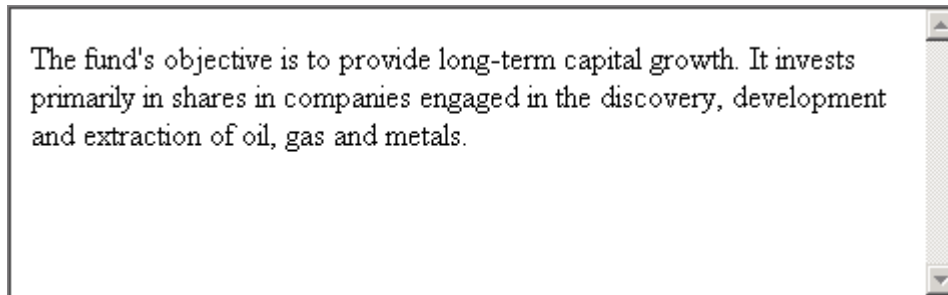
### Retirement

- **11 ways to save even after retirement**  
Want to hang on to your gold in your golden years? Then keep saving even when you've stopped earning. Here's how.
- **4 time-tested investing rules for a scary new world**  
Many shell-shocked investors have become fearful about navigating the market. But by updating some proven investment principles, you can steer a steady course and retire in style.
- **Beating the early-retirement bear-market blues**  
Did you take early retirement based on a nice income from a fat 401(k) that is now worth half of what it was two years ago? You can reduce your monthly payout and make the money last longer. Here is how you can do it.

*Figure 73: S - Bulleted List Khaki Snippet*

## S - Callout

The Callout Variant is used as related content in both the List Slot and the Sidebar Slot. This is a Shared Variant rendered by the rxs\_Shared Content Assembler.



*Figure 74: Callout Snippet for Category Items*

The S - Callout variant displays only the callout field.

## S - Category Summary

The Category Summary Snippet renders a list of Items associated with the given Category (Funds in this example). In addition to the Auto Index of the Items, a [More] link is generated and points to the Page Variant of the given Category.

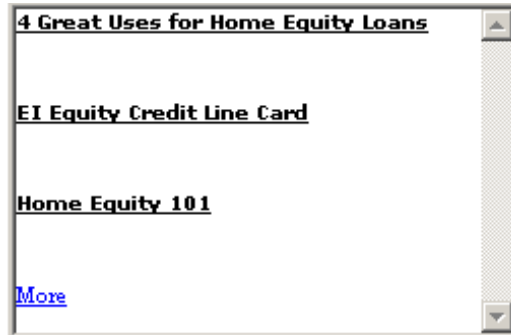


Figure 75: Category Summary Snippet for Category Items

## S - Title Link

The Title Link Variant is used as related content in the Home List, Home Sidebar, List Slot and the Sidebar Slot. Additionally, this Variant can be included as an Inline Link within the sys\_EditLive control. This is a Shared Variant rendered by the rxs\_Shared Content Assembler.



Figure 76: Title Link Snippet for Category Items

The S - Title Link Variant displays the Display Title hyperlinked to the Item's Page Variant.

## Contacts

The Contacts Content Type is used exclusively as items in Active Assembly relationships. Items of this type collect user information including name, address, and phone number.



Figure 77: Name Email Snippet of the Contacts Type

Event Content Items contain the Contacts slot. Within this slot, the Contacts' Variants reside.



Figure 78: Name Email Snippet during Active Assembly

In our site hierarchy, this type is a Snippet for both Internet and Intranet Sites. The Snippets for this Variant can reside on Items containing the Home List, Home Sidebar, and List Slot Slots. In addition, this Type can be linked through Inline Links and Variants on all Types with sys\_EditLive controls.

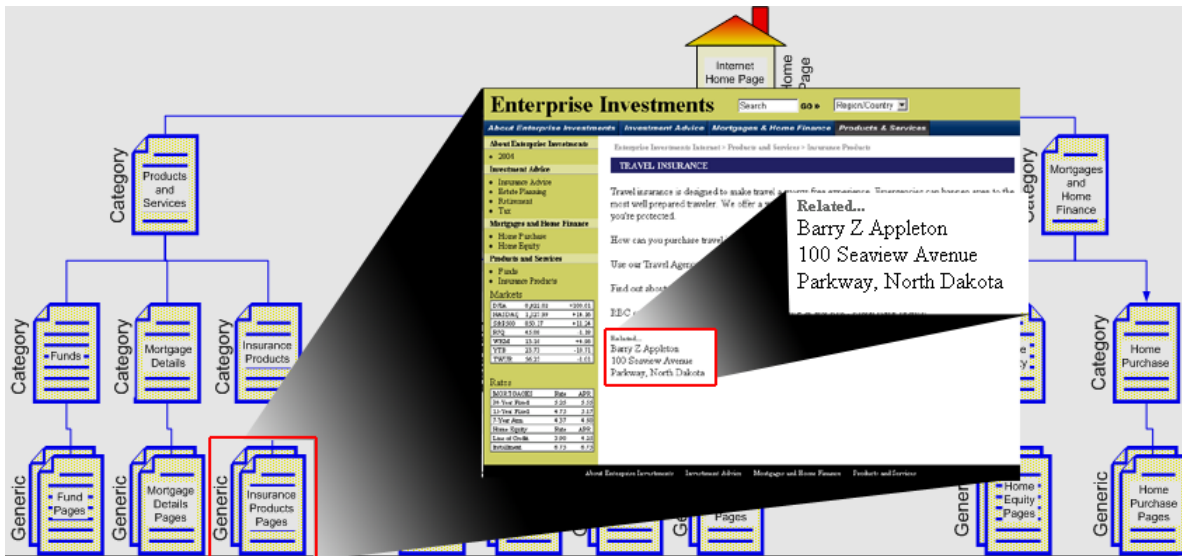
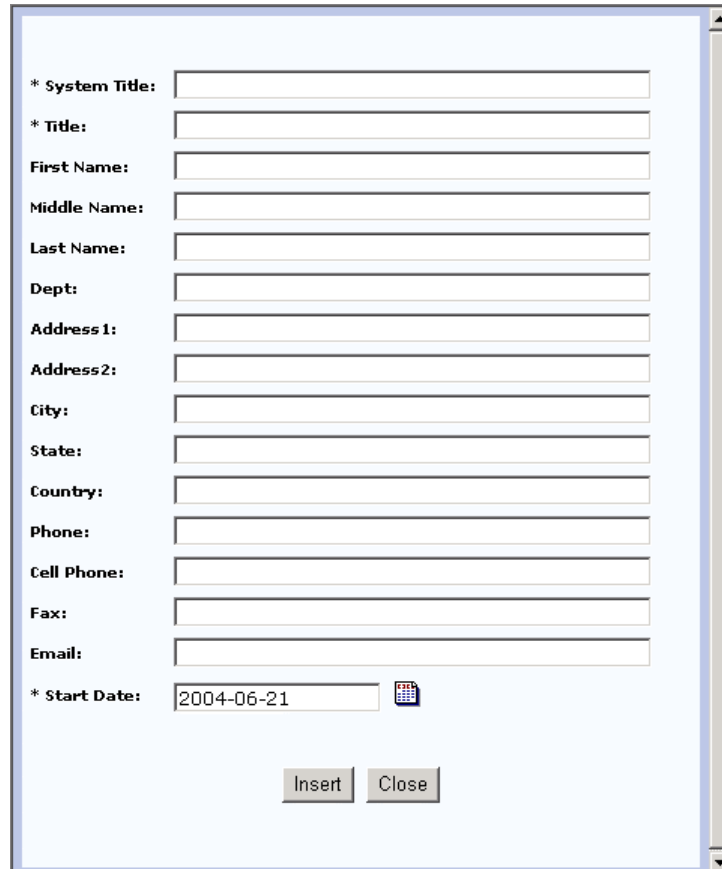


Figure 79: Contact Snippet on Generic Page

## Content Editor

Items of this type gather data for shared, system, and local fields. The Content Editor for this Type utilizes several standard controls to capture information. A detailed list of controls used across the FastForward Content Editors can be found in Appendix B - Content Editor Controls.



The screenshot shows a web form titled "Contact Content Type Content Editor". The form contains the following fields:

- \* System Title:
- \* Title:
- First Name:
- Middle Name:
- Last Name:
- Dept:
- Address 1:
- Address 2:
- City:
- State:
- Country:
- Phone:
- Cell Phone:
- Fax:
- Email:
- \* Start Date:

At the bottom of the form are two buttons: "Insert" and "Close".

Figure 80: Contact Content Type Content Editor

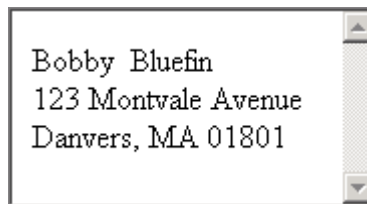
- System Title - Required. A system field used to gather data to display in the Content Explorer. The system title is generally more descriptive than the title. This title is not used on the published Item.
- Title - Required. A shared field used in the published Item. This field populates both the Page title and title fields within the page's content.
- First Name - Optional. The contact's first name.
- Middle Name - Optional. The contact's middle name.
- Last Name - Optional. The contact's last name.
- Dept - Optional. The organizational department the contact is a member of. Not currently used in any Variants.
- Address 1 - Optional. Line one address information.
- Address 2 - Optional. Line two address information.
- City - Optional. The city associated with the user's address.

- State - Optional. The State associated with the user's address.
- Country - Optional. The country associated with the user's address.
- Phone - Optional. A phone number for the contact.
- Cell Phone - Optional. A cellular phone number (or Phone 2) of the contact.
- Fax - Optional. A Facsimile number for the contact.
- Email - Optional. The email address associated with the contact.
- Start Date - Optional. A system field used to indicate when the item should be transitioned to the Public State. If omitted, the item is issued a Start Date equal to the date of the Item's create date.

## Variants

### S - Name and Address

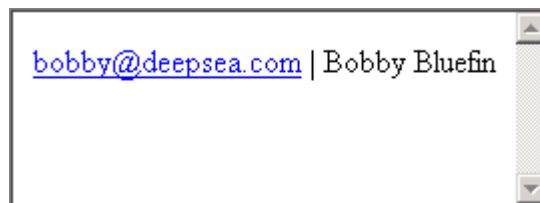
The Name and Address Snippet is used as related content on Items with the List Slot. More often, this Snippet populates the Contact Slot on Press Release Page Variants.



*Figure 81: Name and Address Snippet for Contact Items*

### S - Name and Email

The Name and Email Snippet is used as related content on Items with the List Slot. As with the Name and Address Snippet, the Name and Email Snippet populates the Contact Slot on Press Release Page Variants.



*Figure 82: Email and Name Snippet for Contact Items*





## Event

The Event Content Type is used to display typical corporate event items. These Items are published on a set Start Date. Items of this type generally contain a title, summary, body text, location, and contact information.

**Enterprise Investments** Search  GO » Region/Country ▾

[About Enterprise Investments](#) [Investment Advice](#) [Mortgages & Home Finance](#) [Products & Services](#)

Enterprise Investments Internet > About Enterprise Investments > 2004

**EVENTS AT ENTERPRISE INVESTMENTS DURING OCTOBER**

The October list of events includes a week long seminar for new parents. This seminar will focus on the long term goal of saving for your child's college years

Continuous improvement. Ahead-of-the-curve technology. Superlative customer service. These time-honored Enterprise Investments traditions are apparent in the many investment choices we offer our customers. They're also reflected in the many innovative ways we help you track and manage your investments or simply keep in touch with us.

**DETAILS**

**Start:** 10.25.2004  
**End:** 10.29.2004  
**Location:** Salem, New Hampshire  
**Type:** Conference

**About Enterprise Investments**

- 2004

**Investment Advice**

- Insurance Advice
- Estate Planning
- Retirement
- Tax

**Mortgages and Home Finance**

- Home Purchase
- Home Equity

**Products and Services**

- Funds
- Insurance Products

**Markets**

DJIA	8,022.02	+108.81
NASDAQ	1,227.99	+14.16
S&P500	850.17	+11.24
RJQ	45.09	-1.18
WEXM	13.16	+1.98
YTF	23.73	-18.71
TWUR	56.27	-1.01

**Rates**

MORTGAGES	Rate	APR
30-Year Fixed	5.25	5.55
15-Year Fixed	4.75	5.17
7-Year Arm	4.37	4.60
Home Equity	Rate	APR
Line of Credit	5.90	4.25
Installment	6.75	6.75

[About Enterprise Investments](#) [Investment Advice](#) [Mortgages and Home Finance](#) [Products and Services](#)

Figure 83: Event Page

Events are generally grouped into Categories. This grouping allows for organized indexing of items based on the categories.

In our site hierarchy, this page represents a details page for both Internet and Intranet Sites. The Snippets for this Variant can reside on Items containing the Home List, Home Sidebar, and List Slot Slots. In addition, this Type can be linked through Inline Links and Variants on all Types with sys\_EditLive controls.

The Calendar Type aggregates Snippets of the Event Type by default.

## Content Editor

Items of this type gather data for shared, system, and local fields. The Content Editor for this Type utilizes several standard controls to capture information. A detailed list of controls used across the FastForward Content Editors can be found in Appendix B - Content Editor Controls.

The screenshot shows the 'Event Content Type Content Editor' interface within a Microsoft Internet Explorer browser window. The form is organized into several sections:

- System Fields:** \* System Title, \* Title, \* Start Date (2005-09-06), Expiration Date, and Reminder Date.
- Keywords:** A list box for entering keywords.
- Description:** A text area for the content description.
- Callout:** A rich text editor with 'Design' and 'Code' tabs, featuring a standard toolbar with options like Bold, Italic, Underline, and text color.
- Body:** Another rich text editor, identical in structure to the Callout section.
- Event Fields:** \* Event Start Date, Event End Date, Event Location, Event Type (set to 'Conference'), and \* Default Variant ID (set to 'P - EI Event').

At the bottom of the form, there are 'Insert' and 'Close' buttons.

Figure 84: Event Content Type Content Editor

Each field gathers data for specific purposes

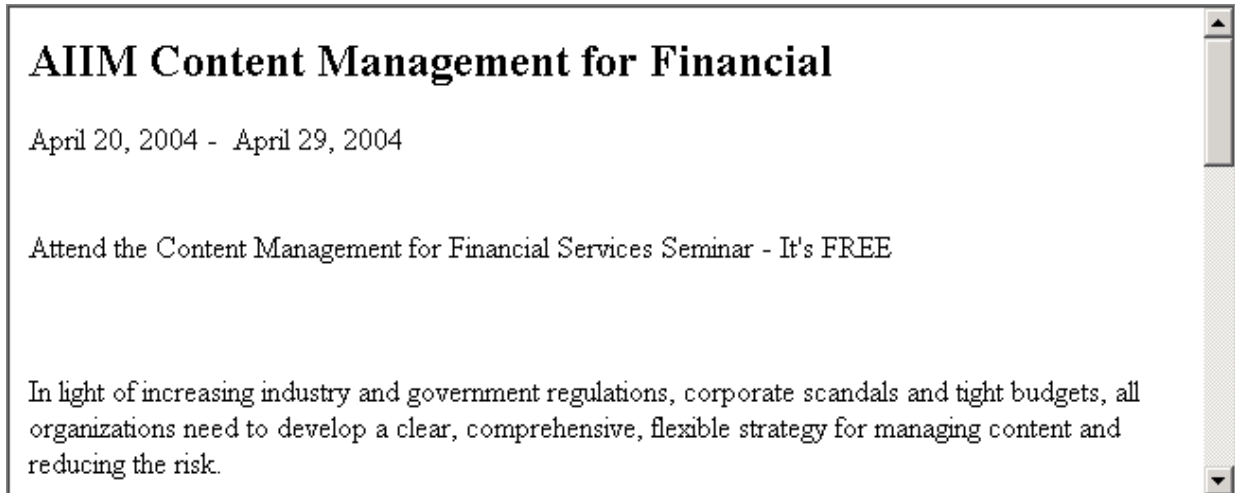
- System Title - Required. A system field used to gather data to display in the Content Explorer. The system title is generally more descriptive than the title. This title is not used on the published Item.
- Title - Required. A local field used for the Event Title. This title is used throughout all Variants of this Type.
- Start Date - Optional. A system field used to indicate when the item should be transitioned to the Public State. If omitted, the item is issued a Start Date equal to the date of the Item's create date..
- Expiration Data - Optional. A system field used to indicate when the item should be removed from the Public State. If omitted, the item must be manually transitioned out of the Public State.
- Reminder Date - Optional. A system field used to kick off a Reminder Transition. This Transition send a notification to select Roles indicating the Item's presence in a State.
- Keywords - Optional. A shared field used to gather data to be included in the HTML page's keyword attribute of the <meta> tag
- Description - Optional. A shared field used to gather metadata about the item for use in the Content Explorer to facilitate locating the Item during a search in the .
- Callout - Optional. A shared field to gather teaser text. This data is used in the S - Callout Snippet. This field uses the sys\_EditLive control to gather rich text.
- Body - Optional. A shared field used to populate the main section of the P - Press Release Variant. This field uses the sys\_EditLive control to gather rich text.
- Event Start - Required. A local field describing the start date to be displayed on the Event Item's Page. This date describes the start date for the event, not the Item.
- Event End - Optional. A local field describing the end date to be displayed on the Event Item's Page. This date describes the end date for the event, not the Item.
- Event Location - Optional. A local field describing the location for the event.
- Event Type - Required. A local field used to categorize Event pages for indexing by the Auto Index Application.
- Filename - Optional. A shared field used to dictate a name for the Item. The system will generate a unique file name for the item automatically.
- Default Variant - Required. A shared field used to determine which Variant of an Item is published. If multiple Page Variants are available for a Content Type, the Default Variant control allows for the declaration of a publishable Variant.

## Variants

The Event Content Type has a single Page Variant and several Snippets. These Variants are intended for use across Sites. The intent for these variants was to make them as simple and Site inspecific as possible.

### P - Event

The Event page Variant is intended to be used as a local template to be wrapped by the Site's global template.

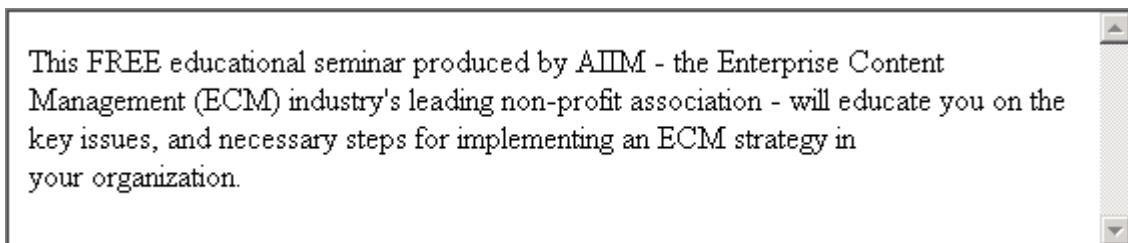


*Figure 85: Event Page Variant*

The Event Page uses the Sidebar Slot and the List Slot to display related content from other Items.

### S - Callout

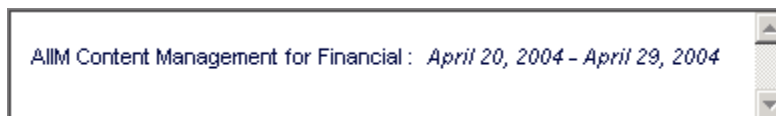
The Callout Variant is used as related content in both the List Slot and the Sidebar Slot. This is a Shared Variant rendered by the rxs\_Shared Content Assembler.



*Figure 86: Event Callout Snippet Variant*

The S - Callout variant displays only the callout field.

### S - Date Range



*Figure 87: Event Date Range Snippet*

## S - Title Link

The Title Link Variant is used as related content in both the List Slot and the Sidebar Slot. This is a Shared Variant rendered by the rxs\_Shared Content Assembler.



Figure 88: Event Title Link Snippet

The S - Title Link Variant displays the Display Title hyperlinked to the Items Page Variant.

## S - Title with Date

This Variant is used as related content in both the List Slot and Sidebar Slot.

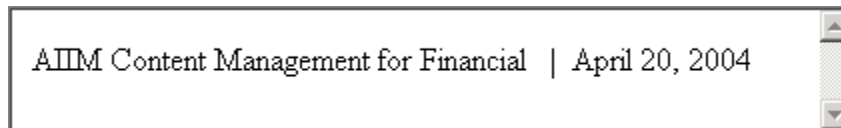


Figure 89: Event Title with Date Snippet

The S - Title with Date Variant displays the item's Display Title followed by the Start Date.

## Home

The Home Content Type is used as a site Home Page. Items of this type generally contain a title and body text.

Index	Value	Change
DJIA	8,022.02	+108.81
NASDAQ	1,327.99	+14.16
S&P500	850.17	+11.24
RJQ	45.09	-1.18
WKM	13.16	+4.98
YTB	23.73	-18.71
TWUR	56.27	-1.01

MORTGAGES	Rate	APR
30-Year Fixed	5.25	5.55
15-Year Fixed	4.75	5.17
7-Year Arm	4.37	4.60

Home Equity	Rate	APR
Line of Credit	3.90	4.25
Installment	6.75	6.75

Figure 90: Page Variant for Home Content Type

These items have multiple slots for placing snippets of other items upon them. Many of the Slots used on Home Items are unique to the Content Type. A very controlled list of Content is allowed in the slots on a Home Page.

In our site hierarchy, this page represents a Home page for both Internet and Intranet Sites. The Snippets for this Variant can reside on Items containing the Home Sidebar, Sidebar Slot, and List Slot Slots. In addition, this Type can be linked through Inline Links and Variants on all Types with sys\_EditLive controls.

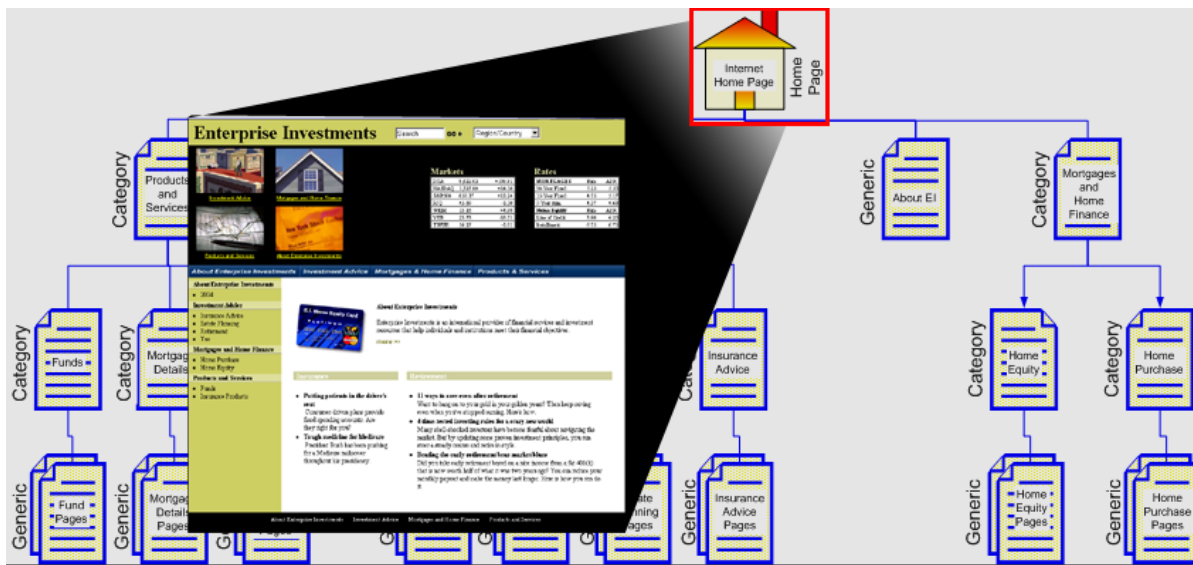


Figure 91: Internet Home Page

## Content Editor

Items of this type gather data for shared, system, and local fields. The Content Editor for this Type utilizes several standard controls to capture information.

Figure 92: Home Content Type Content Editor

Each field gathers data for specific purposes

- System Title - Required. A system field used to gather data to display in the Content Explorer. The system title is generally more descriptive than the title. This title is not used on the published Item.
- Title - Required. A shared field used in the published Item. This field populates both the Page title and title fields within the page's content.

- Start Date - Optional. A system field used to indicate when the item should be transitioned to the Public State. If omitted, the item is issued a Start Date equal to the date of the Item's create date..
- Expiration Data - Optional. A system field used to indicate when the item should be removed from the Public State. If omitted, the item must be manually transitioned out of the Public State.
- Reminder Date - Optional. A system field used to kick off a Reminder Transition. This Transition send a notification to select Roles indicating the Item's presence in a State.
- Keywords - Optional. A shared field used to gather data to be included in the HTML page's keyword attribute of the <meta> tag
- Description - Optional. A shared field used to gather metadata about the item for use in the Content Explorer.
- Body - Optional. A shared field used to populate the main section of the P - Press Release Variant. This field uses the sys\_EditLive control to gather rich text.
- Filename - ReadOnly. A shared field used to dictate a name for the Item. The system will generate a unique file name for the item automatically.
- Default Variant - Required. A shared field used to determine which Variant of an Item is published. If multiple Page Variants are available for a Content Type, the Default Variant control allows for the declaration of a publishable Variant.



## Variants

### P - EI Home

The IEI Home Page Variant represents a slightly different requirement for Page Variants. Home Page Variants tend to be very unique from other Page Variants in a Site. As a result, the stylesheets used to create these Variants are Site specific. This Variant does not usually utilize a Global Template. Instead, the formatting of the entire page is controlled by the single template. As a result, we create a new Variant for this Type for each Site we build.

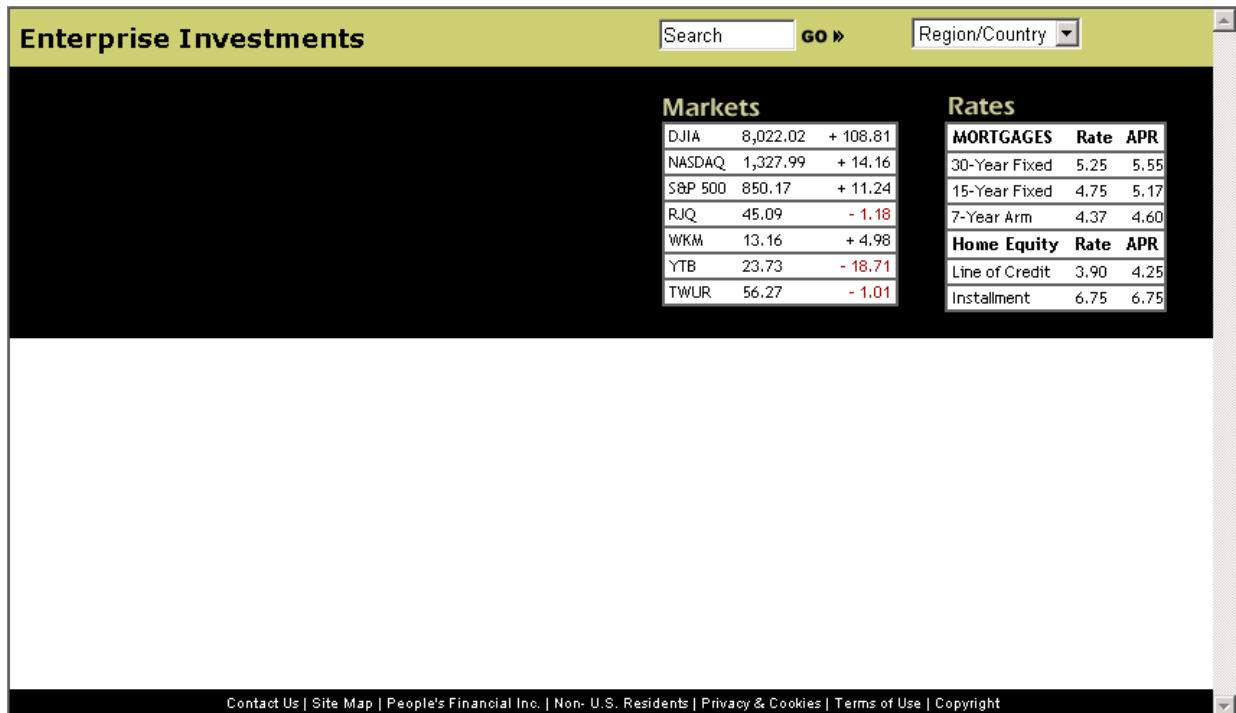


Figure 93: Internet Home Page

The EI Home Page Variant uses unique Slots. The Home List, Home Sidebar, Home Image, and Home Other Slots are used only on Home Page Variants. These slots allow us to allow different sets of Content Items on these pages then on standard Page Variants.

### S - Title Link

The Title Link Snippet displays the title of the Home Page Item as a hyperlink back to the Home Page Variant. The Default Variant selected during the creation of the Item allows Rhythmyx to decide which of the two Page Variants are referenced from this link.

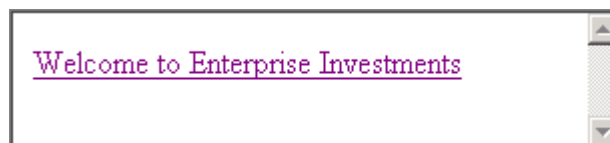


Figure 94: Title Link Snippet for Home Items



## Press Release

The Press Release Content Type is used to display typical press release items. These Items are published on a set Start Date. Items of this type generally contain a title, summary, body text, and a list of contacts.

The screenshot shows the Enterprise Investments website interface. At the top, there is a search bar and a 'Region/Country' dropdown menu. Below the navigation bar, the main content area is titled 'HIGHLIGHTS OF 2004 TAX CHANGES'. The page provides a brief overview of tax law changes that came into effect in 2003. The content is organized into several sections, each with a bold heading and a brief description:

- Standard Business Mileage Rate:** The optional standard mileage rate for operating your car for business is 36 cents per mile for all business miles driven in 2003.
- Adoption Tax Benefits:** The maximum adoption credit or exclusion has increased from \$10,000 to \$10,160.
- Self-Employed Health Insurance Deduction:** The deduction for the amount paid for medical and qualified long-term care insurance for self and family has increased to 100% of the amount paid.
- Reduction of Individual Capital Gains Rates:** The 10% and 20% rates on net capital gains are reduced to 5% and 15%.
- Dividend Tax Relief for Individuals:** Qualified dividends received by an individual shareholder are taxed at the same rates that apply to capital gains.
- Standard Deduction Marriage Penalty Relief:** The basic standard deduction for married taxpayers filing a joint return is twice the basic standard deduction amount for single returns.
- Increase in Child Tax Credit:** The \$800 child tax credit has increased to \$1,000.
- Lifetime Learning Credit:** The amount of qualified tuition and related expenses in figuring the lifetime learning credit increases from \$5,000 to \$10,000.
- Death Benefit for Armed Forces:** The death benefit has increased to \$12,000 and is not taxable.
- Sale of a Home by Armed Services or Foreign Service:** Qualified taxpayers may suspend for up to 10 years the running of the 5-year ownership and use test.
- Deduction for overnight travel Expenses of National Guard and Reserve Members:** Qualified taxpayers may take an adjustment to income for unreimbursed overnight travel expenses.
- Department of Defense Homeowners Assistance Program:** Payments made after November 11, 2003 are excludable from the income of qualified taxpayers.
- Dependent Care Assistance Programs:** Benefits from a dependent care assistance program for military personnel are not taxable.
- Military Academy Expenses:** The 10% tax on payments from a Qualified Tuition Program or Coverdell Education Savings Account, that are not used for educational expenses and do not exceed the cost of advance education, does not apply to attendees of the US military academies.
- Combat Zone Extensions Expanded to Contingency Operations:** Automatic extensions to file and pay taxes previously granted only to members of the military or naval service in a combat zone, also apply to those serving in contingency operations.

On the left side of the page, there is a sidebar with a 'Markets' section containing a table of market data and a 'Rates' section containing a table of mortgage rates.

Markets		
DJIA	8,022.02	+108.81
NASDAQ	1,327.99	+14.16
S&P500	850.17	+11.24
RJQ	46.09	-1.18
WKM	13.16	+4.98
YTB	23.73	-18.71
TWUR	56.27	-1.01

Rates		
MORTGAGES		
30-Year Fixed	Rate	APR
	5.25	5.55
15-Year Fixed	4.75	5.17
7-Year Arm	4.37	4.60
Home Equity		
Line of Credit	Rate	APR
	3.90	4.25
Installment	6.75	6.75

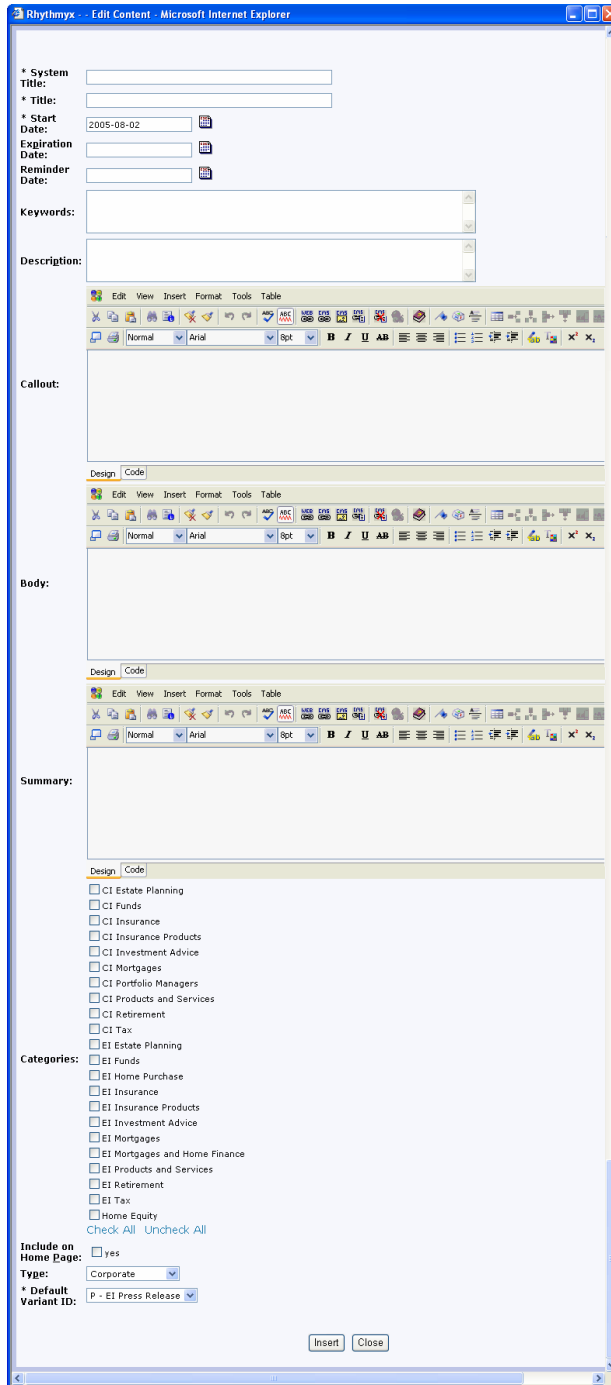
Figure 95: Press Release Page Variant

Press Releases are generally grouped into Categories. This grouping allows for organized indexing of items based on the categories for display as related content on an index page.

In our site hierarchy, this page represents a details page for both Internet and Intranet Sites. The Snippets for this Variant can reside on Items containing the Home List, Home Sidebar, and List Slot Slots. In addition, this Type can be linked through Inline Links and Variants on all Types with sys\_EditLive controls.

## Content Editor

Items of this type gather data for shared, system, and local fields. The Content Editor for this Type utilizes several standard controls to capture information. A detailed list of controls used across the FastForward Content Editors can be found in Appendix B - Content Editor Controls.



Each field gathers data for specific purposes

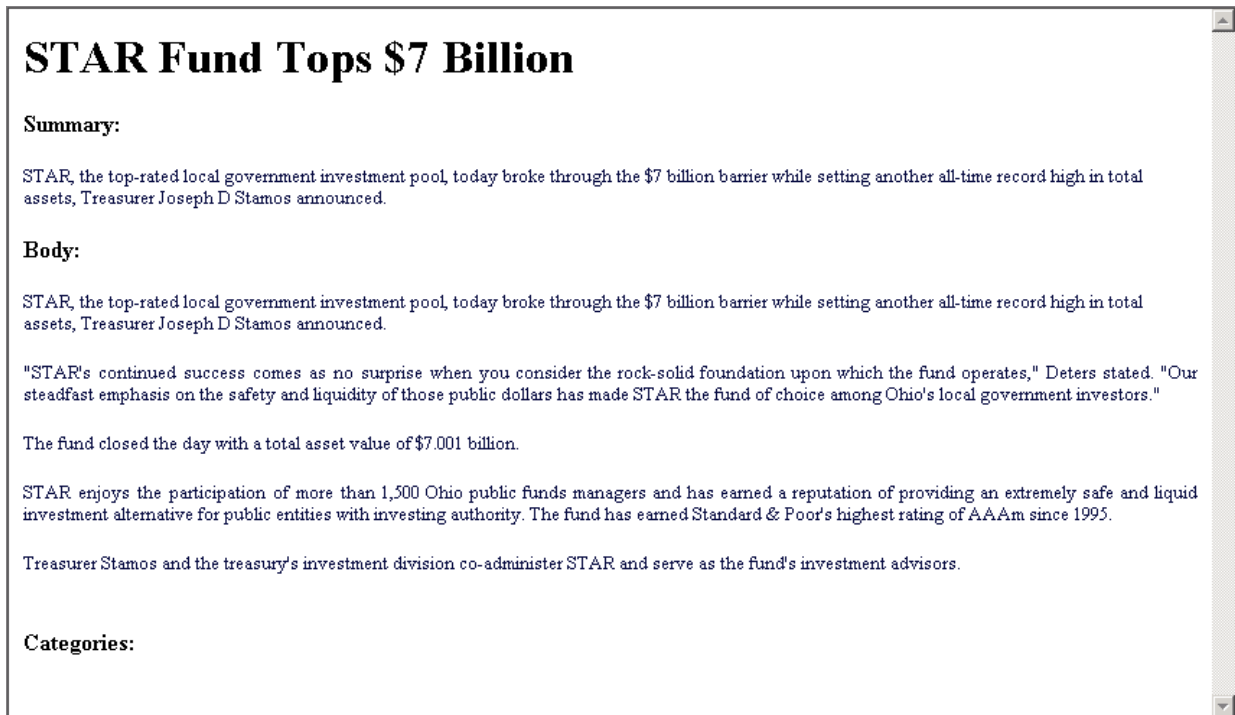
- System Title - Required. A system field used to gather data to display in the Content Explorer. The system title is generally more descriptive than the title. This title is not used on the published Item.
- Title - Required. A shared field used in the published Item. This field populates both the Page title and title fields within the page's content.
- Start Date - Optional. A system field used to indicate when the item should be transitioned to the Public State. If omitted, the item is issued a Start Date equal to the date of the Item's create date..
- Expiration Data - Optional. A system field used to indicate when the item should be removed from the Public State. If omitted, the item must be manually transitioned out of the Public State.
- Reminder Date - Optional. A system field used to kick off a Reminder Transition. This Transition send a notification to select Roles indicating the Item's presence in a State.
- Keywords - Optional. A shared field used to gather data to be included in the HTML page's keyword attribute of the <meta> tag
- Description - Optional. A shared field used to gather metadata about the item for use in the Content Explorer.
- Callout - Optional. A shared field to gather teaser text. This data is used in the S - Callout Snippet. This field uses the sys\_EditLive control to gather rich text.
- Body - Optional. A shared field used to populate the main section of the P - Press Release Variant. This field uses the sys\_EditLive control to gather rich text.
- Summary - Optional. A local field to gather text presented before the article body on the Page Variant.
- Categories - Optional. A shared field used to associate Categories with an Item. Items of the Category type must exist for this control to be populated. Selection of categories allows for indexing of Items by Auto Index applications.
- Include on Home Page - Required. A local field used to indicate whether or not the Item should be included on the Home page in the Home Page Auto Index.
- Type - Required. A local field used to categorize Press Releases for indexing by the Auto Index Application.
- Filename - Optional. A shared field used to dictate a name for the Item. The system will generate a unique file name for the item automatically.
- Default Variant - Required. A shared field used to determine which Variant of an Item is published. If multiple Page Variants are available for a Content Type, the Default Variant control allows for the declaration of a publishable Variant.

## Variants

The Press Release Content Type has a single Page Variant and several Snippets. These Variants are intended for use within and across Sites. The intent for these variants was to make them as simple and Site inspecific as possible.

### P - Press Release

The P - Press release Variant is intended to be used as a local template to be wrapped by the Site's global template.



*Figure 96: Press Release Page Variant*

The Variant displays the Item's Display Title, Summary, Body, and Categories data. The page also includes the List Slot, Sidebar Slot, Contacts Slot.

### S - Date and Title

This Variant is used as related content in both the List Slot and Sidebar Slot.



*Figure 97: Press Release Date and Title Snippet*

The S - Date and Title Variant displays the item's Start Date and Display Title. The display title is a hyperlink to the item's full page Variant.

## S - Home

The S - Home Variant is used as related content in both the List Slot and Sidebar Slot.



*Figure 98: Press Release Home Snippet*

The Display title is hyperlinked to the Page Variant of the Item. Below the title is the item's Summary.

## S - Callout

The Callout Variant is used as related content in both the List Slot and the Sidebar Slot. This is a Shared Variant rendered by the rxs\_Shared Content Assembler.



*Figure 99: Press Release Callout Snippet*

The S - Callout variant displays only the callout field.

## S - Title Link

The Title Link Variant is used as related content in both the List Slot and the Sidebar Slot. This is a Shared Variant rendered by the rxs\_Shared Content Assembler.



*Figure 100: Press Release Title Snippet*

The S - Title Link Variant displays the Display Title hyperlinked to the Items Page Variant.

## Core FastForward Content Types

The Core Content Types represent the bare minimum of Types any given implementation may need.

- Auto Index
- Brief
- External Link
- File
- Generic
- Generic Word
- Image

It can be argued that many of these types are both Utility and Core. Once again, this categorization does not limit how the Types are used.

### Auto Index

The Auto Index Content Type is used to display a list of items. The criteria for what is returned is determined by a combination of a Keyword and a support application. By default, FastForward is shipped with Keywords to select Press Releases for different years. When an Item of the Auto Index Type is created and a particular Press Release by Year Keyword is chosen, the application `rxs_PressReleaseAuto_cas` then returns a list of particular snippets based on the chosen year. That particular Auto Index is bound to the query and will return an updated list of Items meeting the Keyword selection criteria each time it is requested. To use the resulting Snippet, a content Contributor needs only to add it to a Slot on any Variant accepting the Auto Index as Allowed Content. The Auto Index Content Type does not have a Page Variant.

The screenshot shows the Enterprise Investments website. The header includes the logo, a search bar, and a 'Region/Country' dropdown. The main navigation menu has categories: 'About Enterprise Investments', 'Investment Advice', 'Mortgages and Home Finance', and 'Products and Services'. The content area displays 'ENTERPRISE INVESTMENT'S PRESS RELEASES' and 'GENERAL NEWS: PRESS RELEASES FOR 2005 AND 2004'. Under 'Related...', there are two sections: '2005 Press Releases' with two items (dated Sat, Jan 1, 2005) and '2004 Press Releases' with two items (dated Wed, Nov 10, 2004 and Fri, Nov 5, 2004). A sidebar on the left lists navigation options like 'Press Release', 'Insurance Advice', and 'Home Purchase'. A right sidebar contains a box titled 'Five Terrible Mortgage Mistakes' with introductory text.

Figure 101: Auto Index Page

Auto Indexes rely on Keywords to allow business users to take advantage of the dynamic nature of the Index. A typical URL value for a Keyword would be:

```
../application name/resource name?arguments
```



One example Keyword shipped with FastForward returns the S - Date Title Snippet (Variant ID = 329) posted for the year 2004 (pr\_year = 2004). The application rxs\_PressRelease\_auto has a particular resource (specifiedyear) to handle the request.

```
../rxs_PressRelease_auto/specifiedyear.xml?pr_year=2004&sys_variantid=329
```

Custom combinations of resources and Keywords can be combined to return an endless combination of items.

In our site hierarchy, this page represents an Index page. The Snippets for this Variant can reside on Items containing the Home List and List Slot Slots. In addition, this Type can be linked through Inline Links on all Types with sys\_EditLive controls.

## Content Editor

Items of this type gather data for system and local fields. The Content Editor for this Type utilizes several standard controls to capture information. A detailed list of controls used across the FastForward Content Editors can be found in Appendix B - Content Editor Controls.

The screenshot shows a web-based form titled 'Auto Index Content Editor'. It features four input fields, each with an asterisk indicating it is required:

- \* System Title:** An empty text input field.
- \* Title:** An empty text input field.
- \* Start Date:** A date input field containing '2004-06-18' and a small calendar icon to its right.
- \* Query:** A dropdown menu with the text 'Select auto index query' and a downward-pointing arrow.

At the bottom center of the form are two buttons: 'Insert' and 'Close'.

Figure 102: Auto Index Content Editor

Each field gathers data for specific purposes

- **System Title - Required.** A system field used to gather data to display in the Content Explorer. The system title is generally more descriptive than the title. This title is not used on the published Item.
- **Title - Required.** A shared field used in the published Item. This field populates both the Page title and title fields within the page's content.
- **Start Date - Optional.** A system field used to indicate when the item should be transitioned to the Public State. If omitted, the item is issued a Start Date equal to the date of the Item's create date.
- **Query - Required.** Queries are maintained as Keywords. FastForward ships with two Keywords to display Press Release Items by year. This query returns a list of Press Release S - Title Link items for the selected month.

## Variants

Both Variants for the Auto Index type contain Auto Related Content Slots. These slots are automatically populated with the Snippet content returned from the support assembly application specified in the RXS Auto Related Content Keyword. The examples show below each contain two Items returned from the Press Release Auto Assembly application for the year 2004. The S - Title Link Snippet is being returned in both instances. The layout differences between the two Snippets are a result of the each Auto Index template.



Figure 103: Auto Index Linking to Page

### S - Auto Bullet List

Depending on the Keyword shipped, the Auto Bullet List will return a list of the Press Release S - Date Title Link Snippets organized in an unordered list.



Figure 104: Auto Index Auto Bullet List Variant

### S - AutoList

As with the Auto Bullet List, this snippet will return a list of Press Release S - Date Title Link Snippet pending on the Keyword selected.



Figure 105: Auto Index AutoList Variant

Each Variant uses the AutoIndexSlot Slot to gather related content. This Slot is not editable by the user.

## Brief

The Brief Content Type is used exclusively for items in Active Assembly relationships. Items of this type collect rich text in a sys\_EditLive Control for the callout only.

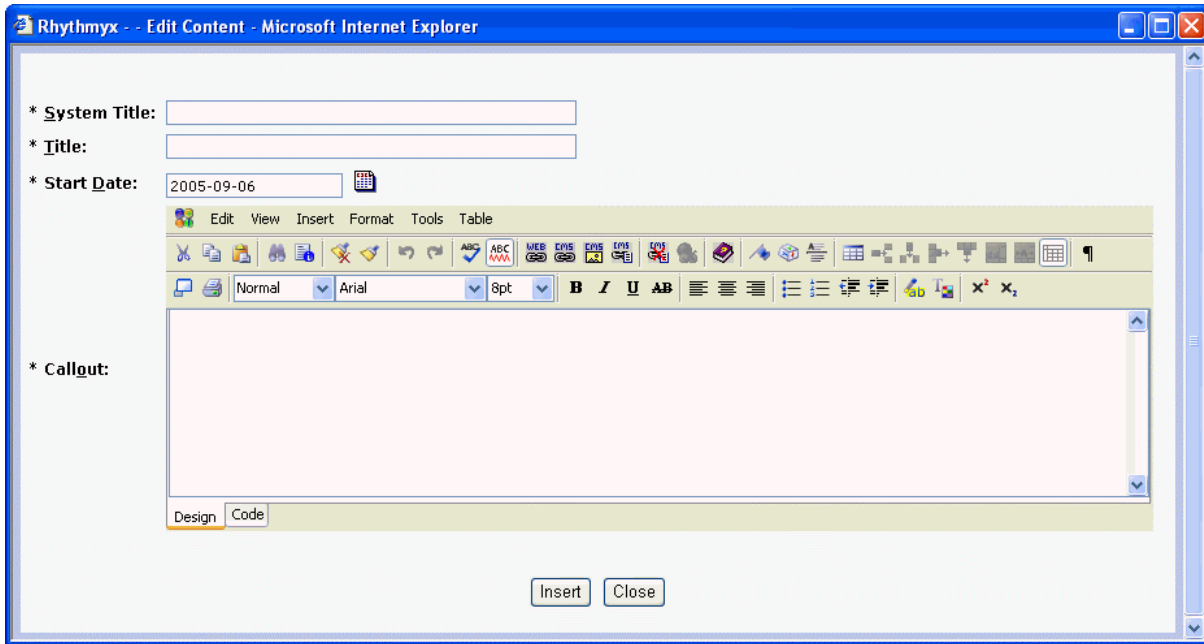
	<u>1-year</u>	<u>5-year (or life of fund)</u>	<u>10-year (or life of fund)</u>
<b>Return before taxes</b>	___%	___%	___%
<b>Return after taxes on distributions</b>	___%	___%	___%
<b>Return after taxes on distributions and sale of fund shares</b>	___%	___%	___%
<b><i>Index</i> (reflects no deductions for [fees, expenses, or expenses])</b>	___%	___%	___%

*Figure 106: Callout Snippet for Brief Item*

In our site hierarchy, items of this type do not result in complete pages. The Snippets for this Variant can reside on Items containing the Home List, Home Sidebar, List Slot, and Sidebar Slot Slots. In addition, these Items can be used inline with the sys\_EditLive control.

## Content Editor

Items of this type gather data for shared, system, and local fields. The Content Editor for this Type utilizes several standard controls to capture information. A detailed list of controls used across the FastForward Content Editors can be found in Appendix B - Content Editor Controls.



*Figure 107: Brief Content Type Content Editor*

Each field gathers data for specific purposes

- System Title - Required. A system field used to gather data to display in the Content Explorer. The system title is generally more descriptive than the title. This title is not used on the published Item.
- Title - Required. A shared field used in the published Item. This field populates both the Page title and title fields within the page's content.
- Start Date - Optional. A system field used to indicate when the item should be transitioned to the Public State. If omitted, the item is issued a Start Date equal to the date of the Item's create date.
- Callout - Optional. A shared field to gather teaser text. This data is used in the S - Callout Snippet. This field uses the sys\_EditLive control to gather rich text.

## Variants

### S - Callout

The Brief Snippet is designed to provide access to simple content managed in single rich text field. Content of this type usually includes tables and inline variants of other items. Advertisements are often good examples of Brief Items.

	<u>1-year</u>	<u>5-year (or life of fund)</u>	<u>10-year (or life of fund)</u>
<b>Return before taxes</b>	___%	___%	___%
<b>Return after taxes on distributions</b>	___%	___%	___%
<b>Return after taxes on distributions and sale of fund shares</b>	___%	___%	___%
<b><i>Index</i> (reflects no deductions for [fees, expenses, or expenses])</b>	___%	___%	___%

Figure 108: Callout Snippet for Brief Item



## External Link

The External Link Content Type is used to manage hyperlinked text and use it as a snippet within an Active Assembly relationship.

[IRS Form 8822](#)

Figure 109: External Link Snippet

In our site hierarchy, this Snippet is used on both Internet and Intranet Sites as related content. The Snippet for this Variant can reside on Items using the Home List, Home Sidebar, List and Sidebar Slots. In addition, this Type can be linked through Inline Links within rich text fields for Content Types using the sys\_EditLive control.

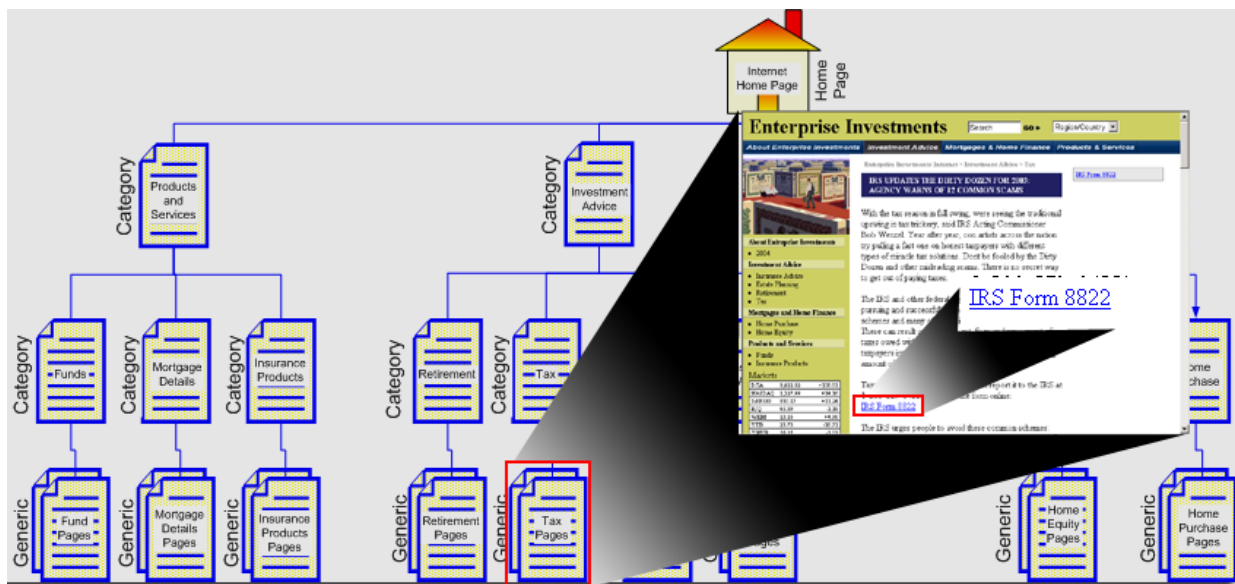


Figure 110: External Link on a Generic Page

## Content Editor

Items of this type gather data for shared, system, and local fields. The Content Editor for this Type utilizes several standard controls to capture information. A detailed list of controls used across the FastForward Content Editors can be found in Appendix B - Content Editor Controls.

The screenshot shows a web form titled 'External Link Content Type Content Editor'. It features four input fields, each with an asterisk indicating it is required:

- \* System Title: A single-line text input field.
- \* Title: A single-line text input field.
- \* URL: A multi-line text input field with a vertical scrollbar on the right.
- \* Start Date: A date input field containing the text '2004-06-21' and a small calendar icon to its right.

At the bottom center of the form are two buttons: 'Insert' and 'Close'.

*Figure 111: External Link Content Type Content Editor*

Each field gathers data for specific purposes

- System Title - Required. A system field used to gather data to display in the Content Explorer. The system title is generally more descriptive than the title. This title is not used on the published Item.
- Start Date - Optional. A system field used to indicate when the item should be transitioned to the Public State. If omitted, the item is issued a Start Date equal to the date of the Item's create date..
- Title - Required. A shared field used in the published Item. This field populates both the Page title and title fields within the page's content.
- URL - Required. The fully formed URL to be managed by Rhythmyx. (Example: [Http://www.percussion.com](http://www.percussion.com))

## Variants

### S - Link

The Link Snippet is used as related content within most content types. This type allows for management of URLs to unmanaged sites. Though the URL is managed within Rhythmyx, the target of the link is not managed. As such, if the target is no longer available, use of this Variant could result in broken links on the site.

[IRS Form 8822](#)

*Figure 112: External Link Snippet*



## Generic

The Generic Content Type is a catch all type. Items of this type generally contain a title, summary, and body text.

The screenshot shows the Enterprise Investments website. At the top, there is a navigation bar with the logo and a search box. Below the navigation bar, there are four main categories: About Enterprise Investments, Investment Advice, Mortgages and Home Finance, and Products and Services. The main content area is titled "ABOUT ENTERPRISE INVESTMENTS" and contains several paragraphs of text. To the left of the main content, there is a sidebar with a list of links under the heading "About Enterprise Investments". To the right, there is a sidebar with a box titled "10 Mistakes You Can't Afford" and another box titled "4 Great Uses for Home Equity Loans". At the bottom of the page, there is a footer with the same four main categories.

**Markets**

DJIA	8,022.02	+108.81
NASDAQ	1,327.99	+14.16
S&P500	850.17	+11.24
RJQ	45.09	-1.18
WKM	13.16	+4.98
YTB	23.73	-18.71
TWUR	56.27	-1.01

**Rates**

MORTGAGES	Rate	APR
30-Year Fixed	5.25	5.55
15-Year Fixed	4.75	5.17
7-Year Arm	4.37	4.60
Home Equity	Rate	APR
Line of Credit	3.90	4.25
Installment	6.75	6.75

Figure 113: Generic Page

Generic pages are generally grouped into Categories. This grouping allows for organized indexing of items based on the categories. Generic is the true catch all Content Type. Multiple rich text fields and unspecific meta data fields allow for a great deal of flexibility when using this type.

In our site hierarchy, this page represents a details page for both Internet and Intranet Sites. The Snippets for this Variant can reside on Items containing the Home List, Home Sidebar, and List Slot Slots. In addition, this Type can be linked through Inline Links and Variants on all Types with sys\_EditLive controls.



Figure 114: Generic Page on Internet Site

The Generic pages comprise the details pages for the Generic Index Pages. This type is intentionally void of complicated layout and uses the sys\_EditLive Control to allow for formatting of individual items as necessary.

## Content Editor

Items of this type gather data for shared, system, and local fields. The Content Editor for this Type utilizes several standard controls to capture information. A detailed list of controls used across the FastForward Content Editors can be found in Appendix B - Content Editor Controls.

The screenshot shows the 'Edit Content' window in Microsoft Internet Explorer. The interface is divided into several sections:

- System Fields:** Includes input fields for System Title, Title, Start Date (pre-filled with 2005-08-02), Expiration Date, and Reminder Date. Each date field has a calendar icon.
- Keywords:** A text area with a vertical scrollbar.
- Description:** A larger text area with a vertical scrollbar.
- Callout:** A rich text editor with a menu (Edit, View, Insert, Format, Tools, Table) and a toolbar. The toolbar includes options for font face (Normal, Arial), font size (8pt), bold (B), italic (I), underline (U), and alignment (AB).
- Body:** Another rich text editor, identical in structure to the Callout section.
- Categories:** A list of checkboxes for various categories, including:
  - CI Estate Planning
  - CI Funds
  - CI Insurance
  - CI Insurance Products
  - CI Investment Advice
  - CI Mortgages
  - CI Portfolio Managers
  - CI Products and Services
  - CI Retirement
  - CI Tax
  - EI Estate Planning
  - EI Funds
  - EI Home Purchase
  - EI Insurance
  - EI Insurance Products
  - EI Investment Advice
  - EI Mortgages
  - EI Mortgages and Home Finance
  - EI Products and Services
  - EI Retirement
  - EI Tax
  - Home Equity
- Default Variant ID:** A dropdown menu currently showing 'P - CI Generic'.

At the bottom of the window are 'Insert' and 'Close' buttons.

Figure 115: Generic Content Type Content Editor

Each field gathers data for specific purposes

- System Title - Required. A system field used to gather data to display in the Content Explorer. The system title is generally more descriptive than the title. This title is not used on the published Item.
- Title - Required. A shared field used in the published Item. This field populates both the Page title and title fields within the page's content.
- Start Date - Optional. A system field used to indicate when the item should be transitioned to the Public State. If omitted, the item is issued a Start Date equal to the date of the Item's create date.
- Expiration Data - Optional. A system field used to indicate when the item should be removed from the Public State. If omitted, the item must be manually transitioned out of the Public State.
- Reminder Date - Optional. A system field used to kick off a Reminder Transition. This Transition sends a notification to selected Roles indicating the Item's presence in a State.
- Keywords - Optional. A shared field used to gather data to be included in the HTML page's keyword attribute of the <meta> tag
- Description - Optional. A shared field used to gather metadata about the item for use in the Content Explorer.
- Callout - Optional. A shared field to gather teaser text. This data is used in the S - Callout Snippet. This field uses the sys\_EditLive control to gather rich text.
- Body - Optional. A shared field used to populate the main section of the P - Press Release Variant. This field uses the sys\_EditLive control to gather rich text.
- Categories - Optional. A shared field used to associate Categories with an Item. Items of the Category type must exist for this control to be populated. Selection of categories allows for indexing of Items by Auto Index applications.
- Default Variant - Required. A shared field used to determine which Variant of an Item is published. If multiple Page Variants are available for a Content Type, the Default Variant control allows for the declaration of a publishable Variant.
- Filename - ReadOnly. A shared field used to dictate a name for the Item. The system will generate a unique file name for the item automatically.

## Variants

### P - Generic

The Generic Page Variant lends itself to a large amount of customization. This Variant's flexibility comes from the dependence on rich text fields.

Enterprise Investments Internet > Products and Services > Funds

**EI RESOURCES FUND**

Enterprise Investments uses a growth oriented approach emphasizing bottom-up stock selection. Stocks are selected based on their low-cost of production, large reserve base and/or excellent potential to achieve exploration success. EI's approach buys exploration companies as well as more mature, producing companies or commodities not well represented. The fund tends to remain fully invested.

<b>Fund type</b>	Natural Resources
<b>Management Style</b>	Bottom-up growth
<b>Date of Inception</b>	June 1960
<b>Total Net Assets</b>	\$133.9 million
<b>Eligibility</b>	RSP, RIF & RESP

Related...

[About Enterprise Investments](#)

**About Enterprise Investments**  
Enterprise Investments is an international provider of financial services and investment resources that help individuals and institutions meet their financial objectives.

**10 Steps to Demystifying the Mortgage**  
Break down the home mortgage and determine the better one for you.

**11 ways to save even after retirement**  
Want to hang on to your gold in your golden years? Then keep saving even when you've stopped earning. Here's how.

**12 Easy Steps to preparing your estate plan**  
Most Americans don't have a will, let alone an estate plan. But that's not a good excuse. Here's a checklist for getting your estate planning in order.

Figure 116: Generic Page Variant

The Generic Page Variant uses the List Slot (at the bottom) and the Sidebar Slot (in the right hand column).

### S - Callout

The Callout Snippet is very similar to the Callout Snippet of the Brief Type. This Variant displays rich text only field data. This Variant is often used in the Sidebar Slot.

The fund's objective is to provide long-term capital growth. It invests primarily in shares in companies engaged in the discovery, development and extraction of oil, gas and metals.

**Investor Suitability:** Suitable for investors seeking maximum long-term capital growth and who are tolerant of short-term volatility. The fund provides potential to benefit from rising prices of natural resources. The fund is a good complement to a more broadly diversified domestic or international equity fund for added diversification.

Figure 117: Generic Callout Snippet

The Callout Variant uses the Inline Link and Variant Slots.

### S - Title Callout Link

The Title Callout Link Snippet provides the Item's title as a hyperlink back to the Generic Page Variant. The Item's Callout text is added to the Snippet as teaser text.

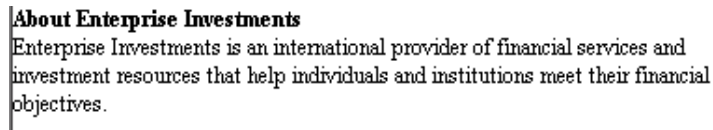


Figure 118: S - Title Callout Link Snippet of Generic

### S - Title, Callout and More Link

The Title, Callout and More Link Snippet takes the S - Title Callout Link Snippet and adds a text link, more >>, back to the Generic Page Variant.



Figure 119: S - Title Callout More Link Snippet of Generic

Additionally, the Image Slot is added to the Snippet to allow for the inclusion of an Image Snippet to the Variant.

### S - Image Link

An image can be associated with a Generic Item. The image automatically becomes a hyperlink to the page Variant. The use of this Snippet reduces the number of steps taken to yield an image link for use in inline text or Sidebar Slots.

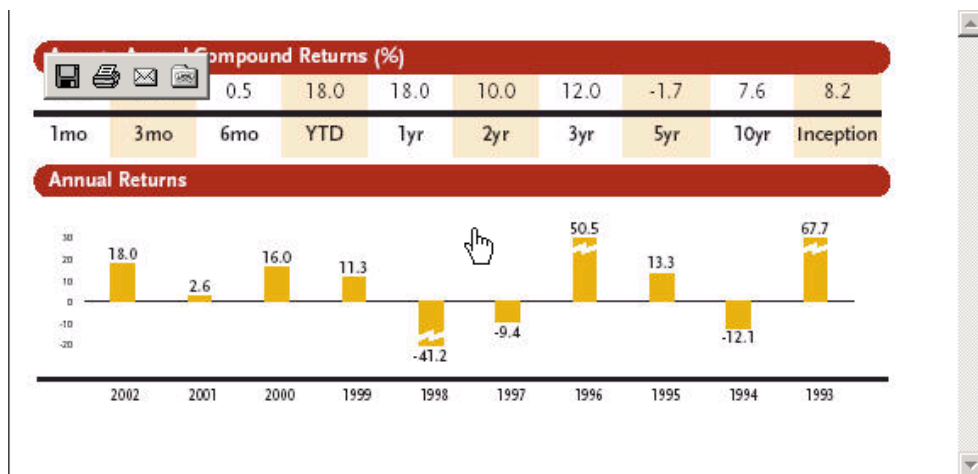


Figure 120: Generic Image Link Snippet

The Image Link Snippet uses the Image Link Slot.

### S - Title Link

The Title Link Snippet renders the Item's title as a hyperlink to the Page Variant.



Figure 121: Generic Title Link Snippet

### File

The File Content Type is used to manage files and use it as a snippet within an Active Assembly relationship.

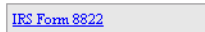


Figure 122: File Title Link Snippet

In our site hierarchy, this Snippet is used on both Internet and Intranet Sites as related content. The Snippet for this Variant can reside on Items using the Home List, Home Sidebar, List and Sidebar Slots. In addition, this Type can be linked through Inline Links within rich text fields for Content Types using the sys\_EditLive control.

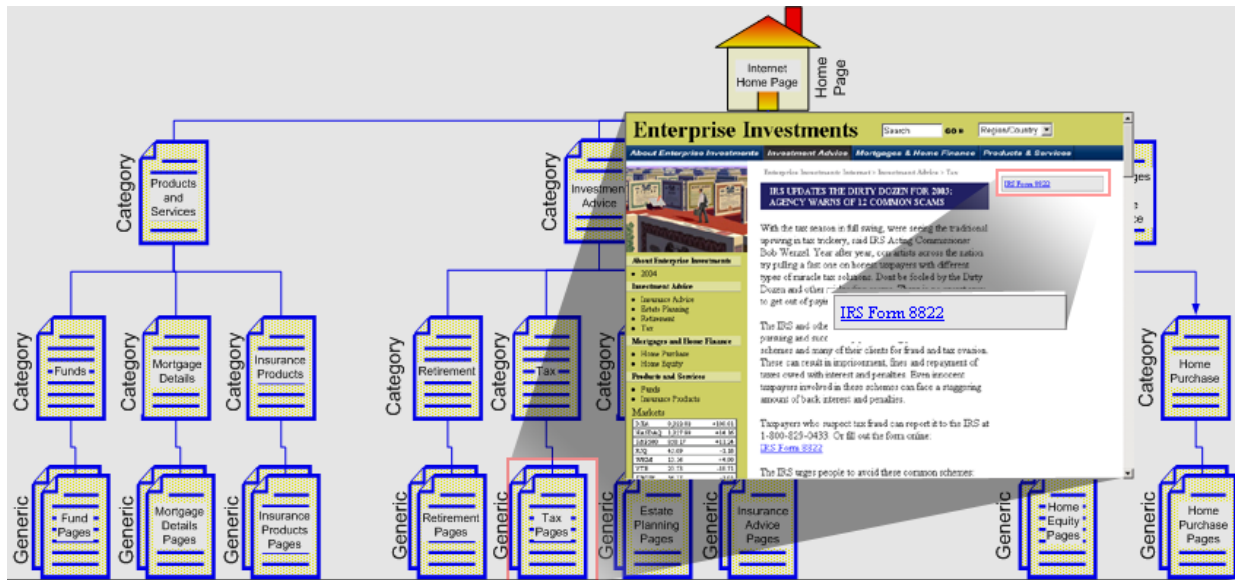


Figure 123: File Link Snippet on Generic Page

## Content Editor

Items of this type gather data for shared, system, and local fields. The Content Editor for this Type utilizes several standard controls to capture information. A detailed list of controls used across the FastForward Content Editors can be found in Appendix B - Content Editor Controls.

*Figure 124: File Content Type Content Editor*

Each field gathers data for specific purposes

- **System Title** - Required. A system field used to gather data to display in the Content Explorer. The system title is generally more descriptive than the title. This title is not used on the published Item.
- **Title** - Required. A shared field used in the published Item. This field populates both the Page title and title fields within the page's content.
- **Start Date** - Optional. A system field used to indicate when the item should be transitioned to the Public State. If omitted, the item is issued a Start Date equal to the date of the Item's create date.
- **Expiration Date** - Optional. A system field used to indicate when the item should be removed from the Public State. If omitted, the item must be manually transitioned out of the Public State.
- **Reminder Date** - Optional. A system field used to kick off a Reminder Transition. This Transition sends a notification to select Roles indicating the Item's presence in a State.
- **File** - Required. A file upload control used to attach a file with the Item
- **Filename** - ReadOnly. A shared field used to dictate a name for the Item. The system will generate a unique file name for the item automatically.
- **File Type** - ReadOnly. A shared field used to define the file type. (Example: jpeg)
- **File Category** - Optional. A Shared field defining metadata used to organize Items.



## Variants

### B - Binary

The Binary Snippet contains the actual Binary uploaded for the Item. As such, this Snippet will resolve as the object itself. These binaries can include images, pdfs, and other similar files.

### S - Title Link

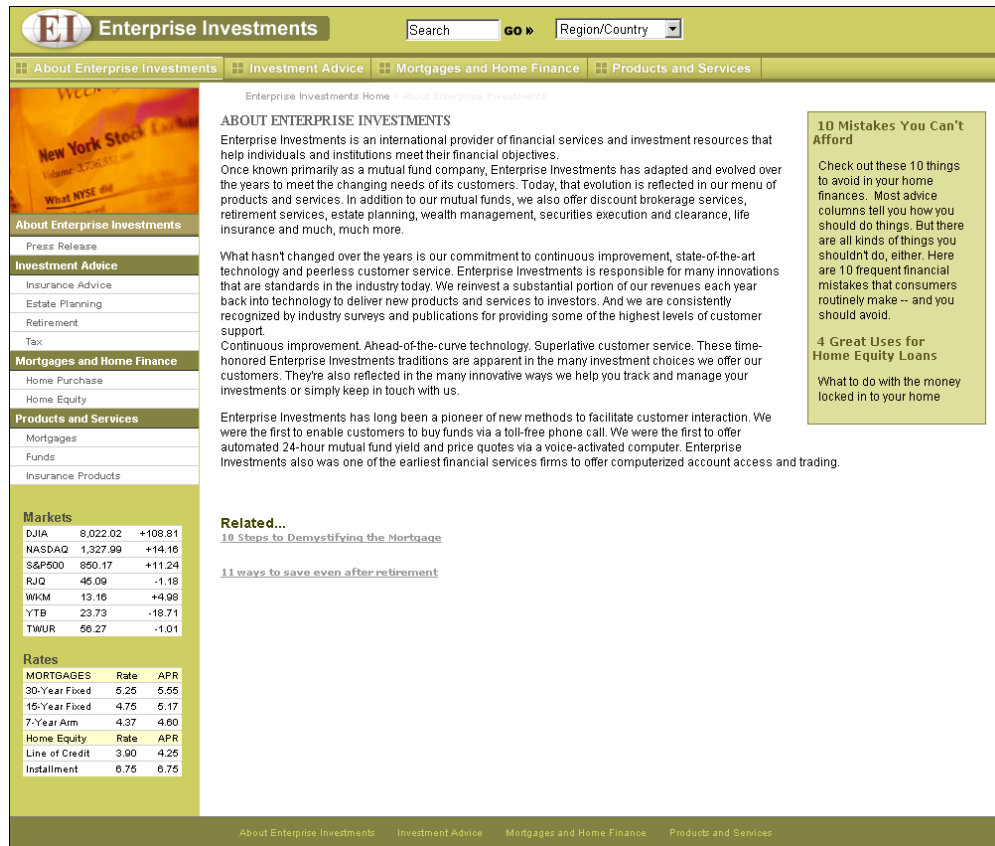
The Title Link Snippet includes a hyperlinked title to the uploaded Binary. When clicked, the user will be prompted to open or save the Binary locally.



Figure 125: File Title Link Snippet

## Generic Word

The Generic Word Content Type is a catch all type. Items of this type generally contain a title, summary, and body text.



The screenshot shows the Enterprise Investments website. The main content area features the following sections:

- ABOUT ENTERPRISE INVESTMENTS**: A paragraph describing the company's services and history.
- What hasn't changed over the years is our commitment to continuous improvement, state-of-the-art technology and peerless customer service.**
- Continuous improvement. Ahead-of-the-curve technology. Superlative customer service.**
- Enterprise Investments has long been a pioneer of new methods to facilitate customer interaction.**

On the left sidebar, there is a **Markets** table:

Market	Value	Change
DJIA	8,022.02	+108.81
NASDAQ	1,327.99	+14.16
S&P500	850.17	+11.24
RJQ	45.09	-1.18
WMOM	13.16	+4.98
YTB	23.73	-18.71
TWUR	56.27	-1.01

Below the markets table is a **Rates** table:

MORTGAGES	Rate	APR
30-Year Fixed	5.25	5.55
15-Year Fixed	4.75	5.17
7-Year Arm	4.37	4.60

Below the rates table is another **Rates** table:

Home Equity	Rate	APR
Line of Credit	3.90	4.25
Installment	6.75	6.75

On the right sidebar, there are two featured articles:

- 10 Mistakes You Can't Afford**: A link to an article about common financial mistakes.
- 4 Great Uses for Home Equity Loans**: A link to an article about using home equity loans.

Figure 126: Generic Page

Separating the Generic Word type from the Generic type is the use of Microsoft Word for content contribution.

In our site hierarchy, this page represents a details page for both Internet and Intranet Sites. The Snippets for this Variant can reside on Items containing the Home List, Home Sidebar, and List Slot Slots. In addition, this Type can be linked through Inline Links and Variants on all Types with sys\_EditLive controls.

The Generic Word pages comprise the details pages for the Generic Index Pages. This type is intentionally void of complicated layout and uses Microsoft Word to allow for formatting of individual items as necessary.

## Content Editor

Items of this type gather data for shared, system, and local fields. The Content Editor for this Type utilizes several standard controls to capture information. A detailed list of controls used across the FastForward Content Editors can be found in Appendix B - Content Editor Controls.

**\* System Title:**

**\* Start Date:**

**Expiration Date:**

**Reminder Date:**

**Keywords:**

**Description:**

**Page Author:**

**Callout:**

**Body:** [Launch Word](#)

**File Name:**

**Body Source Encoding:**

- CI Estate Planning
- CI Funds
- CI Insurance
- CI Insurance Products
- CI Investment Advice
- CI Mortgages
- CI Portfolio Managers
- CI Products and Services
- CI Retirement
- CI Tax
- EI Estate Planning

**Categories:**

- EI Funds
- EI Home Purchase
- EI Insurance
- EI Insurance Products
- EI Investment Advice
- EI Mortgages
- EI Mortgages and Home Finance
- EI Products and Services
- EI Retirement
- EI Tax
- Home Equity

[Check All](#) [Uncheck All](#)

**\* Default Variant ID:**

Figure 127: Genric Word Content Type Content Editor

Each field gathers data for specific purposes

- System Title - Required. A system field used to gather data to display in the Content Explorer. The system title is generally more descriptive than the title. This title is not used on the published Item.
- Start Date - Optional. A system field used to indicate when the item should be transitioned to the Public State. If omitted, the item is issued a Start Date equal to the date of the Item's create date.
- Expiration Data - Optional. A system field used to indicate when the item should be removed from the Public State. If omitted, the item must be manually transitioned out of the Public State.
- Reminder Date - Optional. A system field used to kick off a Reminder Transition. This Transition sends a notification to select Roles indicating the Item's presence in a State.
- Title - Required. A shared field used in the published Item. This field populates both the Page title and title fields within the page's content.
- Filename - ReadOnly. A shared field used to dictate a name for the Item. The system will generate a unique file name for the item automatically.
- Keywords - Optional. A shared field used to gather data to be included in the HTML page's keyword attribute of the <meta> tag
- Description - Optional. A shared field used to gather metadata about the item for use in the Content Explorer.
- Callout - Optional. A shared field to gather teaser text. This data is used in the S - Callout Snippet. This field uses the sys\_EditLive control to gather rich text.
- Body - Optional. A shared field used to populate the main section of the P - Press Release Variant. This field uses the sys\_EditLive control to gather rich text.
- Default Variant - Required. A shared field used to determine which Variant of an Item is published. If multiple Page Variants are available for a Content Type, the Default Variant control allows for the declaration of a publishable Variant.
- Categories - Optional. A shared field used to associate Categories with an Item. Items of the Category type must exist for this control to be populated. Selection of categories allows for indexing of Items by Auto Index applications.
- Include on Home Page - Required. A local field used to indicate whether or not the Item should be included on the Home page in the Home Page Auto Index.
- Summary - Optional. A local field to gather text presented before the article body on the Page Variant.
- Type - Required. A local field used to categorize Press Releases for indexing by the Auto Index Application.

## Variants

### P - Generic

The Generic Word Variant are identical to those of the Generic Content Type. This Type differs in the method of Contribution. Content Authors use Microsoft Word to facilitate the upload of content to the Rhythmyx server.

Enterprise Investments Internet > Products and Services > Funds

**EI RESOURCES FUND**

Enterprise Investments uses a growth oriented approach emphasizing bottom-up stock selection. Stocks are selected based on their low-cost of production, large reserve base and/or excellent potential to achieve exploration success. EI's approach buys exploration companies as well as more mature, producing companies or commodities not well represented. The fund tends to remain fully invested.

<b>Fund type</b>	Natural Resources
<b>Management Style</b>	Bottom-up growth
<b>Date of Inception</b>	June 1960
<b>Total Net Assets</b>	\$133.9 million
<b>Eligibility</b>	RSP, RIF & RESP

Related...

[About Enterprise Investments](#)

**About Enterprise Investments**  
Enterprise Investments is an international provider of financial services and investment resources that help individuals and institutions meet their financial objectives.

**10 Steps to Demystifying the Mortgage**  
Break down the home mortgage and determine the better one for you.

**11 ways to save even after retirement**  
Want to hang on to your gold in your golden years? Then keep saving even when you've stopped earning. Here's how.

**12 Easy Steps to preparing your estate plan**  
Most Americans don't have a will, let alone an estate plan. But that's not a good excuse. Here's a checklist for getting your estate planning in order.

Figure 128: Generic Page Variant

The Generic Word Page Variant uses the List Slot and the Sidebar Slot.

### S - Callout

The Callout Snippet is very similar to the Callout Snippet of the Brief Type. This Variant displays rich text only field data. This Variant is often used in the Sidebar Slot.

The fund's objective is to provide long-term capital growth. It invests primarily in shares in companies engaged in the discovery, development and extraction of oil, gas and metals.

**Investor Suitability:** Suitable for investors seeking maximum long-term capital growth and who are tolerant of short-term volatility. The fund provides potential to benefit from rising prices of natural resources. The fund is a good complement to a more broadly diversified domestic or international equity fund for added diversification.

Figure 129: Generic Callout Snippet

The Callout Variant uses the Inline Link and Variant Slots.

### S - Image Link

An image can be associated with a Generic Word Item. The image automatically becomes a hyperlink to the page Variant. The use of this Snippet reduces the number of steps taken to yield an image link for use in inline text or Sidebar Slots.

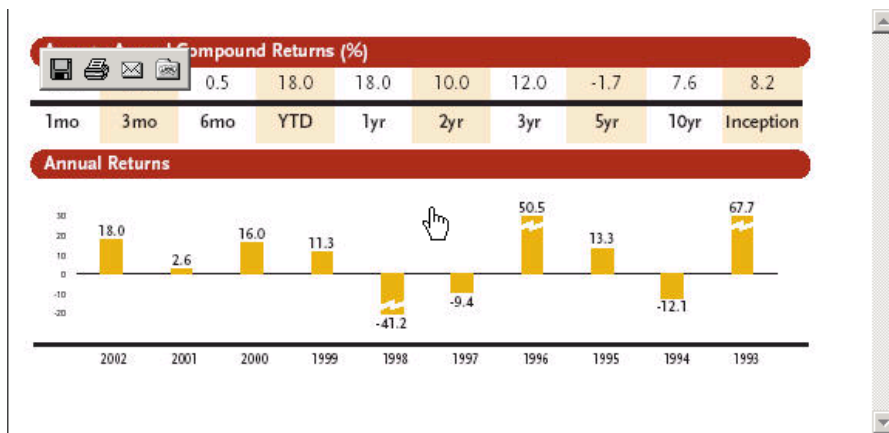


Figure 130: Generic Image Link Snippet

The Image Link Snippet uses the Image Link Slot.

### S - Title Link

The Title Link Snippet renders the Item's title as a hyperlink to the Page Variant.

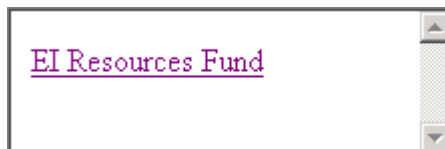


Figure 131: Generic Title Link Snippet

## Image

The Press Release Content Type is used to display typical press release items. These Items are published on a set Start Date. Items of this type generally contain a title, summary, body text, and a list of contacts.



Figure 132: Image Snippet

Images are generally used in Active Assembly Relationships. These Items can also be referenced by page templates directly and server as a page design element.

In our site hierarchy, this Snippet is used on both Internet and Intranet Sites as related content. The Snippet for this Variant can reside on Items using the Home List, Home Sidebar, List and Sidebar Slots. In addition, this Type can be linked through Inline Links within rich text fields for Content Types using the sys\_EditLive control.

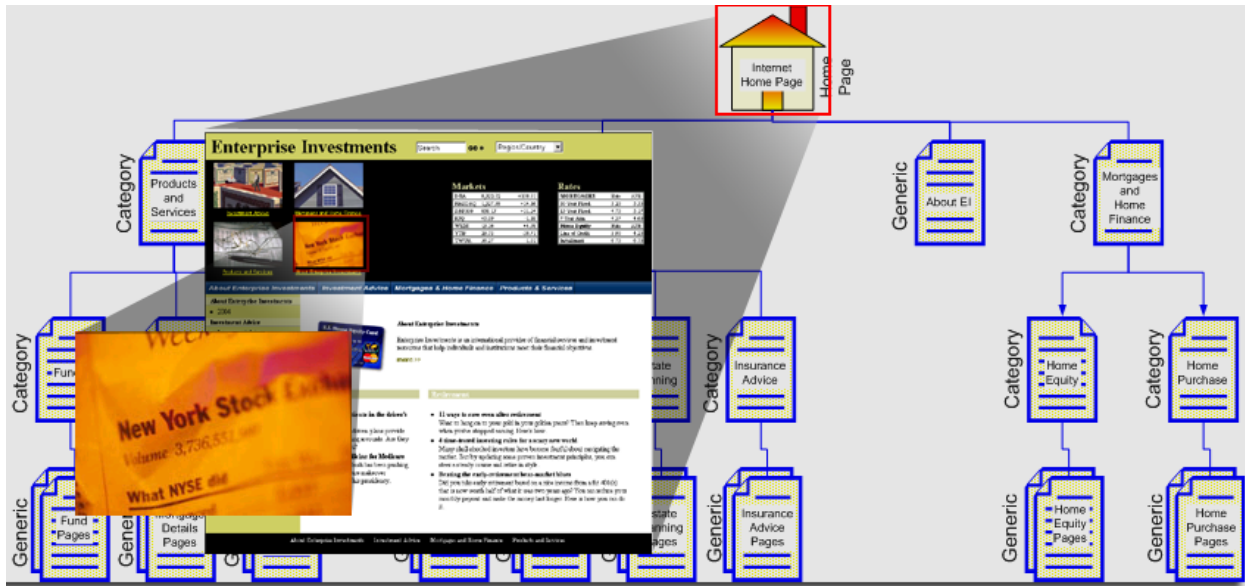


Figure 133: Image Snippet on Generic Page

## Content Editor

Items of this type gather data for shared, system, and local fields. The Content Editor for this Type utilizes several standard controls to capture information. A detailed list of controls used across the FastForward Content Editors can be found in Appendix B - Content Editor Controls.

\* System Title:

\* Title:

\* Start Date:

Expiration Date:

Reminder Date:

Description:

\* Image:

Image File Name:

Image Mime Type:

Height:

Width:

Image alt text:

Image Category:

*Figure 134: Image Content Type Content Editor*

Each field gathers data for specific purposes

- System Title - Required. A system field used to gather data to display in the Content Explorer. The system title is generally more descriptive than the title. This title is not used on the published Item.
- Title - Required. A shared field used in the published Item. This field populates both the Page title and title fields within the page's content.
- Start Date - Optional. A system field used to indicate when the item should be transitioned to the Public State. If omitted, the item is issued a Start Date equal to the date of the Item's create date..



- Expiration Data - Optional. A system field used to indicate when the item should be removed from the Public State. If omitted, the item must be manually transitioned out of the Public State.
- Reminder Date - Optional. A system field used to kick off a Reminder Transition. This Transition send a notification to select Roles indicating the Item's presence in a State.
- Description - Optional. A shared field used to gather metadata about the item for use in the Content Explorer.
- Image - This field provides a control for the location and upload of an image to the Item's record in the repository. This Field is only populated prior to upload of the image. Exits associated with the Image Upload control glean header information to populate additional fields necessary for the rendering of the Image during assembly.
- Image Filename - Read Only. The filename associated with the uploaded image.
- Image Mime Type - Read Only. Describes the standard associated with the uploaded file used to describe the encoding for different types of information into text.
- Height - Read Only. The metadata associated with the image describing it's height in pixels.
- Width - Read Only. The metadata associated with the image describing it's width in pixels.
- Image Alt Text - Text published to the <a> tag's alt attribute for the image in the output page. This text is displayed when the image is moused over or not rendered in a user's browser.
- Image Category - Required. A Keyword generated list of Categories to associate with an Image. These categories are not related to Items of the Category type.

## Variants

### B - Image

The Binary Image Variant is used during a publish of the uploaded Image. All other Variants of this Type reference this Variant during rendering in Preview. When published, all other Variants of this type reference the published binary image.



*Figure 135: Image Snippet*

### S - Flash

If the uploaded image is a Flash File, this Variant builds the appropriate element tags and attributes to properly display the file in an HTML page.

### S - Image

An HTML Snippet used to resolve references to the Binary Image.



Figure 136: Image Snippet

### S - Image and Title

An HTML Snippet referencing the Binary Image with a Title.

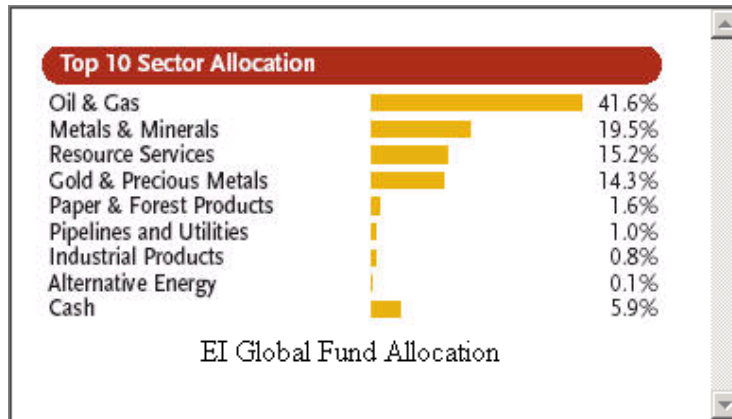


Figure 137: Image Snippet with Title

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