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# TYPO3 6.x Enterprise Web CMS

A cloud ready open source web platform with enterprise systems integration

**Executive Summary**    TYPO3 separates content from design and function, making it possible to strictly enforce corporate branding across an entire web presence, and multiple websites can be integrated into a single backend structure for ease of editing. Features such as user management, multisite and multi-lingual support as well as an intuitive backend set this CMS apart.

TYPO3 is the content management system of choice for over half the DAX-listed companies in Germany, and is used by Fortune 500 companies around the world. Major educational institutions have turned to TYPO3 to bring order to their sprawling websites, as well as NGOs such as the Tides Foundation, UNICEF, Amnesty International, and UNESCO.

**Systems integration:** Provides for centralized management of permissions in current enterprise solutions. Website user registration can be tied to Salesforce and other CRM systems.

**E-commerce Integration:** A key factor in industry success. TYPO3 integrates well with leading e-commerce solutions such as Magento, a widely used open source e-commerce platform by eBay.

**Secure code:** Ensured by the TYPO3 foundation, which reviews code for vulnerabilities and releases security updates if an issue arises. Due to the strict open review process, vulnerabilities are very rare.

**Long Term Support:** TYPO3 LTS releases will be fully supported for 3 years. TYPO3 Enterprise CMS provides long-term stability and planning, allowing for change management, LTS ensures bug fixes and security fixes throughout the overlapping lifecycle.

**"Enterprise Content Management (ECM) is the strategies, methods and tools used to capture, manage, store, preserve, and deliver content and documents related to organizational processes. ECM tools and strategies allow the management of an organization's unstructured information, wherever that information exists."**

**- AIIM**

## What makes a web content management system an Enterprise CMS?

Brand protection & alignment

Digital Asset Management (DAM)

Integrated access rights and authentication

Workflow support

Multi-domain support in a single interface

Multi-language support with fallback

Connectivity with translation software

Integrated Templating Engine

Protected content (user login portals)

OpenID Authentication

Long Term Support releases

Secure code

## Introducing Typo3 Enterprise Content Management

TYPO3 is the most widely used enterprise content management system (CMS) in the world, with over 500,000 installs and over 100.000 community members (developers).  [Source: TYPO3 Association, 2013]

TYPO3 is an Open Source CMS and based on the General Public License (GPL). That means TYPO3 is entirely free of licensing charges.

TYPO3 was created with internationalization in mind. The platform already supports more than 33 languages with customized backend translations, and more are on their way. That means it's possible to edit a page in any language, while having all the tools and help texts in your preferred language. Also, creating multi-lingual sites is a breeze, with language support built into the core.

Because it is open source, with strict code reviews, it is one of the most secure web solutions available.

TYPO3 is governed by a non-profit association based in Switzerland. The association has nearly 1000 members, both companies and individuals. The TYPO3 core team reviews submitted code, both for compatibility and security, and can release security updates if an issue arises.
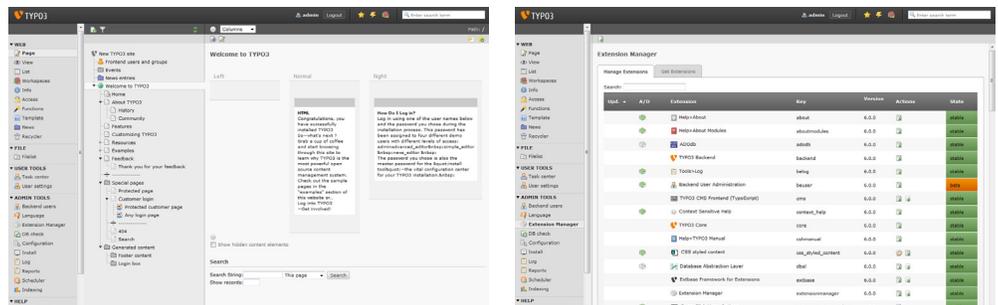
## WHO USES TYPO3?
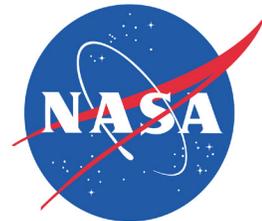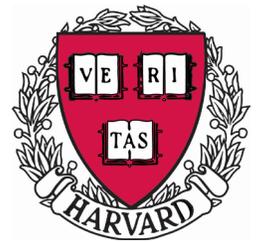
## FEATURES

**Extendibility**  A wide variety of extensions are freely available to extend web application functionality. Extensions include forums, event calendars and registration, news, email marketing, polls, ratings, and more. TYPO3 integrates well with other common solutions, such as Wordpress blogs and the Magento e-commerce platform.

**Indexing**  Built-in indexing provides internal search features for site content, including Microsoft Word documents and PDFs. The search can be limited to sections of the site, and results are intelligently ranked.

**Search engine optimization**  Dynamic URLs provide for keyword integration. HTML5 and CSS3 allow search engines to understand page structure and semantics. TYPO3 supports OpenGraph tags for enhanced social sharing.

**Accessibility**  All platforms are easily supported. From desktop to mobile, tablet to screen reader, HTML5 and CSS3 provide enhanced accessibility as well as enabling responsive site designs. The backend is fully accessible, as well.

**Enhanced content control**  All content can be tagged for timed publication, including start, stop and archive dates. Workspaces and version control make timed updates and editing easy.

**Protect your content**  With TYPO3 it is very easy to set up a website login and protect content. Whether you wish to protect a section of the site or just an individual content block, TYPO3 has the functionality built into the core, making sure that your content is safe.

**Integration**  TYPO3 integrates well with existing solutions, from CRMs like Salesforce to e-commerce solutions like Magento, Wordpress blogs, and enterprise user management tools.

## ADVANTAGES

**Unlimited**  TYPO3 is GPL licensed and is freely available. There are no licence fees or access costs, and there are no limitations on the number of users (editors, registered users, etc.).

**Open Source**  TYPO3 brings together the benefits of major commercial CMS solutions and open source programming: high quality source code, a stable, robust and high performance system which, thanks to the TYPO3 Association security team, offers a high level of protection from website hacking or hijacking.

**Future-proof**  Open Source CMS systems such as TYPO3 have a significant advantage over commercial proprietary solutions: proprietary software and services may disappear or be discontinued. Since thousands of contributors around the world collaborate to develop TYPO3, future development and support is guaranteed.

**Secure**  Passwords are never submitted plaintext. Password hashing, handshake authentication, and the use of certificates are supported out of the box. IP filtering allows for limiting access to intranets, extranets, and the administrative backend. Secure Socket Layer (SSL) encryption can be enforced for the entire site, the backend, or individual assets and pages.

**Consistent**  Separation of design and content allows for consistent design across the website. By implementing templates, sections of the website can be easily branded and rebranded, maximizing ROI.

**Scalable**  TYPO3 is fully cloud-ready. From a corporate web presence that nets hundreds of visitors a day to an e-commerce site that processes hundreds of transactions a minute, TYPO3 is fully scalable. By adding servers and cloud storage, a site can quickly be ramped up to meet even the most demanding needs.

## CUSTOM INTEGRATIONS

### WordPress

There are many blog platforms, but few are quite as popular as Wordpress. Wordpress blogs can be seamlessly integrated into TYPO3 websites, providing access to a very effective blogging platform while maintaining all the power of a TYPO3 enterprise website.

### Magento

Magento is a powerful e-commerce solution based on Zend Framework. By integrating Magento into TYPO3, e-commerce is comprehensively integrated into TYPO3. This allows for a seamless experience and automated product display and rotation on any page of your website, increasing conversions.

### Salesforce

When it comes to cloud-based CRM systems, there are few solutions as comprehensive as Salesforce. By integrating Salesforce and TYPO3, you can track your customers usage of your site, particularly if you have a client portal with login. The insights this provides makes highly customized user interaction possible, giving your sales team the valuable data they need.

### Online Payment

Payment gateways provide an interface for automated conversion. Whether you need a subscription service, payment for content, or event registration, we will integrate a comprehensive solution to enable instant processing and automatic payment confirmation.

**ENTERPRISE FEATURES**

**Multi-lingual functions and localization**

TYPO3 enables straightforward creation and management of multi-lingual content. It is integrated into the same content management tree as the original language. New language versions of content can easily be added and edited in the backend. TYPO3's core translation controller provides an overview of which language content is present and complete and which is incomplete or missing. TYPO3 content can be exported into a standard XML format. This makes it possible to send content in the original language for translation to external agencies.

**Abstraction layer provides connectivity with any external system or database**

TYPO3 works with a DBAL manager (Database Abstraction Layer). In addition to supporting MySQL (a fast open source database from Oracle), this enable the use of most other SQL-based databases. TYPO3 provides connectivity to any external system for full flexibility.

**Workspaces**

Workspaces define working environments for different job levels and descriptions and integrate with graded user rights. In TYPO3, copywriters, authors or junior editors are granted clearly defined spaces in which to work. These need not be live environments. Senior editors and others may also need to access the live environment in order to make changes and corrections to the live site or mark live content (such as product reviews) for modification.

**Enterprise Digital Asset Management**

Digital Asset Management Systems (DAM) manage all the published and unpublished content of a website. Content Management Systems store and archive content, including content that may not be ready for publishing and/or should have access restrictions. TYPO3's DAM offers a comprehensive cataloging system for the managing of content elements, including files.

## HOW DO THEY STACK UP?

| | TYPO3 | Drupal | ExpressionEngine | Adobe CQ5 | Wordpress |
|---|---|---|---|---|---|
| Company | TYPO3 Association | Acquia | EllisLab | Adobe | Automattic |
| Licensing Costs | Free | Free | $ | $$$ | Free |
| License | GPL | GPL | Proprietary | Proprietary | GPL |
| Source Code | Open | Open | Source Provided | Closed | Open |
| Programming Language | PHP | PHP | PHP | Java | PHP |
| Database | MySQL and most RDBMs | MySQL, | MySQL | JSR-170 + Connectors | MySQL |
| Addons, Plugins, etc. | 5000+ | 6000+ | 400+ | 20+ | 24,000+ |
| Asset Management | Yes | Yes | Yes | Yes | Limited |
| Workflow | Yes | Limited | Yes | Yes | 3rd Party |
| Long Term Support | Yes | No | No | Yes | No |
| Brand protection & alignment | Yes | Limited | Limited | Yes | No |
| Integrated access rights and authentication | Yes | Yes | Yes | Yes | Limited |
| Connectivity with translation software | Yes | No | ? | ? | No |
| Integrated Templating Engine | Yes | Yes | Yes | Yes | No |
| Protected content (user login portals) | Yes | Yes | ? | Yes | Limited |
| Mature codebase | Yes | No | Yes | Proprietary | No |
| Personalization | Yes | Yes | Yes | Yes | No |
| Multi-Language | Yes | Yes | 3rd Party | Yes | 3rd Party |
| Multi-domain | Yes | Yes | 3rd Party | Yes | Yes |
| Target Use | Enterprise Websites | Social Communities | Blogs / News | Enterprise Websites | Blogs |
| Vulnerabilities | Rare | Rare | Rare | Rare | Frequent |

**TYPO3 LIFECYCLE**
INFOGRAPHIC TIMELINE

Long Term Support (LTS) and a standard release schedule means that TYPO3 LTS releases will be fully supported for 3 years with bug fixes and security patches. TYPO3 Enterprise CMS provides long-term stability and planning, allowing for change management, LTS ensures bug fixes and security fixes throughout the overlapping lifecycle.

| | 2011 April | 2011 October | 2012 April | 2012 October | 2013 April | 2013 October | 2014 April | 2014 October | 2015 April | 2015 October | 2016 April | 2016 October |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TYPO3 4.5 LTS | | | | | | | | | | | | |
| TYPO3 4.6 | | | | | | | | | | | | |
| TYPO3 4.7 | | | | | | | | | | | | |
| TYPO3 6.0 | | | | | | | | | | | | |
| TYPO3 6.1 | | | | | | | | | | | | |
| TYPO3 6.2 LTS | | | | | | | | | | | | |
| TYPO3 6.2 + 1 | | | | | | | | | | | | |
| TYPO3 6.2 + 2 | | | | | | | | | | | | |
| TYPO3 6.2 + 3 | | | | | | | | | | | | |

■ Main development   ■ Regular bugfixes   ■ Priority bugfixes & security bugfixes

## CONCLUSION

Web CMS systems are widely discussed, and everyone seems to have their own opinion as to which one is the best. Depending on the particular preference of the vendor, systems will be recommended regardless of their suitability for enterprise deployment. By focusing on key features that are necessary in an enterprise setting, you can quickly eliminate many of the common contenders and find a solution that provides maximum ROI.

In the world of enterprise web CMS solutions, open source CMS systems have traditionally lagged behind their commercial counterparts. TYPO3 is an exception to this, as it provides a mature enterprise platform that is specifically focused on its core purpose: managing web content. Like other enterprise products, TYPO3 provides integration with common tools and platforms, including most common CRMs, people management tools, and more.

TYPO3 is a robust web content management system that provides a very high return on investment.

## ACIRA GROUP

Acira Group LLC is a professional web consulting, development and hosting firm based in Albuquerque, NM. Founded by three brothers with over 30 years of combined experience in dynamic web programming and design, Acira Group provides high quality work. Now with a large team of programmers at your disposal in almost every area of expertise, Acira Group is ready to help. What's your next web project?

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