



HIPPO

Real-time interaction, conversion and content delivery with Hippo CMS

Hippo has a number of features that enable you to interact with your audience and turn them in to customers. Dynamic and personalized content delivery is essential for providing customers with relevant content based on their profile and or authorizations. These features enable you to drive revenue from your online presence.

The following modules are available to be used with Hippo CMS:

Security, dashboard and profile engine (SDP Engine)

This highly scalable and easy to configure engine gives you out of the box functionality like:

Dashboard

- Widget support : integrate OpenSocial, netvibes widgets
- Legacy applications integration
- Personalized views
 - drag-n-drop configuration
 - centralized module management

Advanced Security

- Full portal 2.0 support
- Secure pages / spaces
 - Single Sign On (SSO)
 - LDAP connectivity
 - Groups, Preferences

Rich AJAX forms

This form creator allows you to easily collect data, setup polls and connect to databases or CRM systems, with out of the box features like:

- Easy form creator
- Advanced AJAX real-time validation
- API connector

Visitor tracking and profiling

With the real time faceted delivery engine in Hippo repository it is possible to build profiles and provide visitors with highly relevant content based on their target group. Furthermore it's possible to securely shield content from users giving you a single platform for interaction with your customers:



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- Anonymous (session based) dynamic profile generation based on configurable target group definitions
- User based profile generation in combination with the SDP Engine
- Integration with advanced statistics software like Google Analytics and Omniture
- Secure Search and Secure content delivery
- Dynamic content delivery based on target group

Conversion management

Conversion of visitors to (returning) customers is driven by a smart combination of capabilities of Hippo CMS and proper integration with existing back-office applications. The open architecture makes your web presence the ultimate channel for your customers to do business with your company, enabling compelling cross-selling and self service features:

- Synchronize users with CRM systems
- Open architecture for easy integration with existing applications and back-office systems
- Rich customer portals with self service functionality
- Targeted content delivery in combination with the Visitor tracking and profiling Engine
- Ad management integration
 - a/b testing suites
 - content based ad delivery
- Data collection / profiling of visitors capabilities for enhanced reporting and campaign adjustments

For more information please contact us at:

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