

WAP/Mobile Site Builder (MSB)



The *WAP/Mobile Site Builder (MSB)* is a powerful semantic publishing platform that comes with a great set of features designed to make your experience as a publisher on the Internet (web/mobile), as easy, pleasant and appealing as possible.

The MSB offers standards-compliant, fast, light content management system, with sensible, extremely customizable default settings and features.

In the following sections there is a list with some of the features that come standard with the MSB, however there are also several plugins that can extend its functionality.

WAP/Mobile Site Builder (MSB)

As we are entering the ubiquitous computing era, mobile phones are becoming an integral part of this evolution. In particular, web access through mobile phones has increased considerably and continues to rise steeply worldwide. Advances in mobile web are driven by the evolution of mobile handsets in a need to overcome major mobile limitations, backed-up by the cost reductions in personal mobile data access packages from mobile operators.

Since trends are towards steady growth, there is no necessity to “mobilize” web presence, only to grab the clear market opportunity to provide innovative services through the mobile web.

MS Builder is the key element in creating a mobile web/wap site in a fast and reliable way, from a simple landing page to a full content storefront or mobile information service.

The solution combines a state-of-the-art software application with an intuitive graphical user interface and numerous capabilities for site and pages design and publishing.

MSB has also been taking into account a few important aspects of the continuously changing business needs.

These driving factors could be summarized on *simplicity, reusability* and *integration service support*.

CRI 's solution can deliver business value in various ways, by:

Increasing productivity & minimizing time-to-market as a result of the easy and quick user actions for the generation of whole pages and sites with minimum effort.

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Increasing mobile marketing & advertising potential, due to the direct integration of the sites you create with CRI's Ad Server and Mobile CRM products.

Reducing time, effort and resources needed for maintenance, which results in low cost operations. New pages, changes to pages, even changes to the site structure can be done so easily that almost anyone can do it.

Integrating interfaces to external platforms, to ensure the incorporation of complex business logic already available, making it possible to considerably reduce overall project costs.

Applications

With the MS Builder, installation for customer will be used to increase brand awareness, establish and drive revenue from mobile value added services and expand current business to the mobile web.

The key value of the tool is making site creation and maintenance hassle-free, quick, with minimum cost for the customer, such as:

Corporate Presence and Brand Awareness

Easily extend web presence by creating and maintaining a site that respects the peculiarities of the mobile web, while at the same time includes dynamic information and allows for serving pages finely adapted to each visitor's handset.

Thus, customer will extend its presence beyond simple information presentation to prospect generation mechanism by including click-to-call, click-to-SMS or click-to-demo/trial request features, or even to a revenue generation channel by including a store/POS locator, which enables immediate conversion to store/POS visits.

Free and premium information services

Enable customer's information service on the mobile web to address the public or specific target groups such as journalists, employees, business partners, customers, etc. Access permission to news, announcements, alerts, product and service information, document downloads, content management or publishing systems, etc. can be restricted to subscribed users or allowed to all visitors.

Digital Content Storefronts

Multiple mobile web/wap storefronts, enabling a direct revenue stream by offering premium content for mobile devices (mainly e-learning applications, Java games and widgets). The software takes care or delivers the proper format of content to each device according to its capabilities (screen resolution, media formats supported, etc.).



Technology

MS Builder can be explicitly depicted in an n-tier model. Consequently, there are several critical layers that compose the platform.

The tool provides the ability to visually create mobile sites through simple drag and drop actions that are further translated into intermediate markup language, which is stored in the application server and transformed to actual pages in real-time.

Main features

MSB can take the place of your entire workflow; from the initial draft to the time you hit “publish” – spelling, grammar, collaboration and review-, meaning everything that makes web/wap mobile pages feel rich – pictures, videos, music, documents.

With a drag-and-drop file uploader that uses the latest technology to ensure your file effortlessly makes it to the web page every time, and a media browser to help you store, organize and find the files you are looking for, MSB hosts the files that make your pages pop.

Between email, IMs, texts, tweets, and status updates, we have enough distractions as is today. MSB platform should not be one of them.

- > MSB **automatically saves current work** as you type so you don't have to worry if your computer crashes or you make a mistake.
- > MSB **creates a versioning history** that you can recall at any time, which can be restored with a single click.
- > MSB **lets you schedule posts** for some time in the future or lets you backdate a post for some time in the past, so that you can write when its convenient for you.
- > MSB **allows to give passwords to individual posts to hide them from the public**. You can also have private posts, which are viewable only by their author.
- > MSB **lets you define different roles for different users** – just like in real life – and lets you assign privileges accordingly. Users can register themselves (if you want), and can submit content for your review.
- > MSB **provides extensive functionality** right out-of-the-box and often little customization is needed to adapt the software.

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