



Webmaster - Simply effective

Flexible and scalable

The WebMaster, web content management system, offers a simple structure for building and managing content for web sites, intranets and extranets. WebMaster's modular technology and structure enables companies to get information easily and fast to customers and employees, saving time and cost.

With a layered structure, a division is maintained between the layout, the data itself and data processing. This enables a change in the layout with relative ease and low cost as well adding costume made features to WebMaster.

WebMaster architecture also makes the connectivity of WebMaster to other systems within the company easy. The technology and modular structure of WebMaster enables companies to develop, change and expand their web solutions in conjunction with the development of the business. WebMaster will hence evolve and grow with the increased requirements of the customer.

Business benefits

Webmaster is very flexible and scalable and offers customer the ability to increase there sales and marketing effort on the Internet. It increases internal communication and efficiency by reducing technical complexity and streamlining business processes. Webmaster is easy to use by non technical staff and fits into existing infrastructures and integrates with internal systems and databases. Profits from the significant performance benefits offered by Microsoft .NET technology and uses e-business open standards

Webmaster Technology

Microsoft .NET Framework

Microsoft SQL Server, Oracle and more

Modular deployment - completely component-based

Open standards: XML/XSL, CSS, RSS, XHTML, SOAP and more

Support for LDAP and other authenticated standards

Web services and open standards offer ease of integration with internal systems

Ajax/Atlas

Advanced WYSIWYG Editor

SharePoint integration

Support of flash and streaming media

SQL, XML and web services provide a scalable and upgradable architecture free from legacy problems

Webmaster Software and Services

- Content Management System
- Basic and Advanced modules
- eCommerce
- Newsletters
- Personalisation
- Full Text Search Engine
- Multilingual Support / Localisation
- Search Engine Optimisation
- Collaboration
- Content Relationship Management
- Personalisation and target-group based publishing
- XML Services & Metadata Creation
- Content export as XML News feed (RSS / RDF)
- and more

Among users of Webmaster

- Sjóva Insurances
- Intrum Justitia
- SPRON
- Frjalsi Investment Bank Ltd
- Netbankinn
- National Debt Management Agency
- Landsvirkjun
- e2
- Skeljungur Iceland
- Áburðarverksmidjan
- Icelandic Opera
- IceHotels
- The Pension Fund for State Employees