

CMX Review

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Founder, April 22, 2012**

CMX History

- 2000 Originally created to support a single system
 - Created with ASP and Access DB
- 2002 CMX received it's first upgrade
 - .NET architecture with SQL server 2000 DB
- 2003 CMX updated to accommodate multiple websites
 - Independent sites using independent architecture and managed by a common interface
- 2004-2006 CMX modified to accommodate multiple websites under same architectural framework
 - Allowed for streamlined migration of private labeled environments
 - Allowed for streamlined migration of co-branded environments
 - Allowed for streamlined migration of multi-language environments

CMX History

- 2006-2008 Complete Overhaul of architecture
 - Backend system updated to allow communications with SQL Server 2000 and Oracle 8i
 - Custom ORM extension created for minimizing architectural development
 - Core components updated to allow for proper management of following:
 - Search Engine optimization compliance and rank reporting
 - PCI Compliance
 - Federal 508 guideline Compliance
 - Managed workflow with up to a 3 step approval process
 - Streamlined functional rendering to minimize environmental resources
 - Integration of encrypted authentication layer tested by 3rd party auditing company
 - eCommerce integration
 - Allowing communication and management through an ERP system
 - Allowing manual management of product
 - Allowing for web presentation of common business needs (examples)

CMX future

- 2008 + Currently in progress
 - Migration into .NET 3.5 architecture (done)
 - Allowing communication w/ SQL server 2005 and MySql
 - Integration of evolutionary algorithms (done)
 - Better compliance through multiple ERP systems
 - Integration of fully compliant back office environment/ communication with CRM
 - Dynamic system publishing and maintenance (done)
 - Allowing for communication with social networking environments like Facebook, Twitter, MySpace.

CMX Overview

- CMX is a streamlined blend of component based extensions that can be unified as a whole or functionally live independent of one another. The component categories are listed below:
 - Core components
 - Primary architecture for creation, maintenance and communication of attached environments
 - eCommerce
 - Contains a group of individualized modules that can be described as:
 - Member management and authentication
 - Shopping environment
 - Checkout process capable of communicating with 3rd party components such as payment gateways, sales tax calculation and shipment management
 - Compatible with UPS, FedEx, USPS, Google Checkout, Paypal and Authorize. NET
 - Communication and management with ERP system as well as EDI systems
 - Simple back office management
 - Manual product management
 - Management of promotions and discounts

CMX Overview

- User communication modules
 - Components that work together as an auto or manual email generation application
- Website management components
 - SEO maintenance and rank reporting
 - Traffic and site usage reporting
 - Online sales and marketing reporting
 - End user interaction specifics
- Authentication and user management in CMX
 - Components that allow administrative maintenance for the system
- Workflow management
 - Allow proper review and acceptance cycles

CMX Overview

- Complying with common business needs
 - Career management
 - Customer service
 - Information banks (whitepaper repository, document management, etc..)
 - Dynamic creation of polls
 - Dynamic creation of surveys
 - Forum components
 - Blogging components
 - Factual or commonly asked question management
 - Press release/ news article management
 - Static and ad rotation management
 - Environmental display management
 - Dynamic publishing
- System wide exception handling
 - These components are responsible for maintaining proactive communication through email or SMS to properly relay single or multiple environmental issues.

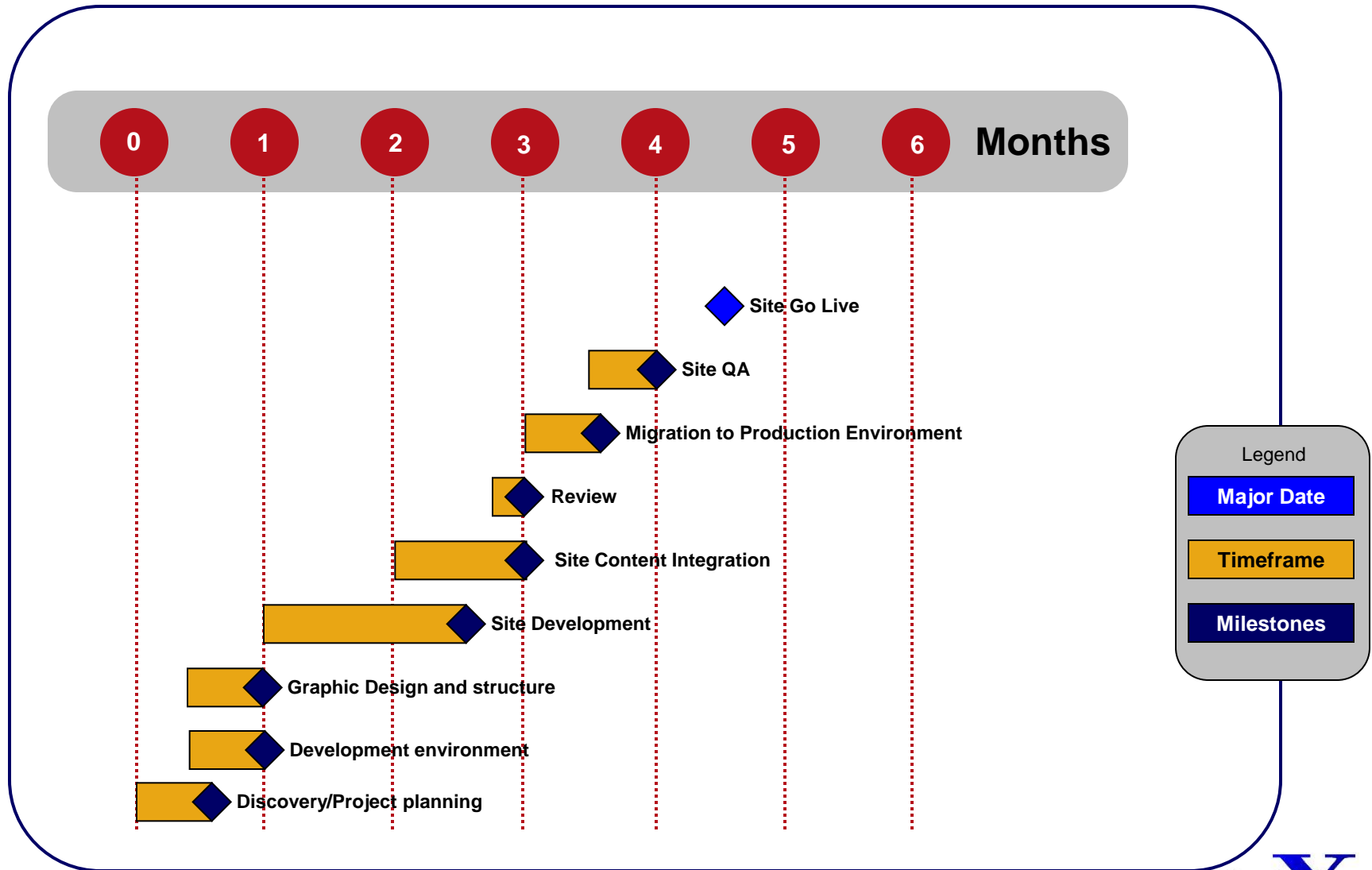
Project Discovery

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Project Discovery

- What criteria is used to determine a potential fit for CMX with your company?
- Is this a new build site or a re-brand of an existing site structure?
- What features are you expecting to integrate into your site in general?
- What environment is considered for this implementation?
- What resources are allocated to the project or are you looking for 100% implementation services from a vendor?
- Is marketing heavily involved in the project, or will this be rolled out to them at a later point?
- What turnaround timeframe are you expecting?

Sample CMX Implementation Project



Baseline software cost

- Core components - \$45,000
- eCommerce – \$20,000
- User communication modules - \$10,000
- Website management components - \$10,000
- Authentication and user management - \$10,000
- Workflow management - \$10,000
- Common business needs – Included in core
- System wide exception handling – Included in core
- Does not include implementation and development services, maintenance or licensing fees.

Next steps

- Provide documents on estimated Statement Of Work and licensing information
- Schedule a face to face demo of the webware
- Schedule discovery/project planning meeting
- Provide actual SOW
- Sign any NDA agreements needed to continue