

Functional Specification Document

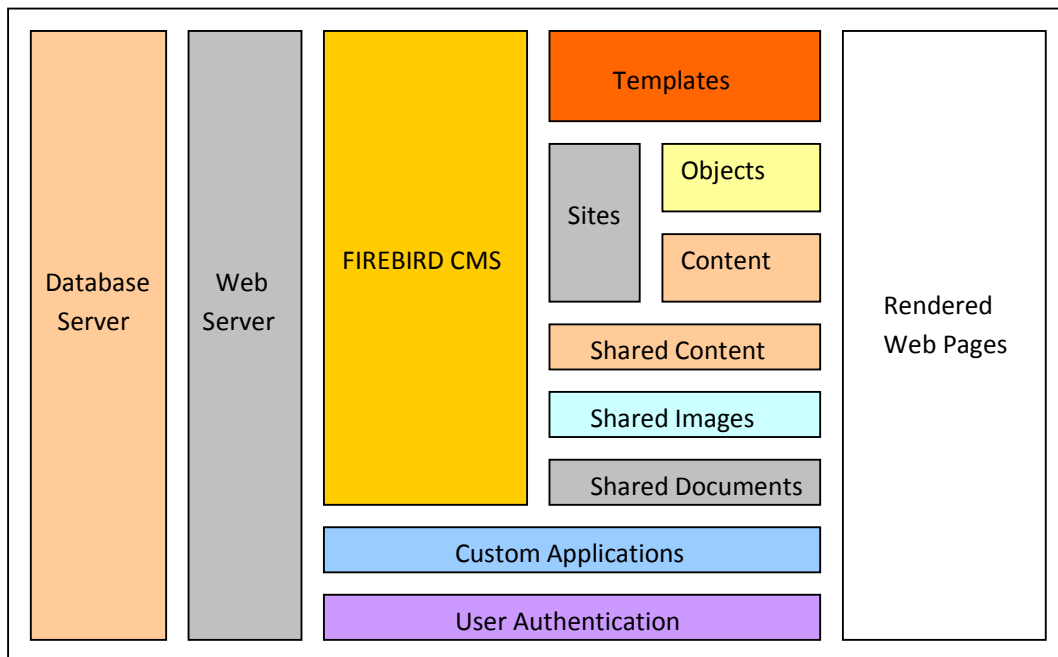
Please note that all product functionality detailed is correct as of November 28th 2008

Overview

Firebird CMS comes packed with a rich set of advanced features right out of the box. Most companies will not need anything more to keep their website up to date and fresh with new content. And for those needing specific functionality, add-on modules and custom development requests are available.

Brief overview of the platform components

Firebird CMS is a website content management system built on the Microsoft technology platform and makes use of Microsoft server technology and custom applications languages.



Product Features Overview

1. Website Content management Features
2. Online Web Site Administration Screens
3. Customer and Membership Features

4. **Ecommerce and Online Product Catalogue Features**
5. **Template based branding features**
6. **Multi-site server Features**
7. **Technical Specifications**
8. **Support for integration with third party products**

1. Website Content management Features

1.1. Site Builder

- Navigate site popup and List pages view
 - Add new folder
 - Folder Name
 - Add new page
 - Select Template
 - Set Path
 - Page Name and Title
 - Meta Description and Keywords
 - Robot commands - Index and Follow, Priority, Change Frequency
 - Edit Page
 - Preview
 - Refresh
 - Page Properties
 - Page Name
 - Title
 - Template
 - Description
 - Keywords
 - Robots Index, Follow, Priority, Change Frequency
 - Menu Number
 - Menu Label
 - Menu Order
 - Change Path
 - Up Level
 - Content Blocks
 - Add from List of available blocks
 - Move up or Down
 - Deleted
 - Preview Page
 - Copy

- Move
- Batch Operations
 - Move Selected
 - Copy Selected
 - Delete Selected

1.2. WYSIWYG editor - Easily update and create pages using our fully-featured Rich Text Editor with full preview capability.

- Improved Rich Text Editors – Our Page Editor provides 'what you see is what you get' content and html editing with an extensive range of editing and image manipulation features .
- Paste from MS Word. Paste your content directly from MS Word and Firebird will automatically strip out all the extra garbage that MS Word adds to your text.
- Upload edit and resize Images
- Tables support
- Stylesheet styles available configurable by template

1.3. Inbuilt and Custom Object Controls objects that can be dropped into a page content editable area include:

- HTML Content and WYSIWYG Editor
- HTML Snippet
- String
- Two Column Layout
- Gallery control
- Articles
 - Articles List
 - Articles Snippet
 - Read Article
- Google maps
- You Tube
- Sitemap
- Search
 - Search
 - Search Results
- Spacer
- Contact Form
 - Name
 - Email
 - Organisation
 - Position
 - Message
 - Send
- DPS Credit Card payment form
 - Name
 - Number
 - Expiry
 - Amount

- Make Payment
- Membership Controls
 - Customer Self Sign up
 - Customer Update Profile and Contact Details
 - Customer Forgot Password
- Ecommerce Controls
 - Product Catalogue
 - Product Details Control
 - Product Search
 - Shopping Cart
 - Shopping Cart Checkout

1.4. Improved Meta-tag and keywords controls – consider Firebird your #1 free Search Engine Optimization CMS. Firebird helps your SEO efforts by making it easier to adjust meta-content of your site on a per-page basis.

1.5. Full Featured Image Library - upload your own images and easily manage, edit and place them on pages in your site.

- Thumbnail view
 - Column / Height Preview Adjustment
- Details View
 - Preview thumb
 - Delete
 - Rename
 - Move
 - Copy
 - resize and crop
 - Select All
 - Select None
 - Invert Selection
 - Delete Selection
 - Move Selection
 - Copy Selected
 - Resize Selected)
- List mode
 - Filename
 - Delete
 - Rename
 - Move
 - Copy
 - resize and crop
 - Select All
 - Select None
 - Invert Selection
 - Delete Selection

- Move Selection
- Copy Selected
- Resize Selected
- Upload file or ZIP file for automatic extraction
- Image Directory
 - Change
 - Add new
 - Delete

1.6. Document Library - store all site documents including PDF files, word documents, and spreadsheets for easy addition to your pages

- List
 - Filename
 - Size
 - Delete
 - Rename
 - Move
 - Copy
 - Select All
 - Select None
 - Invert Selection
 - Delete Selection
 - Move Selected
 - Copy Selected
- Upload file or ZIP for automatic extraction
- File Directory
 - Change
 - Add new
 - Delete

1.7. Re-usable Content Blocks - easily create page items and re-use them across multiple pages, saving you time in content distribution.

- Add Block (Name, HTML Editor)
- Edit Block (Rename, HTML Editor)
- Preview Block
- Copy Block
- List all blocks, Delete, Batch Copy, Batch Delete.

1.8. Menu and Navigation Elements

- Built-in support for Breadcrumb navigation. Firebird will automatically create your breadcrumb navigation for you.
- Auto Sitemap creation. Firebird automatically creates your sitemap page ensuring it is always up-to-date, and additionally creates a google sitemap XML file for best Google ranking results.
- Better handling of aliases and menu indexes – Search Engine Friendly aliases are automatically created from the page titles and the system will check for alias conflicts before saving a page.
- Menu template Control

1.9. Basic Articles, News and Blog support

- List Articles (ID,Name, Date Published, Edit, Delete)
- Add/ Edit Article (Title, Author user, Date Created, Introduction, Article HTML Edit, Save)
- Page Controls for Article list, Read Articles and List Snippets.

2. Online Web Site Administration Screens

2.1. Manage your content and website configuration online, not FTP or HTML editing tools required.

- Role-based security providing multiple levels of access - Assign editing rights across multiple business units, restricting access to the areas you choose. Varying levels of access can be assigned.
- Works in your favourite browser – You can manage your websites from anywhere in the world with an internet connection and IE 7, 8, Firefox 2.0.2.
- Site Preview – Open website for preview in new window
- Online Help Link to www.firebirdcms.com/Help
- Logout

2.2. Site Settings and maintenance Screens

- General – Site Name, Holding page on or off, Editable Region Color, Editable Region Border Color
- Meta Tags – Default Keywords, Default Title, Default Description, Apply to all pages button

- Site Statistics provider URL
- Web Server Management URL (plesk)
- Users – Add New User (Username, Email, Description, Password, Security Question, Security Answer, Role), Edit User (Email, Description, Role, Change Password),
- Import Users from CSV
([USERNAME],[PASSWORD],[EMAIL],[QUESTION],[ANSWER],[ROLE],[DESCRIPTION])
- Import Content – Restores default site from SQL script
- DPS – URL, Login, Password, Currency
- SSL Settings – Enable check box
- Cart Settings – Checkout allow new customers, Shipping options list (Post,Air,Pickup,Download), Payment Options (Instore, Credit Card, Direct Debit, Cheque, On Account, Paypal), Tax Rate, Tax Country.
- Personal Preferences (allow edit while browsing, Editable Region Color, Editable Region border)

3. Customer and Membership Features

- 3.1. Members Sign-up. Allow website visitors to signup to your members section. Firebird provides a built-in module to automate this process for you.
- 3.2. Customer Self Sign up
 - Create new account Control (Username, Password, Confirm Password, Email, Security Question, Security Answer)
- 3.3. Customer Update Profile and Contact Details
 - Update Control (Username, Email, First Name, Last Name, Daytime Phone, Mobile Phone, Date of Birth, Gender, Email Permission, Address 1, Address 2, Suburb, City, Postal Code, State, Country)
- 3.4. Customer Forgot Password
 - Forgot your password Control - (Enter Username, Answer Security Question, Password will be reset and emailed to email address)
- 3.5. Administer Customer
 - List (Username, Email, First Name, Last Name, Suburb, City Edit)

- Edit (Username, Email, First Name, Last Name, Daytime Phone, Mobile Phone, Date of Birth, Gender, Email Permission, Address 1, Address 2, Suburb, City, Postal Code, State, Country)
- Customer Order History (ID, Date, Total, Payment Completed)

4. Ecommerce and Online Product Catalogue Features

4.1. Product Catalogue

- List products (Thumb, Title, Small Details, Price, RRP, View, Add to Cart)
- Pagination
- Search by Title and Description

4.2. Product Details Control

- Product Details (Name, Thumb, Gallery Page thru, Code, RRP, Price, Description, Add to Cart, Back to Shop)

4.3. Product Search

- Search query Control
- Search results returned by the product list by description and title matches

4.4. Shopping Cart

- List Cart Contents (Sub Total, Tax, Total, Checkout)
- Summary Control (Item list, tax, Total, Checkout)

4.5. Shopping Cart Checkout

- Order Summary (Items, Subtotal, Tax, Total)
- Delivery Address Verify (First Name, Last Name, Address, Address, Suburb, City, Postal Code, State, Country, Daytime Phone, Mobile Phone, Update My Details)
- Shipping options (Post, Air, Pickup, Download)
- Payment Options (Credit Card, Cheque, DC, In Store, On Account)
- Credit Card (Card holder Name, Number, Expiry, Amount, Purchase)
- DPS Logo and Privacy Statement
- Thank you screen

4.6. Administer Products

- List (ID, Name, Small Description, Active, Price, Edit, Delete)
- Edit (ID, SKU, Name, Description, Small Description, Make, Model, Part Number, Active, Category, Price, RRP, On Sale Flag, Wholesale, Overseas Shipping Charge, Delivery Size, Stock Level,
 - Images (Thumbnail preview / upload, Image preview /upload, Logo Preview/ upload)
 - Gallery (1 -5 preview / upload)

4.7. Administer Categories

- List (ID, Name, Code, Parent, Sequence, Edit, Del)
- Edit (Name, Store Code, Parent Category, Sequence)

4.8. Orders List (ID, Date, Status, Total, Payment Status, Edit, Delete)

- Edit (View OrderID, View Customer ID, View Date,
 - View Products List (ID, Product, Price, Qty, Status)
 - Payment Information (Shipping cost, Sub total, tax, total, Discount Code, Payment Type, Payment Complete)
 - Shipping Information (Status, Shipping Method, Invoice Number, Tracking Numbers 1-2-3, Notes)
 - Delivery Address (To, Address 1, Address 2, Suburb, City, Postal Code, State, Country)

4.9. Shop Console (Products, Orders, Customers, Categories, DPS Console open in new window link)

5. Template based branding features

- 5.1. Easy addition of new templates in Masterpage format - Create new templates in .Net's Master Page format and easily change templates on the fly on existing pages.
- 5.2. Strong Web Standards Support – Fully XHTML compliant to W3C specifications, Firebird creates code that conforms to the latest web standards.
- 5.3. Template Editor Supports:
 - Edit Page Templates
 - New Template

- Preview
- HTML Editor
- .Net Code Editor
- Stylesheet editor
- Print Stylesheet Editor
- Upload images (file and zip file)
- Edit Email Templates
 - New Email
 - Email Editor

6. Multi-site server Features

6.1. Per site template based branding, just add another folder per site for central content management control.

- Share content, images, document, files and templates between the sites
- Add multiple domain names which map to the configured site folder

7. Technical Specifications

- Built entirely in Microsoft Vb.Net / ASP.Net 2.0 languages
- Supports Microsoft .Net 2.0 runtime
- Supports Microsoft SQL Server 2005 Databases
- Supports Microsoft Windows 2003/ Windows XP SP2 server operating systems
- Supports Microsoft IIS 5.1, 6 web servers

8. Support for integration with third party products

- Screw Turn Wiki
- Yet Another Forum
- Google Analytics
- Splendid CRM
- You Tube
- Google Maps

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Firebird CMS[®] is available from quality Web Design and System Integration providers. Please visit www.firebirdcms.com for your local reseller.