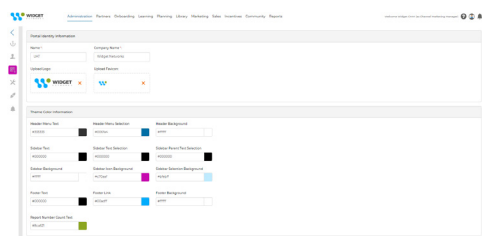# FluidCMS™ Content Management

UCM's FluidCMS™ enables you to build your portal or microsite in minutes using a simple drag-and-drop approach, without forcing any constraints on the application itself, supporting application developers with content-as-a-service. FluidCMS™ module allows administrators to create and manage web and campaign content to build dynamic and personalized portal pages, campaigns and other content on the fly.

Portal Content Management

FluidCMS™ enables your organization to set up portal pages using a site map structure, and then begin adding pages and content. This module comes with dynamic web page and content management capabilities. Users can manage their content and arrange elements with just a click of the mouse, dragging and dropping objects across the screen. Drag-and-drop applies to all types of content: images, text fields, videos and the whole variety of modules and additional customization options. As your organization creates new pages of content, you can control access at a granular level, allowing access by channel partners across the globe.

FluidCMS comes loaded with a one-stop solution – Portal Identity feature to brand your UCM instance and Login Screen with organizational logos and branding color profiles to suit your organization ergonomics. This makes it easy for your organization to set up the UCM instance using your logos and color profiles to set-up customized themes for the Portal.
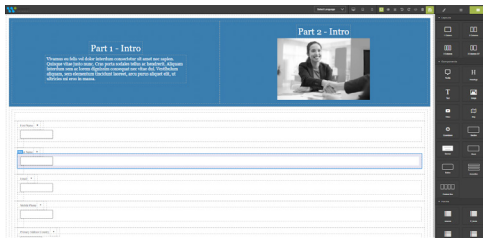

Key Features Include:

✔ Multilingual Page Content Management
✔ Portal Page Setup, Versioning and Archival
✔ Page Edit, Timely Publish & Management
✔ Menu Management
✔ Drag-and-Drop Approach

Dynamic Form Builder

FluidCMS™ helps you to configure and integrate Dynamic Forms with Marketing tactics to capture information for any specific module of UCM. They can be integrated to customized Campaign Pages and executed to the end-user. The Dynamic Form helps you to reach out to Prospects and capture valuable information through the Form directly - syncing the record(s)/information to the specific UCM module.

FluidCMS™ features a widget library full of text fields, galleries, video, maps and more to enhance the configuration and built of the Dynamic Form to suit your needs. Hosting of Dynamic Forms to Pages of a Marketing tactic viz. Microsites, Campaigns, etc. can be easily accomplished, by simply Drag-Dropping the Dynamic Form to the existing Page. Further updates of the design of the Page, if needed can be configured through FluidCMS™. Live edit WYSIWYG functionality contributes to a smooth, uniquely comfortable user experience, and it also comes with a wide range of actions. Enhance your Partner and Customer experience through FluidCMS™'s multi-lingual, visually appealing, module-specific, multi-tactic based Dynamic Forms.
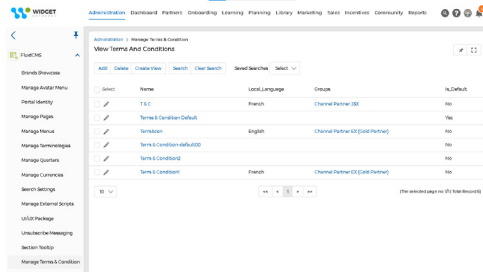

Key Features Includes:

✔ Content Branding & Font Management

✔ Module specific Dynamic Forms

✔ Capture Information and Assets Sharing

✔ Bootstrap Support

Base Currency and T&C Page Management

Base Currency can be configured and activated either by a) Adding a New Currency and enabling it as a Base Currency or b) Editing an existing currency and converting it to a Base Currency. The conversion Rate for the other currencies relative to the base currency is set manually when a new currency is added and set as a base currency.

UCM Portal Admins can easily manage the content and activation of the Terms and Conditions Page which is normally utilized for UCM Users to Accept and Acknowledge prior to using the UCM Platform, as part of compliance rules and regulations for the Organization. The Terms and Conditions are created based on specific Languages and Groups. The Terms and Conditions Page – Activated is visible when the user (allocated with the specific Group and Language) logs in to the system for the first time. If the Language and Group associated with any specific Terms and Conditions do not match with that of the user, the one that is created as default is visible.

Key Features Includes:

✔ Configuration and Activation of Base Currency

✔ T&C Page Management

✔ T&C Visibility Configuration

✔ Default T&C Activation

Australia • China • Hong Kong • India • Indonesia • Japan • Korea • Romania • Singapore • UK • USA

www.zinfi.com