

# Ektron eSync: Redefining Web synchronization technology

ektron  
CMS 400.net  
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**E**ktron's eSync revolutionizes the way that Web sites are built, deployed and maintained and is the only synchronization solution that can keep Web sites up-to-date efficiently, giving you a level of control over your site that was impossible before.

From single sites, to global multi-sites, to server farms, eSync gives you scalable geo-synchronization capabilities that allow you to easily update exactly what you want, when you want to.

## Pre-eSync

Until now, deploying a new site meant moving all of the data, templates and code from the development environment to production servers manually, taking up a lot of time and creating a lot of risk. Adding updates to an existing site has been even more painful. Not only do you need to manually move the new templates and code changes over to the live site, you also have to account for changes that occurred to the live site while you were developing the updates. Trying to limit server downtime while updating multiple servers, databases, and sites and also scheduling these changes further complicated the process.

Ektron's eSync revolutionizes this process by providing the next generation in advanced synchronization technology, simplifying the entire process of deploying, changing, or updating your Web site as well as bi-directionally managing content changes and membership information.

Now, a Web developer can synchronize a live Web site back to the development environment, and then use it to build the next phase of the site, using "real" data and testing it thoroughly. When this phase of the site is ready to go live, eSync makes the entire deployment process as simple as a click of the mouse.

## Move what you want...

eSync moves only the changes you want to move, from single pieces of content to entire sites, making updates efficient and eliminating site downtime.

With its intelligent synchronization technology, eSync is able to securely move selected content bi-directionally: Web 2.0 sites have a wealth of user generated

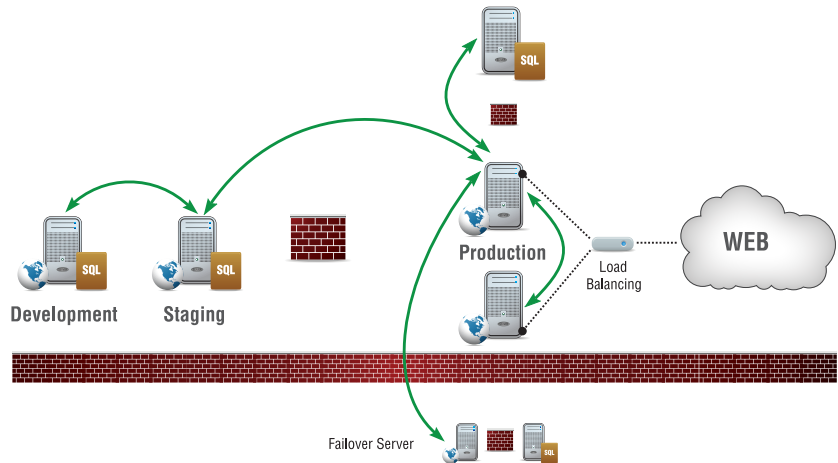


Figure 1: Simple and complex sites all benefit from eSync's bi-directional synchronization

content and membership information. That data can now be synchronized back to the development side of the firewall.

By employing certificate-based authentication to secure your Web site, Ektron's eSync lets CMS users update content anywhere safely, whether it is on a production server or within the development environment. Alternatively, all of your updates can take place on the safe side of your firewall before they are moved to the live site.

If conflicting versions of content exist, eSync's configurable conflict resolution engine ensures that you won't lose your most up-to-date content. The version that isn't posted is saved in a history, along with other previous versions, enabling you to track changes or restore content, if the need arises.

Within complex IT infrastructures, eSync has the ability to synchronize content, assets, HTML pages and any other items that make up your Web site, whether it is managed by CMS400.NET or not.

## ...when you want to.

Synchronization can be scheduled to take place at strategic times that assure optimal performance while facilitating site updates. Global multi-site setups can take advantage of this to coordinate synchronizations with servers around the world, taking advantage of low traffic periods. Or, use eSync's scheduling feature to set up time-sensitive events. Synchronization can take place with

single or multiple servers, whatever your needs are.

## Synchronized development

eSync's ability to move and copy data is unparalleled, and it offers a host of options for managing multiple servers. If there is a need for multiple development servers, eSync can create another copy of the live site for you to work with. As your developers build out changes to the site, their updates can be synchronized to the staging server and production servers.

eSync also has the capability to support advanced infrastructures, including load balancing and failover server configurations.

Ektron's eSync is the only solution in the marketplace today that gives you the level of control you need to keep your Web sites completely up-to-date. Whatever your Web site structure is, Ektron's synchronization technology lets updates happen efficiently and quickly, and provides you with the tools you need to deal with today and tomorrow's information-hungry world.

*EKTRON Since its founding in 1998 Ektron has been committed to providing affordable web content management and authoring solutions. Ektron CMS400.NET empowers non-technical business users by providing an intuitive user interface for managing their Web site's content and messaging. Ektron has a complete set of social networking tools and fully supports all Web 2.0 functionality. For more information on Ektron, visit: <http://www.ektron.com>.*

**ektron**  
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your website to do?