



REEDY CREEK



TECHNOLOGIES

About Reedy Creek Technologies

Reedy Creek Technologies is an Internet software corporation located near Four Oaks, in the Research Triangle Region of North Carolina. Begun in 1997 from its founders' real-world web site development experiences, the company's mission is to develop unique and beneficial Internet software solutions that solve the needs of a multitude of users. Reedy Creek's client list includes universities, banks, corporations, the United States military and non-profit organizations. It's also a member of organizations such as the Council for Entrepreneurial Development (CED) and NC Electronics & Information Technologies Association (NCEITA)) and is exclusively endorsed by the International Webmasters Association.

Headed by President and Chief Executive Officer Neal Davis, Reedy Creek employs a total of 17 full-time and part-time employees and consultants/contractors. Its founders are Neal Davis, Brian Gold and Warren Grimes.

Reedy Creek Technologies is the maker of Real-Time Page Management® (RPM), the first Internet software tool to enable web page content management via email. The U.S. Patent Office has recently issued a patent on the RPM technology.

Neal Davis
Founder and Chief Executive Officer
Reedy Creek Technologies

Neal Davis is president and CEO of Reedy Creek Technologies, and one of the company's founders. He has more than 25 years of business management experience with a concentration in sales, marketing and product distribution.

Davis founded an electronic equipment distribution company in 1974 and grew it into a national supplier with annual sales exceeding \$6MM. Beginning in the 1980's, the company gained valuable experience in the deployment of local and wide area networks as well as data warehousing and data mining systems. The company was successfully operated for 20 years and was sold in 1993.

This paved the way for Reedy Creek Direct Marketing Associates, an Internet web development company. Utilizing these years of computer expertise, Reedy Creek quickly developed a strong reputation for its innovative interactive programming capabilities. The company was an early pioneer in the deployment of Internet virtual hosts, and the custom development of e-commerce, online auction, and banner advertising management software for its clients' use. The company also developed robust error handling and web server access-control programming techniques, which led to the award of contracts to develop bank web sites.

Davis then oversaw the development of Real-time Page Management content management software, and subsequently the formation of Reedy Creek Technologies, which develops and markets applications of this patented technology.

Davis is a U.S. Army veteran and holds a A.A.S. Degree in Electronics from Pitt Technical College.

Warren Grimes
Chief Financial Officer and Co-Founder
Reedy Creek Technologies

Warren Grimes is chief financial officer of Reedy Creek Technologies, and one of the company's founders. He has more than 25 years of business management experience with a concentration in finance.

In 1970, Grimes founded a solid waste company serving a residential, commercial and industrial customer base in a four-county area of North Carolina. After spending 22 successful years in the solid waste business, he sold his company to Waste Management, Inc. (NYSE: WMI) and joined Neal Davis, president and CEO of an electronic equipment distribution company, in 1992. Grimes' role was to oversee the accounting operations of the company.

This paved the way for Reedy Creek Direct Marketing Associates, an Internet Web development company. The company was an early pioneer in the development of e-commerce, online auction and banner advertising management software. The company also developed robust error handling software and Web server access-control programming techniques, which led to the award of contracts to develop Web sites for banks.

Grimes and Davis subsequently formed Reedy Creek Technologies with Grimes managing the financial side of the business. Reedy Creek Technologies now develops and markets applications of the patented Web content management software, Real-time Page Management®.

Grimes earned a bachelor's degree in business with a concentration in accounting from High Point College. He serves on the board of directors of Four Oaks Bank and Trust, a community bank with assets of more than \$200 million.

Brian Gold
Chief Technology Officer and Co-Founder
Reedy Creek Technologies

Brian Gold is Chief Technology Officer of Reedy Creek Technologies, and one of the company's founders. He has more than 12 years of computer programming experience in a multitude of programming languages.

Since 1980, Gold has worked in many different computer software, hardware and networking projects which tapped into his knowledge of programming languages including C, C++, Java, Visual Basic and Perl.

In 1987, Gold teamed up with Neal Davis, President and Chief Executive Officer of an electronic equipment distribution company and grew it into a national supplier with annual sales exceeding \$6MM. Gold was responsible for the deployment of local and wide area networks as well as data warehousing and data mining systems.

This paved the way for Reedy Creek Direct Marketing Associates, an Internet web development company. Utilizing these years of computer expertise, Reedy Creek quickly developed a strong reputation for its innovative interactive programming capabilities. The company was an early pioneer in the deployment of Internet virtual hosts, and the custom development of e-commerce, online auction, and banner advertising management software for its clients' use. The company also developed robust error handling and web server access-control programming techniques, which led to the award of contracts to develop bank web sites.

Gold then began development of Real-time Page Management (RPM)[®], Web content management software, and subsequently formed Reedy Creek Technologies with Davis. Reedy Creek Technologies now develops and markets applications of this patented technology.

In addition to his work with Reedy Creek Technologies, Gold has also contracted work with Burroughs Wellcome, AT&T and SAS Institute.

Facts about Real-Time Page Management (RPM)[®]

The Technology

RPM is a server-side software application that provides the only known compatible alternative to FTP (File Transfer Protocol). When applied to Web page management, RPM enables an organization to safely delegate partial or full-page Web page responsibility directly to those people who actually are responsible for its content. RPM is completely compatible with all client-side content editors and all server-side operating systems (NT, Linux or Unix), including virtual hosts. Updates can be made as often as desired, and no interaction with the Webmaster or site manager is needed.

Features:

- Comes with RPMMail Editor and plug-ins for MS-Word and Allaire HomeSite.
- Runs with Unix, Linux or NT servers, including virtual hosts.
- Designed to be compatible with existing web sites and content editors.
- Revisions made through page access areas, called ports, specifically set up through the webmaster.
- Built-in control features prevent unauthorized or inadvertent site modifications by users.
- Information Management System (IMS) module allows automatic reporting and live monitoring of all RPM activity.

Benefits:

- Server access is safer than FTP.
- Easily added to existing Web sites.
- Updating page text and images is as easy as sending email.
- Use with any content editor — no knowledge of HTML is required.
- Multiple users can manage individual areas of same page independently and simultaneously.
- All activity is monitored live and reported automatically.
- Update schedules can be individualized for all content areas.
- No database software needed.

How it Works:

Initially set up by the webmaster, the pages may be structured with carefully managed areas, called ports, where revisions can be made. A page can include multiple ports, each independently managed. Or, users desiring total creative freedom may request that a RPM port encompass the entire page. Only authorized RPM users are able to update data in each port by using e-mail and appropriate password. No knowledge of HTML is required (HTML tags can, however, be incorporated in the e-mail document.) RPM runs with existing Internet server software and can be easily incorporated into existing pages, thus preserving your current investment.

Questions and Answers about Real-time Page Management®

I already have a fully developed web site. Will I need to re-engineer my site for RPM?

No. Existing web pages can be easily retrofitted with RPM. Your existing directory tree and link structure remains intact.

Will I have to replace my existing web server software?

No. RPM runs in conjunction with existing server software. No need to replace anything.

What are the system requirements for running RPM?

RPM needs less than 3MB of storage for NT, Linux, or Unix installation. The only other requirement is a file path from your email server.

Are RPM pages created "on the fly"?

No. Whenever a revision is received by RPM it is instantly processed and the revised page is available for viewing immediately. Therefore, RPM pages are faster loading and consume far fewer system resources (bandwidth). This is critically important in high-traffic web sites.

How does RPM compare to database driven pages?

If the goal is to delegate content management, doing so via a database is taking the long way around. Besides being cumbersome to set up, database driven pages require specialized server software and must be created "on the fly", making them slower to load. Because the entire web site must be engineered around the database, it cannot be easily retrofitted into an existing site. RPM does not have these limitations. On the other hand, RPM pages can be easily deployed alongside database driven pages on the same web site.

How does RPM compare to server-includes?

Server-includes are intended to retrieve live data. For those wishing to delegate content management this technology does not provide a prudent solution. Plus, high-level FTP or LAN access is still required. RPM provides a superior alternative and is not hampered by these limitations. However, RPM pages can contain server-includes if they are needed.

Can RPM be used with web sites built around FrontPage, ColdFusion, LiveWire, Active Server Pages, etc.?

Yes. RPM can be used to manage ASP or any other embedded tag dynamic HTML page type.

Does every web page in the site have to be under RPM care?

No. Typically, only a minority of pages — those requiring the most frequent revisions — need RPM. Unchanging pages can remain under the care of the webmaster. This allows you to keep costs down and deploy RPM only as needed.

What if I need to deploy RPM on a new page?

No problem. Simply activate a port. This can be quickly accomplished by the person who has access to the Information Management System (IMS) module.

What is a port?

A RPM port is a virtual access window to a specific area on a specific page. Page revisions are uploaded through their port and incorporated into the page, regardless of the contents or size of the revision.

Do I have format control over my revisions?

Yes. Revisions uploaded via RPM can include any HTML tags, if so desired.

What else can my page revisions include?

In addition to custom formatted text, RPM revisions can include graphics, links, tables, Java applets, database records, PDF files, sound, video, and more. Note however, that RPM prohibits unauthorized activity. For example, RPM will not permit unauthorized HTML pages to be uploaded nor will it accept executable programs.

Can more than one port be assigned to the same page thus enabling shared page responsibility?

Yes. There is no limitation to the number of ports on a page. Each port can be under the care of a different person and revisions can be made simultaneously and independently of one another. Each person is restricted to their own port and cannot access any other area of the page.

Questions and Answers about Real-time Page Management®

Can a person be granted full-page authoring privileges?

Yes. A port can be assigned to encompass the entire page thus enabling the content originator to have complete design control.

Can unauthorized pages be installed on the server?

No. RPM only allows revisions to be made to pre-approved and existing pages.

What if I need more ports?

As your site grows, additional RPM ports can be purchased at any time and are easily installed from a diskette. You only need to buy what you need, when you need it.

What if I need to reassign a port or change its password?

No problem. This can be quickly accomplished by the person who has access to the IMS module.

What content editors can I use to manage RPM pages?

You can use any content editor you like, even an email utility. Additionally, each RPM port comes with our own RPMMail Editor and plugins for MS-Word and Allaire's HomeSite.

My web site resides on a virtual host. Can I use RPM to safely delegate content management and if so, what do I need from my hosting provider?

You can deploy RPM on any virtual host that also enables email to be directed to your user account. You do not need any assistance from your hosting provider other than normal FTP access during installation.

Is RPM platform dependent?

No. Versions of RPM are available for deployment on any Unix, Linux, or NT server, including virtual hosts.

How do I know when page revisions are made?

RPM automatically generates an email acknowledgement and sends it immediately to the group of people you list for that port. An entry is also made in a log file which can be sorted, viewed, and printed on demand.

What if I want to approve revisions prior to uploading?

No problem. Because RPM is email based, simply have the content originator email their revisions to the site supervisor or "gatekeeper". Upon approval, this person then adds the proper credentials and uses RPM to forward the revisions to the web page. RPM can also be used with staging or pre-production servers.

Can I be assured that revisions are being made when they are supposed to be?

Yes. Each RPM port can be assigned its own update schedule. The content originator is automatically notified via email whenever a revision is due. Past due or failed revisions can also be immediately reported to management and are logged in a discrepancy report.

Information Management System

Real-Time Page Management® offers an optional, easy-to-use module that allows for automatic reporting and live monitoring of all RPM activity. With RPM's Information Management System (IMS)™, Web site managers can get a precise picture of site content activity, including which pages are being updated, by whom and how often. The IMS module provides a complete audit trail of all RPM activity.

Benefits for Administrators

The IMS module is a server-based, password-controlled system that allows senior management to individualize attributes for each RPM port. This is particularly helpful when responsibility for maintaining RPM pages has been delegated across departments or throughout layers of people. IMS access takes place via your Web browser. Additionally, IMS:

- enables administrators to set up schedules and assignments for each RPM port.
- provides an automatic reminder system that notifies management via email when updates are past due or when revisions have failed.
- allows management to decide whom to notify about all RPM activity.

Features

The IMS module makes customized activity reports and logs available, which can be sorted, viewed and printed. They include:

- A one-year calendar displaying the date and day of the week of scheduled updates.
- A master list of all assigned RPM ports.
- An activity log of all RPM usage.
- A discrepancy log of past due or failed revisions.

MS FrontPage Plug-In

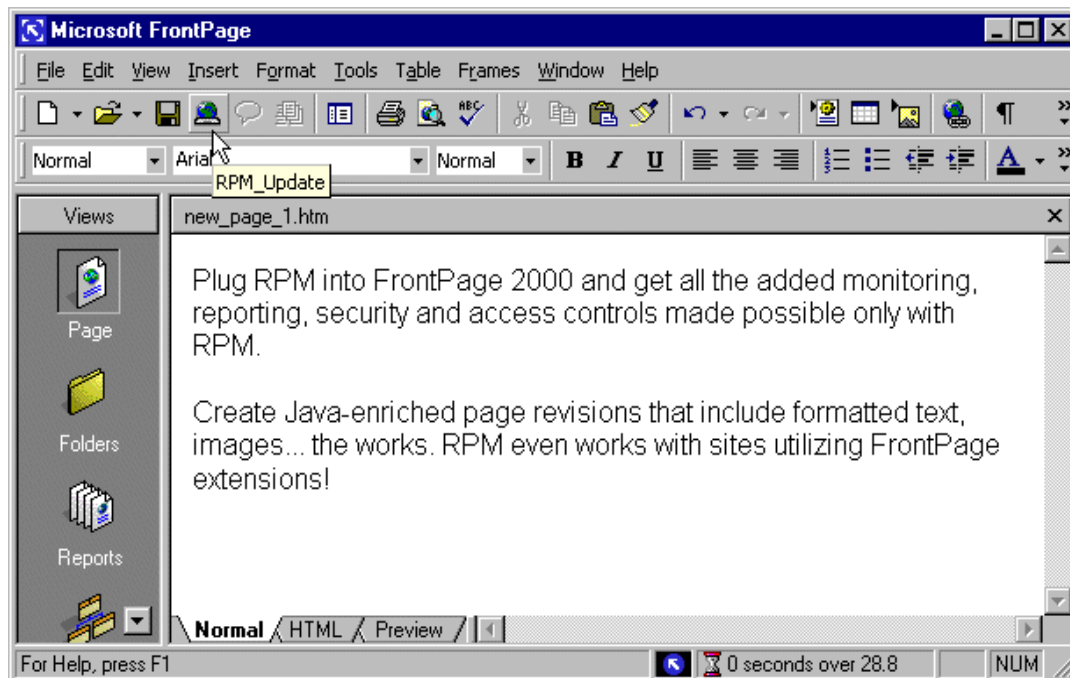
Real-time Page Management (RPM)[®] offers a plug-in for Microsoft FrontPage 2000 which enables users to publish contents directly on their Web site without the hassle of learning Web programming languages. The RPM-enhanced version of FrontPage enables complete WYSIWYG freedom and enables all of the unique publishing features of FrontPage to be retained, but without the requirement for users to have direct access to the web server. The RPM-enhanced version of FrontPage even supports web sites utilizing FrontPage extensions. The RPM plug-in transforms an otherwise ordinary Microsoft Office desktop into a powerful Web content management solution.

How It Works

It's simple. You use Microsoft FrontPage 2000 to create the content (including inserting graphics, Java applets, links, or formatting text), then with the click of a button, the RPM FrontPage plug-in allows you to upload to your Web page.

- An "RPM upload" icon is displayed on your toolbar as shown in the illustration below.
- After you have created your page revision in FrontPage, click the "RPM upload" icon, enter your password, and the revision is uploaded to the Web server immediately.
- The FrontPage file will save all the formatting for future editing, but the file sent to the Web server will be cleaned of all the FrontPage formatting and published as standard HTML.
- Any graphics that were included in the page will automatically be named and placed in the directory with the file.
- Completed page revisions are automatically encrypted and emailed to the web server.

For more information, visit our Web site at www.reedycreek.com.



MS Word Plug-In

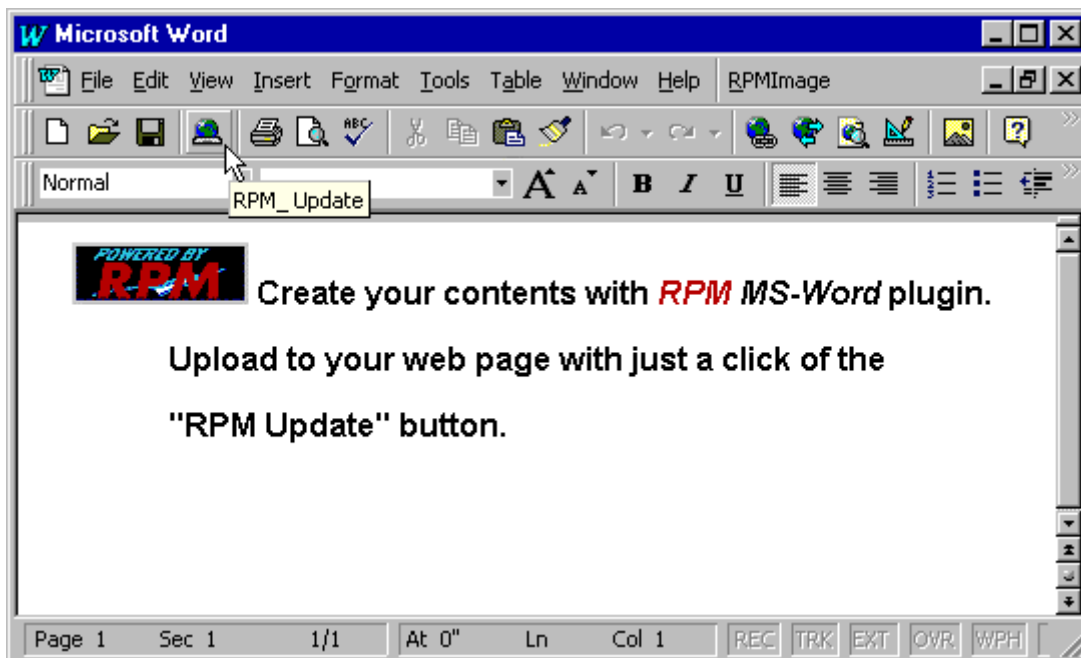
Real-time Page Management (RPM)[®] offers a plug-in for MS Word which enables users to publish contents directly on their Web site without the hassle of learning Web programming languages. The RPM-enhanced version of Microsoft Word 97 or Word 2000 enables complete WYSIWYG freedom. The RPM MS Word plug-in transforms an otherwise ordinary Microsoft Office desktop into a powerful Web content management solution.

How It Works

It's simple. You use Microsoft Word to create the content (including inserting graphics or formatting text), then with the click of a button, the RPM MS-Word plug-in allows you to upload to your Web page.

- An "RPM upload" icon is displayed on your toolbox between the save icon and the print icon.
- After you have created your page submission in MS Word, click the "RPM upload" icon, and the page is updated to the Web server immediately.
- The MS Word file will save all the formatting for future editing in MS Word, but the file sent to the Web server will be cleaned of all the MS Word formatting and published as HTML.
- Any graphics that were included in the page will automatically be named and placed in the directory with the file.

For more information, visit our Web site at www.reedycreek.com.



Add **RPM** And Delegate With Peace Of Mind:

RPM MS Word plug-in transforms an otherwise ordinary Microsoft Office desktop powerful content management solution when used **in conjunction** with RPM-enhanced Unix, Linux, or NT-based web site.

	Office 2000, 2000 Premium Edition, Office 97 plug-in	Office 2000, 2000 Premium Edition, Office 97 with RPM plug-in
Multiple platforms and server software supported?	Yes , with limitations. FrontPage may be required for certain functions.	Yes . Publishes to <u>any</u> NT, Unix, or Linux e-mail capable platform using any server software with RPM also installed. No FrontPage extensions needed.
Easily retrofitted to existing sites?	No . May require FrontPage and extensive site re-engineering.	Yes . Snaps into existing sites. All directory and link structures remain intact. No nested sub-webs required!
Direct access to server required?	Yes . High-level LAN privileges resulting in security risks.	No . There is never a direct connection between content provider and web server thus minimizing security risks.
Confine content provider to designated area of web page?	No . Full page authoring only.	Yes . Content provider can be granted access to any area of web page and restricted from all others without the need for cumbersome databases.
Can more than one person manage different areas of the same page?	No . All must be granted full access to the whole page.	Yes . Any number of people can manage their respective area of the same page simultaneously and independently of one another.
Can content provider have full-page authoring capability?	Yes . No other choice.	Yes . Can be selectively assigned.
Could content provider gain unauthorized server access, upload unauthorized web pages or hazardous programs?	Yes , including unauthorized pages, unauthorized web sites, viruses, and hack attacks.	No . While RPM allows text, images, sound, video, Java applets, databases, and more to be uploaded to assigned areas, unauthorized file types and other server activities are not allowed.
Can images from digital cameras and scanners be inserted into web page?	Yes , but images must first be processed via complex photo tool and then inserted.	Yes . Also includes direct interface specially designed for web publishing with simplified point and click control of these images.
Are notifications sent whenever a page has been revised?	No .	Yes . Up to three levels of management can be notified in any combination.
Is publishing activity logged and available via report?	No . Only status of work in progress. Requires FrontPage.	Yes . All page revision activity is monitored live, logged, and acknowledged immediately. Numerous management "audit trail" reports are available on demand.
Can page revision schedules be created?	No .	Yes . Individualized revision schedules for each content area can be created. Revision reminders can be sent automatically. Failure to make revisions when scheduled are also logged and reported live.
Can revisions be subject to supervisory approval prior to uploading, if desired?	Yes , but requires FrontPage and conformance to specific document workflow rules.	Yes . Manage workflow as you wish with complete flexibility. RPM is an excellent workflow companion. FrontPage can even be used for document creation.

Corel WordPerfect Plug-In

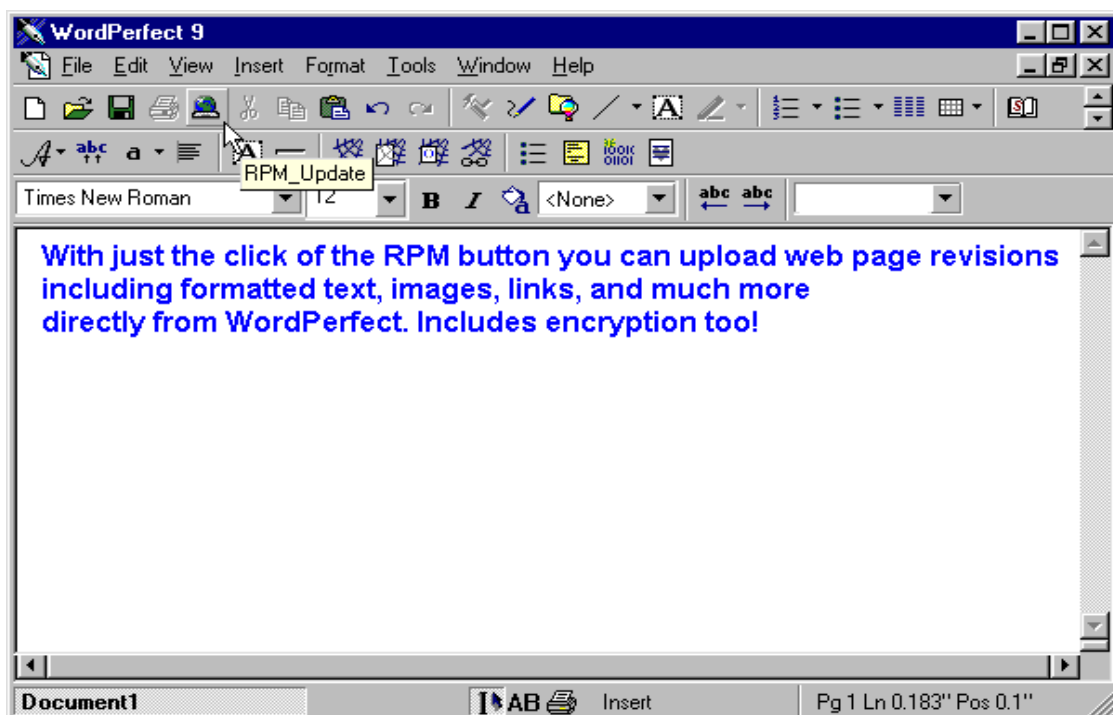
Real-time Page Management (RPM)[®] offers a plug-in for Corel WordPerfect 9 (Office 2000) which enables users to publish contents directly on their Web site without the hassle of learning Web programming languages. The RPM-enhanced version of WordPerfect enables complete WYSIWYG freedom. The RPM WordPerfect plug-in transforms this popular word processor into a powerful Web content management solution.

How It Works

It's simple. You use WordPerfect to create the content (including inserting graphics, links, or formatting text), then with the click of a button, the RPM plug-in allows you to upload to your Web page.

- An "RPM upload" icon is displayed on your toolbar as shown in the illustration below.
- After you have created your page revision in WordPerfect, click the "RPM upload" icon, enter your password, and the revision is uploaded to the Web server immediately.
- The WordPerfect file will save all the formatting for future editing, but the file sent to the Web server will be cleaned of any unneeded formatting and published as standard HTML.
- Any graphics that were included in the page will automatically be named and placed in the directory with the file.
- Completed page revisions are automatically encrypted and emailed to the web server.

For more information, visit our Web site at www.reedycreek.com.



RPM-Enhanced HomeSite Editor

Real-time Page Management (RPM)[®] offers a plug-in for Allaire HomeSite which enables users to publish contents directly to their Web site without the hassle of learning Web programming languages. The RPM-enhanced version of Allaire HomeSite enables complete WYSIWYG freedom. The RPM HomeSite plug-in transforms an otherwise ordinary office desktop into a powerful Web content management solution.

How It Works

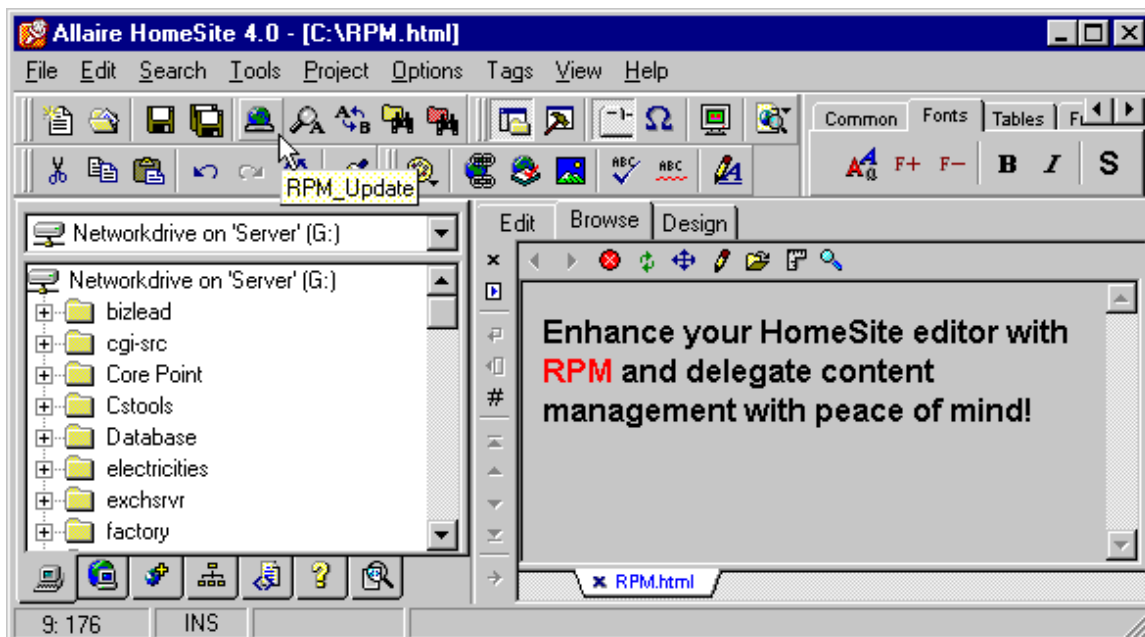
It's simple. You use Allaire HomeSite to create the document (including inserting graphics or formatting text), then with the click of a button, the RPM HomeSite plug-in allows you to upload to your Web page.

- An "RPM upload" icon is displayed on your Allaire HomeSite toolbox between the save all icon and the find icon.
- After you have created your page submission in Allaire HomeSite, click the "RPM upload" icon, and the page is updated directly to the Web server.
- The Allaire file is saved as an RPM-type file, and any confidential information is protected by an encryption feature that seals your documents while en route to your Web page.
- The location of the upload is controlled by the webmaster and hard coded into the routing information used to upload revisions. Thus, the user can be confident that the file is placed in the correct directory.

"Webmasters will love this new tool. With RPM (and plug-ins like Allaire HomeSite), users simply e-mail updates directly onto Web pages. You no longer have to give users access to the Web server's directory structure. The webmaster is freed up to do site administration, marketing and design tasks rather than provide content updating services to individuals. Furthermore, the updates can be sent encrypted, something that currently is not possible via FTP."

- Michael L. Deane, Solunet, Inc.

For more information, visit our Web site at www.reedycreek.com.



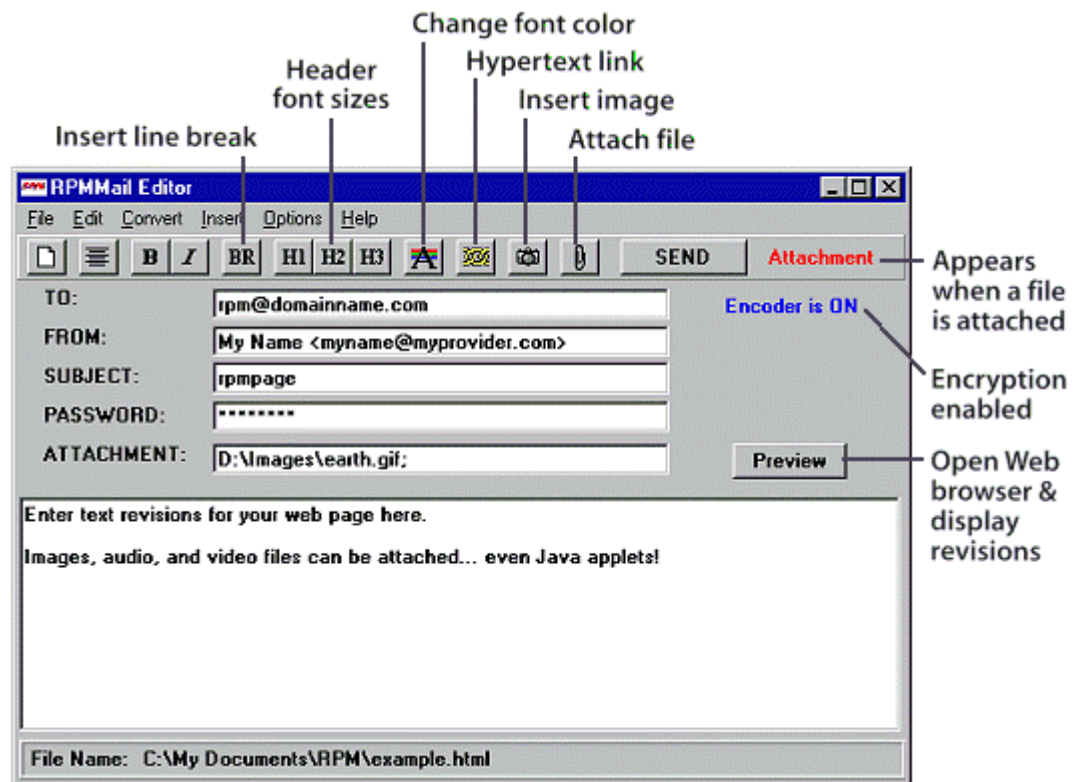
RPMMail Editor

Real-time Page Management® (RPM) pages can be managed with practically any content editor and uploaded via existing e-mail utilities such as Eudora, Microsoft Exchange, Outlook, Netscape Mail and others. Better yet, every RPM port is supplied with RPMMail Editor software. RPMMail Editor is a combination e-mail utility and content editor with many powerful features.

Benefits include:

- Simple point-and-click control of text formatting (bold, italic, color, center, font and header size, etc.), hyperlinks and image placement.
- Easy uploading of image, audio and video files – even Java applets.
- Built-in interface to scanners and digital cameras simplifies image capture.
- Preview feature permits RPM documents to be reviewed offline with Netscape Navigator or Microsoft Internet Explorer.
- Easy insertion of a unique Time and Date stamp. The revision date is displayed on your Web page automatically, and it can be placed wherever you like.
- Automatic preparation of HTML files for use with a RPM port.
- Uploads HTML documents created with WYSIWYG editors such as Microsoft® FrontPage, Adobe PageMill® or any other editor.
- Includes a proprietary data encryption algorithm, which automatically seals your document while en route to your Web page.
- For added security, RPM files are encoded when saved to your hard drive.

Passwords are not displayed on screen, which offers further protection.



FOR IMMEDIATE RELEASE

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REEDY CREEK TECHNOLOGIES JOINS RED HAT REVOLUTION TOUR

RESEARCH TRIANGLE, N.C. – Reedy Creek Technologies and Red Hat Software recently joined forces to launch Red Hat's 12-city Revolution Tour, a tour of significant interest to Linux® users nationwide.

Reedy Creek Technologies, makers of a Web content management software called Real-time Page Management® (RPM), presented information at Red Hat's first east coast stop, a Linux user group meeting in New York City on June 17th. In addition, Reedy Creek was present at stops in Atlanta and Boston.

The month-long tour included speeches from Red Hat's co-founder and Chief Technical Officer Marc Ewing, who spoke about the new release of Red Hat Linux 6.0, additional new features and the growing Linux community. Tour participants hail the event as a milestone for Linux users.

"This is an excellent opportunity for the users of Linux to get together and share ideas as well as check out some of the new applications for Linux," Neal Davis, president and CEO of Reedy Creek Technologies, said. As more people adopt Linux, Davis added, the demand for applications that run on it is increasing.

RPM, which can run on Linux, as well as Unix and Windows NT, is a patented server-side application that addresses the security concerns and inadequate management controls associated with File Transfer Protocol (FTP) and database-driven content management solutions. When applied to web page management, RPM enables an organization to safely delegate partial or full-page responsibility directly to those people who are responsible for its content.

"The Linux community is especially excited about the RPM technology since it's believed to be the first web content management solution that runs on Linux," Davis said.

RPM's compatibility with all client-side content editors and all server-side operating systems, including Linux, Unix and Windows NT, makes the software user-friendly and easily adaptable for a wide array of users.

In addition to strategic alliances with Red Hat Software and IBM, the International Webmasters Association granted RPM its exclusive endorsement.

Reedy Creek recently partnered with Red Hat Software, and a demo of RPM is included in the Red Hat applications CD-ROM. Distribution of the CD's reached more than 250,000 users.

Reedy Creek Technologies, an Internet software corporation located in the Research Triangle region of North Carolina, demonstrates commitment to developing unique and beneficial Internet software solutions that solve the needs of a multitude of users.

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News Release
August 16, 1999

IBM FINDS NETFINITY PARTNER IN REEDY CREEK TECHNOLOGIES

RESEARCH TRIANGLE, N.C. – Reedy Creek Technologies, an Internet software corporation located in the Research Triangle region of North Carolina, has joined with IBM (NYSE: IBM) as an IBM Solution Developer. The partnership unites Reedy Creek's patented web content management software, Real-time Page Management® (RPM), with the IBM Netfinity ServerProven program.

"The RPM technology is an ideal fit for a program such as the Netfinity server line," said Neal Davis, president and chief executive officer of Reedy Creek Technologies. "Organizations are looking for turn-key solutions for their mid-level and mission-critical investments. Stream-lined web content management has become a important focus for most companies."

The IBM Solution Developer Program is a worldwide program offering support and services to software developers who build solutions using IBM technologies. Netfinity ServerProven products are thoroughly tested and approved by IBM as robust and secure business applications that fill a unique niche in the marketplace.

The software, Real-time Page Management® (RPM), allows content providers to edit their Web pages without the need for a direct, high-level connection to the Web server. Utilizing existing content editors such as MS Word, users do not need any specialized Web programming skills or knowledge of HTML. While user-friendly, Web management access is still administered through the webmaster or IT manager.

RPM is compatible with all server-side operating systems including NT, Unix and Linux, an especially appealing feature to IBM since it recently announced it is delivering end-to-end support services for the Linux operating environment.

"RPM represents a stream-lined solution for many organizations because it was designed to be easily retrofitted into existing sites and doesn't require substantial site re-engineering and re-tooling," said Davis. "It's technology that can be used as much or as little as needed in a site."

Reedy Creek's client list includes universities, banks, corporations, the United States military and non-profit organizations. RPM is endorsed by the International Webmasters Association.

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Real-time Page Management is a registered trademark of Reedy Creek Technologies.
Microsoft Word is a registered trademark of Microsoft Corporation.

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WEBMASTERS ENDORSE REAL-TIME PAGE MANAGEMENT

RESEARCH TRIANGLE, N.C. – The International Webmasters Association has granted its exclusive endorsement of Real-time Page Management® (RPM), a web content management software developed by Reedy Creek Technologies.

“RPM receives our highest endorsement and is a truly unique product that we feel adds real value to the webmaster profession,” the association said recently in a letter to its members.

RPM is a patented server-side application that allows a webmaster to delegate partial or whole-page responsibility for revisions through access areas called ports.

With the advanced technology of RPM, updates are sent via email, and users do not need to know HTML or other web programming languages. Instead, the individual who is responsible for the content in a particular port creates the revisions in a content editor, such as Microsoft Word®, and simply emails the document to the site via a plug-in created by RPM.

Because page revisions are transmitted via electronic mail, no direct access to the web server and no interaction with the Webmaster is needed. RPM includes built-in controls that prevent unauthorized or inadvertent server activity by users.

In addition, the Information Management System™ module allows for live monitoring of all RPM activity.

“The ability to delegate content management safely, securely and efficiently will lift the workload burden from the webmaster,” said Neal Davis, president and CEO of Reedy Creek Technologies. “By eliminating what often becomes a bottleneck of routine Web site updates, RPM will allow webmasters to concentrate on the more creative and technical challenges of their jobs.”

The International Webmasters Association, a nonprofit association, is the industry’s recognized leader in providing educational and certification standards for Web professionals. With more than 12,000 members spanning 106 countries, it has established the industry’s first guidelines for ethical and professional standards, Web certification and education programs, specialized employment resources and technical assistance to individuals and businesses.

Reedy Creek Technologies, an Internet software corporation located in the Research Triangle region of North Carolina, demonstrates commitment to developing unique and beneficial Internet software solutions that solve the needs of a multitude of users. Reedy Creek’s client list includes universities, banks, corporations, the United States military and non-profit organizations.

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REAL-TIME PAGE MANAGEMENT OFFERS WEBMASTERS RELIEF

RESEARCH TRIANGLE, N.C. – Reedy Creek Technologies, an Internet software corporation located in the Research Triangle region of North Carolina, has developed software which will enable organizations to safely delegate Web content management directly to those people who are responsible for its content.

Reedy Creek's client list includes universities, banks, corporations, the United States military and non-profit organizations.

The patented software, Real-time Page Management® (RPM), allows content providers to edit their Web pages without the need for a direct, high-level connection to the Web server. Utilizing existing content editors such as MS Word, users do not need to have any specialized Web programming skills or knowledge of HTML. While user-friendly, Web management access is still administered through the webmaster or IT manager.

"The ability to delegate content management safely, securely and efficiently will lift the workload burden from the webmaster," said Neal Davis, president and CEO of Reedy Creek Technologies. "By eliminating what often becomes a bottleneck of routine Web site updates, RPM will allow webmasters to concentrate on the more creative and technical challenges of their jobs."

The webmaster delegates partial or whole-page responsibility through carefully-managed access areas called ports. A page can include multiple ports, each independently managed, or users desiring total creative freedom may request that a RPM port encompass the entire page. Only authorized RPM users are able to update text and images in each port by using email and an appropriate password.

The Information Management System (IMS), also included with the software, is a server-based, password-controlled system that allows senior management to individualize attributes for each RPM port. The IMS module also provides a complete audit trail of all RPM activity, including an automatic update reminder system, a master list of all RPM ports, and activity and discrepancy logs.

"Organizations can now place the responsibility of keeping their Web sites fresh and relevant on those who actually have an impact on the content," Davis said. "At the same time, IT managers can feel confident that they aren't compromising the security of the servers."

RPM is endorsed by the International Webmasters Association.

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Real-time Page Management is a registered trademark of Reedy Creek Technologies.

—Original Message—

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RPM Lets Users Manage Web Content

Reedy Creek Technologies wants to make it easier for companies to keep their web site content fresh and up-to-date and to have more people able to do the updating without needing access to the server. The company's Real-time Page Management (RPM) software lets non-technical users edit web pages while allowing managers to maintain access control. This way, companies can avoid the bottleneck of developers having to do all the updates without, as CEO Neal Davis says, "giving away the store."

Davis says most other web content management solutions out there use ftp to make the changes, which gives users too much free access to the company's server. RPM uses e-mail to make the changes. The company creates an access window, called a port, on a web page. A port can be a particular area of a page, the entire page or a company can combine ports on a page, subdivide them and have multiple people contributing changes to various portions of a page simultaneously. The user creates page revisions on the desktop, which get bundled and sent to the appropriate port. From there, the changes are sent via e-mail to the server where they're authenticated. The revisions are then made to the web page. RPM also sends e-mails to the managers who need to be made aware of the changes and each revision is automatically entered into a report so they can all be tracked back to the originating user. According to Davis, this is a better alternative than other content management solutions because it allows a company to "decentralize the flow of information" without giving away too much access to the server. Users can work with any client-side web publishing tool they want. The software runs on Unix, Linux or NT servers and includes a mail editor and Word and HomeSite plug-ins.

Reedy Creek counts branches of the US military, municipal power agency, banks, corporations and non-profits among its customers. According to Davis, RPM works particularly well for e-commerce sites in a number of ways. Companies that operate their own sites can assign different people responsibility for various areas of the site. An e-commerce site that sells products made by someone else can allow the manufacturers to update their own product info without having to give them access to the server. Davis says the company has a slew of new features in the pipeline including adding "more sophisticated approaches to more dynamically driven sites."

The patented technology has been available to beta customers for about two years and was quietly released last fall. Since then, the company has been working on its strategy and national rollout plan. It has also been finding strategic partners interested in integrating RPM with their own offerings. So far it's snagged Linux powerhouse Red Hat, which is including a demo version of RPM with every shipment of Red Hat 6.0. IBM also has plans for the technology within its Netfinity and Linux applications group. And a deal with HP is said to be in the works.

Five-year-old Reedy Creek has 18 employees, but Davis says that number will be growing soon. It'll be closing its first venture round in four-six weeks, which will help it "really move forward with a much more successful and faster pace." <#THE e-business NEWSWEEKLY>[Back to Headlines](#)

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RPM Technology Speeds Up Military Exercise

In recent years, companies and organizations have raced to establish a presence in one of the fastest growing communications channels in history: the World Wide Web. For many, the focus has been limited to getting a Web site up, often with little idea about how to maintain, update or take maximum advantage of this unique medium. Now that they're on the Web, companies are faced with the challenges of keeping the content current and fresh with limited time, resources and skilled personnel.

The U.S. military faced many of these same challenges earlier this year, but found a unique solution in an off-the-shelf business software solution called Real-time Page Management® (RPM), an adaptable Web content management solution developed by Reedy Creek Technologies in the Research Triangle region of North Carolina.

The RPM technology demonstrated its effectiveness in July, 1999, when the United States Army Signal Command (USASC) conducted its annual communications exercise called Grecian Firebolt. Ken Thompson, data network officer for Grecian Firebolt '99 and a Major in the U.S. Army Reserve, was assigned the task of developing a Web-based reporting system for use during the exercise. "The RPM software proved to be the right choice," Thompson said. "I was very pleased with the approach we took and the performance of the RPM product."

Grecian Firebolt '99 was designed to test multi-unit readiness capabilities in planning, engineering, building and operating a large scale, multi-national communications network during a major crisis such as war or global disaster. With more than 5,000 participants, the exercise spanned the continental United States, Korea and Hawaii. It employed a variety of communications technologies including telecommunications, computer data communications, satellite linkages and the Internet to quickly transmit information, such as troop strength, equipment availability and readiness status.

Although the Army has conducted this exercise since the early '90s, they are continually looking for new technology to improve their efficiency. "We were looking for a way to communicate information from the smallest unit level up to the senior command levels in a consistent and real-time manner from people geographically dispersed and often with limited technology at their fingertips," Thompson said. "RPM helped us manage the flow of data while ensuring the authenticity of it."

A patented application, RPM is Web content management software that allows content providers to edit their Web pages without the need for a direct, high-level connection to the Web server. Page revisions that include text, images, audio, video, etc., are delivered to the web server via electronic mail. Utilizing existing content editors such as Microsoft Word®, users do not need to have any specialized Web programming skills or knowledge of HTML. While user-friendly, Web management access is still administered through the webmaster or IT manager.

Military commanders routinely report their unit status in areas such as personnel strength, and equipment readiness to their superiors. During Grecian Firebolt '99, commanders used the military's tactical equivalent of the World Wide Web and the RPM product to accomplish much of this routine reporting. Once an update was made to the unit Web page with RPM, the software automatically sent an email message to the higher command, letting them know new information had been posted. It's nearly as simple as posting an email message, and that's the key to RPM's adaptability to many applications where timely information and the Internet come together.

"RPM provided us the means to build an effective reporting system for a complex organization in fairly short order. This is a critical concern in an environment where military forces are continually tailored to meet the needs of specific scenarios," Thompson said.

Short order includes the fact that there's often little or no time to train users in Web page authoring. "The RPM software is quick and easy to use," Thompson said. "Our training essentially consisted of instructing content managers in filling out an MS Word document, hitting the RPM publish button, picking the name of what they're updating, entering a password and hitting okay."

Flexibility is also a critical component with Real-time Page Management, Thompson added. The RPM software is easily retrofitted into existing sites, and doesn't require substantial site re-engineering and re-tooling. "It's not so highly automated that it can't adapt to a change if we decide in midstream that we need an additional piece of information," Thompson said. "On the second day of the exercise my higher authority changed the data they were asking for. We simply altered the default reporting format, sent out a message to download the new format and watched the whole reporting system adjust in under an hour."

Neal Davis, president and CEO of Reedy Creek Technologies, said that RPM was born out of a real-world need for businesses and organizations to keep information on their Web sites fresh and fast changing. The main barrier was a centralized process where revisions had to be routed through a webmaster or IT department.

"The process represented not only a delay, but in many cases an additional cost for the customer if they were hiring an independent contractor," Davis said.

As with most civilian organizations and companies, security is a top concern with the USASC. A unique feature of RPM is that it allows the Web developer to assign access to only specific areas of the site. Selected content managers can update that section alone, thus preventing individual users from changing areas of the site for which they are not responsible. Encryption can also be activated.

"What RPM does is provide a way to let information be published without having to give everybody and their dog access to change the entire Web site," Thompson said.

His concern is not necessarily centered on malicious intent, but more on accidental error. "I've been in the business a long time," Thompson notes. "I can count on one hand the number of times I've seen things intentionally damaged. But I can't begin to tell you how many times I've seen things accidentally damaged. That's where your hazard is."

According to Davis, the version of RPM that the Army Signal Command used has not been revised or tailored to meet their specific needs. "The RPM software is being deployed by the USASC exactly as it is sold commercially. It comes with everything needed," he said. "They are using it just as it would come off the shelf. That's the beauty of information management on the Internet. It can be done safely, securely and with nearly universal application."

Currently, the RPM software is being used by a number of companies and organizations besides the military including banks, universities, corporations and retail establishments. RPM is ideal for any organization large enough to have departments or layers of people who need to have direct input to Web content management, Davis says. "Organizations benefit from RPM by freeing up their information technology staff or webmasters to do those site development tasks for which they are better suited."

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RPM Technology Provides Shorter Reach to Consumers

With the development of the World Wide Web, an incredible amount of information is available literally at our fingertips. As the Internet market continues to grow and become more competitive, gone are the days when simply being visible on the Web is enough to get ahead. In today's highly technical world, an organization needs to utilize the full potential of the vast information superhighway to separate itself from the rest.

The Research Triangle Regional Partnership (RTRP), an economic development organization located in the Research Triangle region of North Carolina, has found a simple way to get more mileage out of their Web site. Real-time Page Management® (RPM), a Web content management software developed by Reedy Creek Technologies, is helping RTRP provide information faster, more efficiently and more accurately to its consumers.

RTRP markets a 13-county region of North Carolina to companies that are considering expanding or relocating to the area. They focus on the strength of the region's universities, the state's low, overall cost of doing business, the area's high quality of life and the strength of Research Triangle Park to entice companies to develop their business within the 13 counties. Having only a small, three-page Web site that was never updated, RTRP decided they could better utilize the Internet to reach their consumers.

"We knew we would be able to serve our clientele more effectively if we had a more current and comprehensive presence on the Web," said Leah Burton, director of public relations and marketing at RTRP. Since teaming up with Reedy Creek Technologies at the beginning of 1998, RTRP has created a complete online listing of all the available buildings and sites in their 13-county area. Users can go to the site and search for available space with a number of different criteria. For instance, they can search for buildings of a certain size or sites with a certain number of acres to purchase or rent.

"We wanted to get as much content on our site as possible because the Web is the most convenient source of information," said Bo Carson, assistant director of research at RTRP. "Site consultants no longer have to call, they can go straight to our Web site and find specifics."

Not only does the software make information more readily accessible to the organization's clientele, it also is extremely easy to use. With the advanced technology of RPM, Web site updates are sent via e-mail, and users do not need to know HTML or other Web programming languages. Instead, the individual who is responsible for the content creates the revisions in a content editor, such as Microsoft Word®, and simply e-mails the document to the site via a plug-in created by RPM.

"We needed something that would be very easy for the staff in our 13 counties to use since their expertise is not in technology but that gave them the responsibility to update the content they oversee," said Burton.

A patented server-side application, RPM allows a webmaster to delegate partial or whole-page responsibility for revisions through access areas called ports. Because revisions are transmitted via electronic mail, no direct, high-level connection to the Web server or interaction with the webmaster is needed. Security is not a concern because the software includes built-in controls that prevent unauthorized or inadvertent server activity by users. "This is a dream for large corporations to be able to allocate certain portions of their Web sites to be updated by certain departments, but also for smaller organizations like ours because we are spread out across 13 counties," Burton said. "In other words, it has taken a layer out of the process, making it much more efficient and much more accurate, because the people who know the information have control over putting it on the site."

Another advantage to the simplicity of using the RPM software is that it takes little or no time to train new users. "If a change in power takes place within one of the counties, it's not hard to train new personnel," Carson said.

Flexibility is another benefit to using the RPM technology. "We are talking about making significant expansions on our site, and we don't have to go to a different company. Reedy Creek Technologies and RPM can handle both ends of the spectrum," Burton said.

Neal Davis, president and CEO of Reedy Creek Technologies, said RPM was born out of a real-world need for businesses and organizations to keep information on their Web site fresh and fast-changing.

"RPM represents a solution for many organizations because it was designed to be easily retrofitted into existing sites and doesn't require substantial site re-engineering and re-tooling. It's technology that can be used as much or as little as needed in a site," Davis said.

The RPM software is being used by a number of companies and organizations including banks, universities, corporations, retail establishments and the military. RPM is ideal for any organization with layers of people who need to have direct input to Web content management. Davis said, "Organizations will benefit from freeing up their information technology people or webmasters to do those site development tasks for which they are better suited."

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