

Traction® TeamPage™ is Enterprise Weblog software for information sharing within and among business teams. Traction makes collecting, organizing, and publishing information to the web or intranet as easy as using email.

Traction uses the combination of the web, office desktop, email, and RSS to deliver a dramatically more effective communication, collaboration and knowledge-exchange medium that presents business information and working communications in context, over time.

Traction is an ideal solution for many groups including market intelligence teams, program or product teams, and high value communication in business or government.

Business Needs

A business project or process typically has a core team which does most of the work, and a group of stakeholders who need to stay informed and interact occasionally. The same person may contribute in one project and monitor or provide feedback into other projects. Within the team, a person's role may shift from contributor to consumer and back, particularly when people are involved in many projects at one time. Traction addresses both needs.

Contributor: Active team members gather research or feedback, write reports and action memos, and respond to questions. They aggregate or synthesize information for others in the same or different teams. Contributors need to:

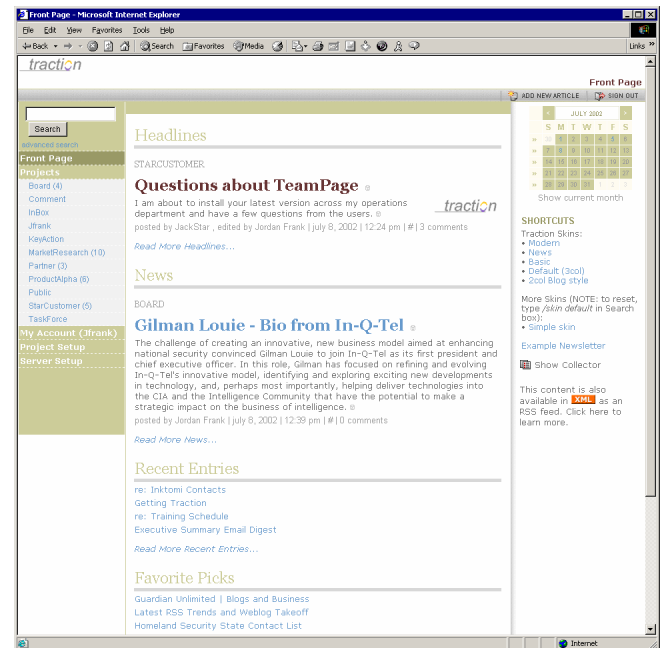
- Easily collect, aggregate, categorize, link, and share information from email, web, legacy applications and office documents;
- Post meeting notes, call reports, product requirements, issues or problems, questions, answers and other material;
- Make what they write or share visible to appropriate team members without "spamming" everyone with email;
- Rapidly assemble information on a particular topic or action, track issues, and present the content to others.

Consumer: Active team members as well as people in related teams and senior managers depend upon information provided to them by others, and benefit from transparent, timely access – if it can be provided without overloading every consumer and flooding contributors with requests for information. Consumers need to:

- Recognize important information quickly and efficiently;
- Selectively focus on a particular topic, action or event, quickly obtaining all pertinent information, in context, regardless of data source, in order to make a decision or implement an action;
- Easily notice items where their attention or action is requested;
- Ask questions, collect key points for review, and flag items for action or follow-up.

The Traction Solution

With Traction® TeamPage™, it's simple and easy post new information and to collect, organize, and share business-critical information from email, the web, Microsoft® Office® and other sources. Traction allows teams to communicate more effectively, manage topics over time, and capture working knowledge in the process of exchange.



Key TeamPage Features

- Presents the content of articles (posts) and comments in a nicely formatted newspaper style interface;
- Files can be attached to articles or put in project share folders. Those files can be edited online and versioned.
- Content is shown in context, organized by project, topic, importance and time, and linked to related items;
- The Executive Summary™ automated daily email newsletter summarizes new articles and comments;
- Project level permissions drive dynamic, customized views for all users and control who can read, write, edit, erase and change labels in each project;
- Built-in search across text, title, label, projects, time

Collect and Publish

Traction makes collecting and publishing information easy:

- Traction® Instant Publisher™ is an optional publishing and editing client for Windows. It lets you collect content from web pages, e-mail, or office documents through right-click or drag and drop interface. It has a screen capture tool and allows you to easily attach files.

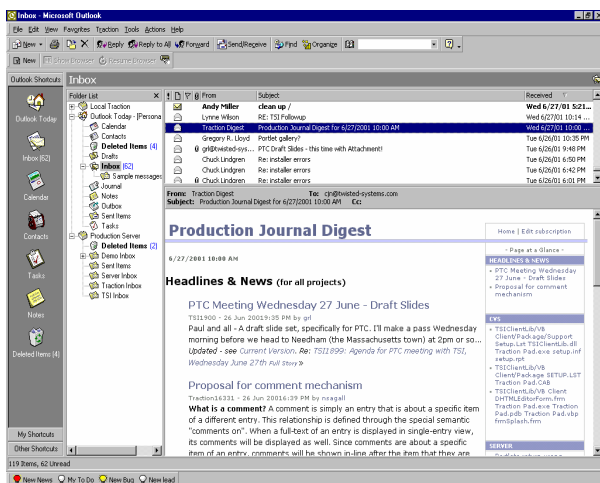
traction® software

- Send text or HTML email directly into Traction projects, including file attachments.
- Simple web based forms for direct entry or editing.
- Customized web-forms for single purpose posting.

Organize

Traction gives you the unprecedented capability to organize and present information in context.

- Apply Labels: Apply one or many labels to any article, comment or even any paragraph. Use labels to describe information (*competitor, pricing, financial, wireless* track information (*ToDo, Done*), convey Importance (*Headline* or *Priority 1*), or classify Type of information (*Status, Report, Question, FAQ, Issue, Objective, Feature*).
- Track Information: Use Labels together to track information (Open Version 2 Features contain *Feature, ToDo*, and *V2* labels). Changes are tracked and can be rewound to visualize changes over time.
- Make References: Every article and paragraph in Traction has a short identifier. Cite anything by referring to its identifier; the citation turns into a two-way hyperlink. These hyperlinks create contextual trails inside Traction that cluster highly relevant information.
- The Traction Collector – part of the web interface – is like an online shopping cart for Traction articles. You can create and manage lists of entries using a drag and drop interface, then save, email, print or generate a PDF report from any collection. The Traction server lets you name and keep as many collections as you like.



Share

- Traction automatically generates an Executive Summary email digest, showing all Traction activity (based on your Read permission) for a period of time. This replaces hundreds of email messages with a single, organized digest that lets you recognize key information and remain aware of all relevant activity without overload.

- Traction's newspaper style interface is a fast, intuitive way to get up to the minute information and status across a broad range of projects.
- Right-click on any paragraph in Traction to ask a question or post a comment; these comments are displayed in-line with paragraphs or at the end of an article.
- Collect a set of articles and send to anyone in email; the email text can be posted to Traction, with hyperlinks back to the sent articles. These links preempt questions that can lead to fire drills, like "who was sent a copy of this?"
- Instantly create PDF briefing books to collect information and share with people who don't have access to your Traction server.
- Traction's powerful search engine instantly delivers articles based on full-text, project, label, author, and time range matches with complete support for Boolean operators (including not) and phrases.

Implementing Traction

Traction Software solutions are based on the company's core, patent pending, hypertext engine. Traction® TeamPage™ is built on Java™ technology. The server runs on popular operating systems (Microsoft® Windows®, Linux, Solaris™, Mac® OS X) and is a total solution, requiring no additional database or software licenses, and delivers a cross-platform Web browser interface. Traction® Instant Publisher™ is an optional Microsoft Windows client for publishing and editing, including right-click publishing support from Microsoft® Internet Explorer®.

The Traction interface is readily modified with Traction Skin Definition Language (SDL) and Cascading Stylesheets (CSS). Traction supports standard protocols including WebDAV, XML-RPC, SOAP, RSS (an XML news feed format), ATOM, Pop3 and IMAP for inbound email, and SMTP for outbound email. Traction supports login, realms, and pluggable Active Directory or LDAP authentication.

You can download, install and run traction within an hour.

Company Background

Founded in 1996, Traction Software is a Providence, Rhode Island-based software company. The company is funded by In-Q-Tel Inc., the innovative non-profit private venture group funded by the CIA; the Slater Center for Interactive Technologies; and private investors. The company has filed a patent covering the fundamental indexing, cross-reference, and navigational elements that make Traction unique.

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