

A Whitepaper on Content Management (Freedom from Web Designers)

The Requirement for Content Management Today



The last decade has seen an explosion of the reach of the internet. Many more people are accessing the internet each day. These growing numbers of internet users are being targeted by businesses of every size.

A decade ago, having a web presence for a business was considered a luxury, while today this is considered a requirement. Today more and more people make the business website their first port of call while searching for information on an organisation or the products and services they offer.

However, a large number of businesses still have web pages with static content for months and even years at a time.

In most cases this is due to the fact that these websites are developed by web designing companies who charge each time the pages need to be added or changed.

Companies would maintain more dynamic and relevant web sites if they could retain control over the content themselves, rather than depending on web designers to do so.

This is where a Content Management System (CMS) is needed. A successful CMS is primarily a people-focused activity, rather than a technically focused one. People are the most important part of content management.

A Typical CMS

smart and good looking.

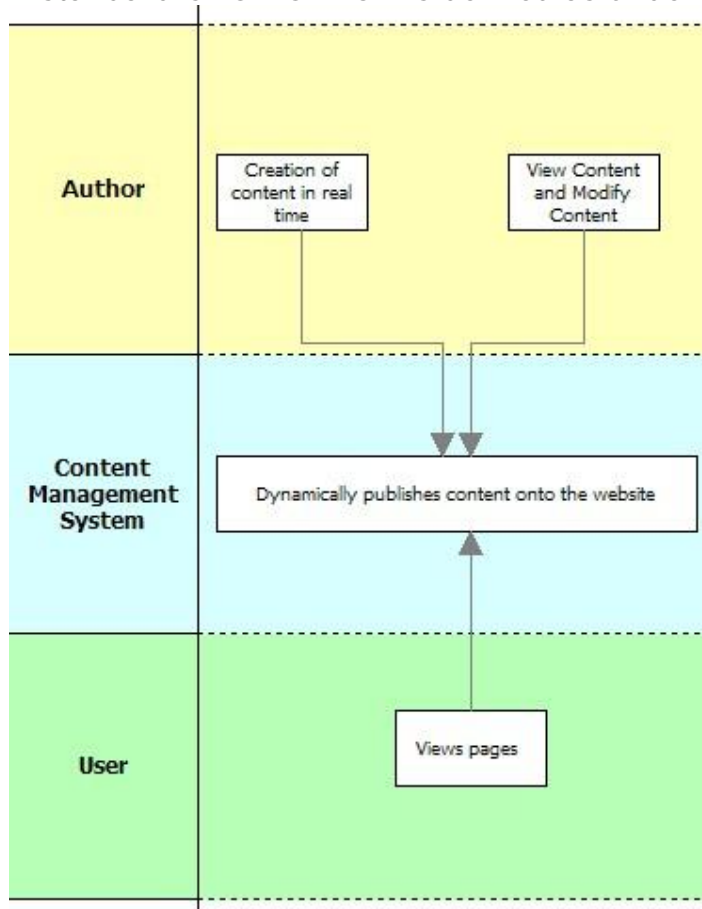


sounds a lot like our web sites.

A Content Management System (CMS) is software, usually a database application that makes it easy to create and maintain websites and the content in the various pages and will have the following basic functionality.

- A CMS will enable a user to edit, add or delete Content on the website, including links and images by using a graphical user interface, or a front-end editing alternative.
- It gives the user the ability to manipulate the website, without affecting the entire structure.
- The user of a CMS does not need to have any programming or HTML skills.

A standard CMS workflow is defined as under.



Content Management & Your Enterprise

So what does having a Content Management System mean to your enterprise?



Simplicity

Have total control over your website without an IT Specialist. The only skill set required is usage of a word processing software like MS Word.

Cost Saving

Increase your profits by cutting out the updates that need to be made either monthly, weekly or even daily, the CMS helps you do this internally at no extra cost.

Immediate Results

Gone are the days when you would call the web developer or agency and fax them the new updates, then wait for them to show up on the web, with a CMS, you make the updates and view them instantly on the website.

Convenience

A CMS gives you the ability to just cut and paste content from a Word Document directly onto the website. Uploading images is as easy as sending an email with an attachment, just browse, select the image and hit upload, the image is shown up on the website resized and ready.

Reduce Duplication of Information

Since all the information is stored in one location, it firstly makes it easier to manage and also does the important job of eliminating duplication of data.

Improve Customer Experience

Updated content gives the customer a better feeling about the website and makes him come back for more.

Supports the Growth of the Website and reduce maintenance cost

No more getting quotes from the web developer of agency on the additional pages that need to be added, because now you have the ability to add unlimited pages yourself.

Maintain a Clean and Uniform website

The entire site sports a clean and uniform design as well as content layout, which is one of the most important aspects of a website, Consistency.

Help in Sales and Marketing

You then have the perfect marketing tool for your product, to back up the sales and marketing teams' effort.

Conclusion

Traditional web sites are designed as static, unchanging collections of text, images, and other content. For many years, these web sites provided an on-line presence, with general information about the company and the products and services offered. This information is not updated and soon ages.

The Web has changed.

Today, customers demand better and more current information than ever. And this kind of content can be expensive without a means of updating it easily. Plus, with the extensive functionality provided by the web, you need to be able to leverage new technologies, using the web as a business tool. You need a modern web site, with increased availability and relevance of information, but without the cost of a large IT department to maintain it.

A CMS will help your enterprise transform from a traditional web site into a modern website.

Dynasite - A Cost Effective Content Management System

For further information on how Dynasite can be implemented for you starting from AED 8,000 kindly contact us at the details below.



**Jacky's Middle East
Internet & CRM Services division
PO Box 13745, Dubai,
United Arab Emirates
www.artemis.ae
info@artemis.ae**