



Halperin Creative Content Management System White Paper

A Content Management System, or CMS, can encompass an organization's entire content creation and organization system. It provides a repository where information can be edited and uploaded, independently from the web design context. Thus a CMS provides efficiency and autonomy to website owners, who may want to make changes, add content and maintain websites from within an organization that may lack designers, programmers or technically trained staff.

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I. Introduction

Content Management was developed as a mechanism to address the need of companies and organizations to maintain and update websites internally, rather than relying on the availability of specialized developers and programmers for routine or regular tasks. Most businesses find that in order to respond to client demand for current information, technology and design, they must regularly add fresh content and update and refresh date-based information. The Web used to be characterized by a highly manual approach to maintenance, now, most successful websites rely on simple staff-driven maintenance. Universally accepted standards or features for what CMS's should contain or how they should function do not exist. Therefore, the definition of a CMS can be vague and thus make it challenging to compare various vendor solutions. Furthermore, the boundaries of CMS's can overlap with document management systems, knowledge management systems, enterprise application integration systems, e-commerce systems and portals, or may include elements of some or all of these.

II. Definition of Content

Content can include any type or unit of digital information that is used to populate a web page or otherwise. It can be text, images, graphics, video, sound etc.; in other words, anything that could be published via the Internet.

Definition of Content Management

Content management is the strategy and technology of storing and indexing information from and about analog or digital media. It contributes to the effective management of various kinds of content by combining rules, process and workflows so that centralized webmasters and decentralized web authors/editors can create, edit, manage and publish the content of a web page in accordance with a given framework or requirements, i.e. design, branding, type of media, etc. A content management product allows users to take control of the specific content, thus contributing to the achievement of business goals by offering target information to specific audiences.

During collection, information is either created or acquired by users. It is then automatically converted into a master format (such as XML) and segmented into discrete chunks called content components. Components can be thought of as "containers" that make it easier to organize, store and retrieve content. Content is managed within a repository that consists of database records and/or files containing content components plus administrative data (i.e., the system's users). Content management systems typically are used to publish to a website, but can sometimes be used for other published material like printable documents or email newsletters.

III. CMS Components:

Generally, a CMS consists of two elements: the content management application (CMA) and the content delivery application (CDA). The CMA element allows the content manager or author (who may not know Hypertext Markup Language, HTML) to manage the creation, modification and removal of content from a website, without needing the technical expertise of a webmaster. The CDA element uses the information, compiling it to update the website. The features of a CMS system vary, but most include web-based publishing, format management, revision control, as well as indexing, search and retrieval. The web-based publishing feature allows individuals to use a template or templates approved by the organization, as well as wizards and other tools, to create, modify or remove web content. Format management features allow documents (including legacy electronic documents and scanned paper documents) to be formatted into HTML or Portable Document Format (PDF) for the website. Revision control features allow content to be updated to a newer version or restored to a previous version. Revision control also tracks any changes made to files by individuals. A CMS system indexes the data within an organization. Individuals can search for data. The CMS system retrieves data using keywords.

IV. How do Content Management Systems work?

A Content Management System can generally be divided into a few main functional categories including Content Collection or Authoring, Storage or Management, and Publishing. CMS's can manage content flow, from authoring to publishing, by using a planned process and by providing content storage and integration.

V. Benefits of CMS— ROI value:

A content management system helps organize and automate the collection, management, and publishing processes. Instances of specific utility for CMS occur when the volume of information is too large or unwieldy, or changes too quickly to process manually; if more than one publication needs to be created from a single database of content; or so the design of a site can be separated from content, so the site doesn't require manual modification if either the page design or content changes.

Some of the specific benefits provided by a CMS include: fresh, consistent, branded, high-quality information, reduced internal and external customer dissatisfaction resulting from incorrect or outdated information; reduction/mitigation of any exposure created by displaying incorrect or outdated information; enhanced perception of the value of information and resultant higher likelihood of a additional site visits, availability of content across multiple websites

or pages, thus enhancing productivity value; syndication and reuse of content from other suppliers is easier; efficiency and lowered production costs result from ability of Webmasters to focus on technology, redesign and functionality; business advantage created by ability to respond immediately to external stimuli, i.e., market circumstances, business changes, competitor actions, etc. competitors' websites; decentralized content creation; creators and editors are able to take ownership of and responsibility for the information they provide; provides an effective audit trail to tie production with accountability; ensures a controlled flow of content around internal processes; competitive advantage afforded by the fact that, increasingly, a company website is the tool that potential clients use to evaluate a business; enhanced brand and reputation conferred by a dynamic, changing website, which reinforces the impression of a forward-thinking business.

VI. Why SiteGen, the Halperin Creative proprietary CMS?

There are many quality CMS solutions available, including some that are available at no cost. Each organization should determine the goals of their website, and use those goals to determine what the website should include. Knowing what features and functionality your company will need makes it easier to make side-by-side comparisons of CMS in all price points.

SiteGen has been created by designers and programmers who have many years of combined experience developing all kinds of client websites, and working across many business contexts. This experience has led them to develop a deep knowledge of what clients in various sectors need, which in turn, has allowed them to create a system that is first extremely user-friendly and simple to use. Some of the unique features/functionality of SiteGen include inline editing, which allows users to edit pages while they browse through their site. Some of the most frequent client-requested tools are included as well, such as a news/press release manager, a flash photo gallery, a graphic calendar feature, customizable user access, contact form, exportable client data capture, e-commerce tools, admin ability to create password-protected, member only content.

This robust array of features and tools are enough to make SiteGen a compelling CMS solution, but SiteGen's most distinctive feature sets it apart from almost every CMS system available: **SiteGen allows completely custom site design.** Most CMS's include a limited palette of web design choices, which don't satisfy most clients desire for fresh, innovative, compelling and branded sites. In other words, the client works around the CMS. With SiteGen, the opposite occurs— it can be integrated with completely custom designed websites. SiteGen's architecture makes it possible to customize the CMS to suit the needs of the business and site. This offers unparalleled flexibility

This makes it unnecessary for companies to sacrifice design and branding goals to functionality and ease of use. SiteGen delivers a whole package, soup to nuts.

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