



## Intuitive Content Management Design

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*Who would choose a bank that didn't offer automated service? What customers today would be willing to wait in a jagged line during an eight-hour window just for access to their own money?*

*Service has to be fast.*

*Service has to be easy.*

*Just like the neighborhood bank, every organization has had to create and update customer opportunity. From web sites of basic information to web sites where purchasing and scheduling are encouraged, technology continues to push customer expectations. And customer expectations continue to push technology.*

*Now ensuring web information and opportunity is accurate and up to date through content management is a must.*

*And using the Content Management System should be as easy as grabbing fast cash from an ATM.*

## **Content: Broken Down**

“Content” can be viewed simply or massively in connection with web sites. From any perspective, several concepts are standard to content definition:

Content is information. It includes the information clients expect to interact with a business as well as the information a business must have prepared to create and sustain client relationships. Information is the connection between the two entities.

Content is in constant evolution. It is not enough to post business details on a web site and then walk away. Rather, content is in a continual state of upgrade. From investor overviews to product announcements to purchasing opportunities, information must be regularly verified, updated and changed. The state of information is as crucial as information itself.

Content is the foundation of current and emerging technologies. Once identified, content sets a platform for a web site's growth and an organization's financial future.

## **Content: Building Up**

With content defined, it can be built upon and pushed to its greatest use. This is content management.

Once information for a web site is defined, it must be organized in a meaningful structure – a structure that will uphold with maturity. Creating and caring for that structure is not a one-time project, but rather an on-going process of management.

This is where content management finds its value. The process makes e-business workable and web sites relevant. Without it, web sites can become cumbersome and viewing clients can shift away from the overload of information. Because of this, it is in recent technology history that content management emerged and claimed its rightful place in the industry.

## **Content Management Challenges**

When content management appeared, businesses didn't know how to approach it. It loomed as a complex task that was often stalled without a true understanding of just its benefits. A key issue was how to edit, remove or add information to a web site without upsetting a site's original character and more importantly, without jeopardizing the reliability of the information that would appear on a client's computer screen. The challenges were quickly identified:

1. Businesses must first understand content and then properly implement a system of management that will allow successful use of other technologies. A business needs to know the specific qualities, features, and objects a management system must include to serve their needs.

2. Content management cannot upset client use. As the foremost marketing tool, a web site has to offer current, accurate information in easy to navigate pages. Without this guarantee, clients can click away in an instant.

3. Finally, managing the creation, alteration and removal of content from a web site cannot require an additional employee department. In a realistic approach to using resources, any employee must be able to adopt content management tasks easily into a current workload.

## Content Management Solutions

Quickly following the conversation of content management was the introduction of the Content Management System (CMS). The systems offered direct response to the challenges business had identified:

1. A CMS can carry varying features including web-based publishing, indexing, data search and forms. With a competent system outlined before them, businesses are able to see how features will work for their needs, assisting assembly of content.

2. A CMS designed for performance includes controls to ensure end user satisfaction. A client navigating a web site will only find information and interactivity that has passed through system testing and approval.

3. A well-designed CMS will be as easy to learn as basic word processing. Formatting, additions and revisions should come from any employee, saving time and finances and making web maintenance a project that crosses all corporate departments.

## Key Issues for Deployment

The successful deployment of a CMS requires several steps from the organization/CMS partnership:

- **Planning** of schedules and review of techniques for integration.
- **Training** of employees with best methods to incorporate system tasks into current workload.
- **Content Preparation** of information to be included on site or linked for client interaction.

- **Materials** reviewed and set in place for ongoing reference.
- **Support** opportunities outlined by the system carrier with troubleshooting steps defined for employee users.
- **Maintenance Preparation** determined to cover automated edit controls and employee security access.

## **Mogistic Inc. Delivers Intuitive Design with Contentivity**

Mogistic, Inc. addressed the need for content management with a natural alignment of the marketing and sales activities for businesses and the user satisfaction for web clients. The resulting system, Contentivity, performs for each audience:

### Web Customers:

- Find a complete host of interactions with business.
- Gain greater access to products and services.
- Access all formats including media files, images, documents and forms.

### Business:

- Finds flexibility in program components that match business needs.
- Avoids the expense of outsourcing or maintaining in-house technical web management.
- Ensures continuity with a program that can manage a small presence, a large site or the growth along the way

Specifically, Contentivity works for businesses with elements such as templates, content controls that routinely organize, produce and expire information, recognizable desktop tools and security. Once in place, all program elements come together efficiently to target and secure new clients externally while streamlining the web management process internally.

Mogistic set out to design a program that captured all a content management system was intended to be. Contentivity meets that challenge.

## Open Platform with Co-Branded or Private Label Option

At Mogistic we realize that packaged CMS solutions do not always meet the specific needs of every business. Many resellers specialize in specific niche clients, and often they find the need to spend too many hours customizing an out-of-the-box solution or developing a unique solution from scratch. This adds unnecessary time and cost to the project and can make the reseller's quote less competitive.

To provide a better solution Mogistic offers Contentivity as an open-development platform. The Contentivity Platform allows developers to create unique applications or widgets to run on Contentivity. This means that resellers can build applications a single time and re-use them as widgets as they see fit for various clients. Unique applications dedicated to niche businesses, redundant processes, or other critical web components allow the reseller to develop a custom CMS unique for their clientele. Mogistic even allows for resellers who wish to distribute a unique CMS solution under their brand to do so with either a co-branded or private-label version of Contentivity.

## Conclusion

Organizations with focus on customer satisfaction will react to the demand for consistent, current and easy to use web sites. Their investment in an intuitive system of content management will be the catalyst for effective marketing, increased sales and improved client endorsement. As such, Mogistic delivers a design that allows flexibility in set-up, longevity of use and efficient resource management through Contentivity.