Content Management Systems

In an increasingly information-driven economy, the success of your business is often defined by how efficiently you capture, create, manage and deliver information. Modern websites, portals or intranets are no longer simply a collection of web pages. As online services become increasingly popular, they are also growing larger and more complex. It is for this reason that an increasing number of organisations are turning to non-technical content management systems (CMS) as a means of delivering professional dynamic websites.

Facts

A CMS usually consists of several modules which work together to manage the various processes of creating and delivering online content. These are:

- A browser based interface which allows you to enter, edit and delete content, manage the functions of your website and define levels of access for contributors and editors;

- The database which stores the information;

- Creative template pages which determine the look-and-feel, online user controls and fields for content display; and

Features & Benefits

The benefits available from a CMS vary according to your organisation's specific needs and the version, type or edition of CMS you deploy. Some of the benefits include:

- Content management allows you to efficiently manage large amounts of information online.

- Changes to content within a CMS can be instantly displayed online.

- As the information is assembled from the CMS into a template, any changes made to the template are replicated through the site.

- A CMS allows greater control over how content is created, as you can define levels of access and workflow controls.

- Automation of some aspects of your website such as the automatic deletion or archiving of content.

- A CMS allows a content manager or author to manage the creation, modification and removal of content from a website without the need for technical expertise.

For further information on Content Management Systems or to arrange a meeting to discuss your online needs, call ARES on 1300 762 912 today.

ARES CMS Solutions

ARES utilises three CMS solutions options – EpiServer, Sharepoint Portal Services & DotNetNuke – to cater for your individual requirements and budget. Each solution is configured and customised to your particular requirements by a team of ARES experts. Your organisation will be quickly up and running managing large amounts of content, multiple users, workflow sign-off control and a rich media library.

Whilst each CMS includes a host of powerful features, they are extremely easy to use and require no technological expertise other than a familiarity with the operation of computers. Training can also be provided to ensure that your online project is quickly optimised and seamlessly integrated with the business and communication requirements.

CMS benefits include:

- Enhanced Productivity
- Reduced Administration & IT Support Costs
- Increased User & Administrator Satisfaction
- Customised Design
- Reliability & Scalability
- The Latest Technology
- Regular Updates
- Standards Compliant