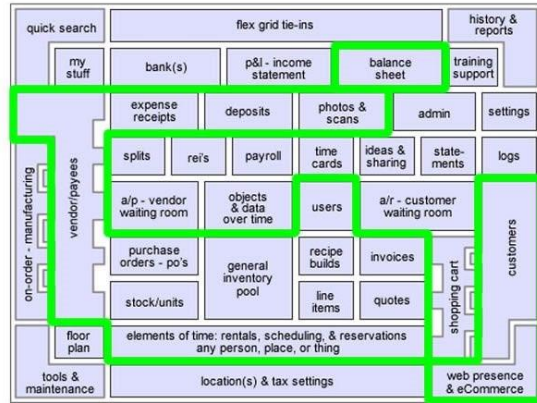# Business Functions - CMS - Content Management Systems

CMS (Content Management System) Functions

➢ **CMS - Content Management Systems**

- o Upload content
  - Permissioned
  - Image galleries
  - Files/Media/Content
  - Pre-filled custom documents
  - Digital story telling
  - Manage content relationships
  - Multi-file upload
  - Paperless office
- o Web presence & ecommerce
  - Custom controls
  - Categorize
  - Turn things on/off
  - Change web pricing
  - Show/hide things on web
  - Provide long descriptions, specs, reviews
  - Full ecommerce experience
  - Shipping options
  - Customer portal
  - Online bill pay
- o Data controlled content
  - Point & click interfaces
  - Template based & custom options
  - Permission based
  - Create unlimited content
  - Edit content & record histories
  - Advance content - virtual data assembly line

- Business world building
- Store, view, interact as desired
- Backend logic based on content - cause & effect
  - Whole system
    - The whole system is technically a CMS
    - System look & feel
    - Backend layout & design - What's under the hood
    - Built-in core flexibility
    - Custom anything - Dream it up! We'll wire it up!
    - Data & content storage
    - Tracking all data interactions
    - Access points - who, what, where, when
    - Solid foundation of permissions & settings
    - Dynamic possibilities - Let's grow together!
  - Hosted solutions
    - Cloud based
    - Ease of use - mobile, home, work, travel
    - Automatic updates
    - No hardware & minimal IT requirements
    - Built on multi-server environment - getting more than most
    - businesses could afford on their own
    - Backups & disaster recovery
    - Data & system security
    - Managed services
    - Not charged per devices or per users
    - All system pieces in one spot
    - Interconnected & accessible
    - Access to support & training