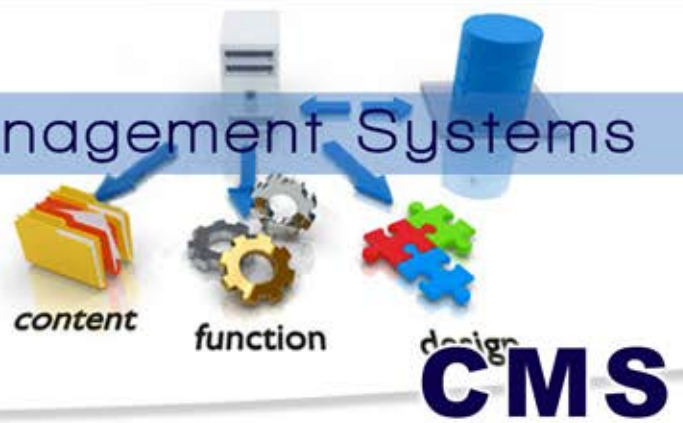




SSIS GROUP

Content Management Systems



Web Content Management is the creation, capture, delivery, customisation, and management of all web content (HTML, images, PDF brochures, etc.) across an enterprise/division. A Web Content Management strategy is a repeatable method for

- Identifying content requirements
- Creating consistently structured content for reuse
- Managing content in a definitive source
- Ensuring content complies with corporate and government standards and guidelines
- Assembling content on demand to meet your customers' needs

Our experience in delivering web maintenance services has enabled us to provide you with the best web content management system workflow. A Content Management System is a Web application that makes content authoring and delivery easy. It enables users to quickly and efficiently build, deploy, and maintain content-rich web sites by streamlining the web publishing process.

We understand, you need control over your website. This application provides with the administrative tools needed to maintain your own content. Using these content management system/administrative tools, updating content items such as press releases, news, copy changes and price changes will be made easy and cost free.

With the above do-it-yourself option, you can manage the contents of your website on your own. All of this without the hassle of having to call a web designer every time you want to add content to your website. CMS can then act as your web design & development firm to take care of bigger changes such as linking or re-setup the navigation, aesthetic changes or application enhancement.

Content Management Systems can reduce the need for costly site maintenance and thus empower users to manage their own content.

HUMAN RESOURCES
DEVELOPMENT
DIVISION

INFORMATION
TECHNOLOGY
DIVISION

FINANCE & LEGAL
COMPLIANCE DIVISIONS

BENEFITS

SALES AND MARKETING
DIVISION

CORPORATE
COMMUNICATIONS
& PUBLIC RELATIONS
DIVISION

CUSTOMER SUPPORT
&
SERVICE DIVISION



CMS

Content Management Systems

INFORMATION TECHNOLOGY DIVISION

- Push content gathered from the website or any online medium (Using a Web CMS) to your legacy applications.
- Pull content from the legacy applications on to your website or any online medium (Using the Web CMS).
- Free-up technical resources from the routine tasks of managing and updating the website. Technical resources then can focus on other critical business application development and maintenance.
- While the technical control of the website still rests with the Information Technology Division, the tasks of regular updates of the content are shared across the organization since the Web CMS can be used by non-technical knowledge workers.

SALES & MARKETING DIVISION

- Using a Web CMS will considerably speed up the process of updating your website with the requisite, updated information on your products and services.
- The Web CMS will enable product and brand managers to own their sections of the website and give them the required flexibility and opportunity to manage their sections without having to rely on the IT department.
- Use the organization's website address as a strategic marketing tool and cater to needs of different customers, partners, dealers and resellers with the Web CMS driven website.
- The updated website will reduce marketing costs by avoiding publishing and distribution of different marketing collaterals to customers, partners, resellers, dealers, and other users.
- Create online marketing campaigns and promotional offers easily with the Web CMS.
- Track your website users' behavior on your website and continuously optimize your website to increase your return on investments.

CUSTOMER SUPPORT & SERVICE DIVISION

- Shift customer, partner, reseller, dealer and vendor enquiries online to provide general as well as specific support replies.
- Reduce interaction costs by updating your website with FAQs, creating online knowledge bases and self help information systems.
- Track and manage customer request status, online.

CORPORATE COMMUNICATIONS & PUBLIC RELATIONS DIVISION

- Press releases, articles and other organizational information like news in the media never find their rightful place on your organization's website. With a Web CMS you can make this information, which already exists distributed within your organization, present on your organization website.
- Using a Web CMS enables Corporate Communications to use their website as a strategic tool for reputation management, to diffuse organizational crisis, manage the organization's brand image by providing the right information on time, every time.
- The scheduling feature of our Web CMS will help Corporate Communications to schedule the requisite information to go online at a user defined time.

FINANCE & LEGAL DIVISIONS

- The Web CMS enables you to upload the Quarterly and Annual financial results on your website by your Division rather than routing it through Information Technology division. This eliminates risks of commission and omission errors and your results are displayed as they actually are.

HUMAN RESOURCES DEVELOPMENT DIVISION

- An organization is perceived as a modern, professional and in-tune-with-the-times, if it has a website which is frequently updated and provides relevant information to it's employees. This also helps in attracting the right talent.
- HRD can have full access and control to the HR and Careers sections of the website using the Web CMS.
- With the Web CMS, the executives in HR Division can post job openings, accept CVs online and use the website as a strategic hiring tool.