HANNON HILL

Content Management Software

Introduction to
Content Management Systems

Hannon Hill Corporation

950 East Paces Ferry Road

Suite 3300, Atlanta, GA 30326

www.hannonhill.com

o: 678.904.6900

f: 678.904.6901

Table of Contents

950 East Paces Ferry Road · Suite 3300 · Atlanta, GA 30326   **o:** 678.904.6900   **f:** 678.904.6901   **w:** http://www.hannonhill.com

What is content management?

Content management refers to the system and processes whereby information is created, managed, published, and archived. Information typically passes through this lifecycle for a finite period of time. A content management system (CMS) provides the necessary infrastructure for multiple persons to effectively contribute content and collaborate throughout these lifecycles.

Online Information Management

With the explosive growth of the Internet, fundamental content management needs have also grown. No longer can information be published online in a manual process and be left unattended. Online information must be continually reviewed and updated by content editors so that other content consumers, including customers and search engines, have access to the most up-to-date version.

The Internet forced subject matter experts to more rapidly maintain and update information for their constituents. Prior to online communication, information was typically transferred via physical mail and faxes. With these forms of communication, lag times were often significant and distribution costs high. The Internet lowered communication costs tremendously, while providing instant access to a larger audience. Prior to the Internet, it was acceptable to publish new information on a quarterly basis, whereas now important information is expected to be immediately available online.

Web content management systems were developed to meet the needs of organizations with a growing online presence. A CMS typically offers:

- Easy content creation and editing for non-technical content contributors

- Access rights for security

- Structured workflow processes for content approvals

- Archival and versioning of content

- Templates for consistent output

- Content check-in/check-out services for distributed users

What are the advantages of content management?

A CMS provides many advantages over traditional methods, particularly when distributed teams of users are responsible for coordinating and contributing to different content repositories.

Empower Content

Empowering content involves making better use of information and putting control in the hands of content owners.

950 East Paces Ferry Road · Suite 3300 · Atlanta, GA 30326   **o:** 678.904.6900   **f:** 678.904.6901   **w:** http://www.hannonhill.com

- **Content Ownership**
  Using a CMS, business users can update their online information quickly and efficiently without technical intervention. Having full content ownership expands the opportunities for subject matter experts to make their information available to their specific audiences.

- **Content Accessibility**
  A CMS can repurpose content into multiple formats, and helps ensure disability compliance is met. Content repurposing takes a single source of information and applies the necessary changes to automatically generate various outputs including standard HTML, lite HTML, printer friendly HTML, handheld WML, PDF, and XML. In addition, the content is checked for compliance to make sure certain conditions are met for persons with disabilities such as blindness or epilepsy.

Decrease Costs

A CMS significantly lowers costs associated with managing information online. Manual technical steps in the process are eliminated and the "webmaster bottleneck" is eradicated.

- **Content Creation**
  Content creation is less costly as business users can directly contribute information online without going through an intermediary. An IT specialist is no longer required to reconfigure content from one program to a suitable online format. Removing steps in the process frees up expensive technical persons for more specialized tasks.

- **Content Management**
  Managing information is less costly as content is maintained by business users and standard processes are automated. Common tasks like checking for dead links and archiving old pages are done transparently by the CMS. Other tedious tasks like generating navigational menus and enforcing information architectures do not require technical labor when using a CMS.

- **Content Publishing**
  Content publishing is less costly as information is scheduled in advance to be published at a specific date and time. Associated images and files for content are published by the CMS, reducing the technical burden of finding the necessary assets. The CMS is also capable of expiring content at a predefined time.

Increase Revenues

A CMS provides new ways to increase revenues. With lower time-to-market for content and the empowerment of business users, new opportunities are available on which to capitalize.

- **Time Sensitive Opportunities**
  New opportunities arise when information is published online in a matter of minutes as compared to hours or days. A good example exists in media publishing. Breaking a news story ahead of the competition brings a first-mover advantage, drawing additional visits to the site and increased income from sponsors. A CMS improves the speed to publishing for content online.

950 East Paces Ferry Road · Suite 3300 · Atlanta, GA 30326   **o:** 678.904.6900   **f:** 678.904.6901   **w:** http://www.hannonhill.com

- **Fresh Content Encourages Return Customers**
  Would you rather visit a site that is updated once a year or a site that is updated once a week? A frequently updated site is going to have fresher content which will encourage customers to return, resulting in increased revenue opportunities.

Improve Accountability

Accountability at both the user and content level is important when managing information online. With effective accountability measures in place, management is free to focus on more pressing issues.

- **Audit Trail**
  The audit trail, available at both the user and content level, provides a snapshot of the history of content changes. With detailed records available, a CMS institutes full accountability and helps motivate employees to complete work in a timely manner.

- **Version Control**
  Version control is the automatic backing up of content as changes are made. With version control in place, business users are given peace of mind that errant actions will not lose information. In addition, the versioning mechanism allows for full compliance with legal and government regulations.

Maintain Consistency

Content published on a site is often displayed in an inconsistent manner, confusing the site visitor. Rather than force a visitor to relearn the navigation menus and layout several times for one site, a site should enforce display standards that maintain consistency throughout.

- **Presentation Consistency**
  Content should be presented within pre-defined templates whenever possible. Templates provide a mechanism for maintaining a consistent look and feel, thereby creating a professional image of uniformity for the site visitor.

- **Brand Integrity**
  Brand integrity is enforced with a CMS by limiting available logos and layout design in a manner consistent with corporate policies. Too often a user, in a non-malicious manner, publishes graphics and content outside the corporate brand policies.

How does a CMS compare to traditional online information updating?

A CMS represents a revolutionary way to manage information online when compared to traditional methods. The business processes and necessary personnel are streamlined considerably as many of the technical team members are no longer needed for day-to-day online information updating.

With a CMS vs. Without a CMS

	With a CMS	Without a CMS
New Page Creation	A new page is created based on a pre-defined default. All navigation links are automatically updated and a full audit trail is available.	A new page is created as a copy of an existing one. The site map and context navigation links must be updated by hand and standards enforced in an ad-hoc manner.
Content Consistency	Templates are separated from page content, strictly maintaining consistency throughout the site. Display consistency is enforced by the CMS.	Content and template are inextricably tied together, making it difficult to update changes site-wide. Display consistency is determined by the developers.
Workflow Processes	Workflows are built to mirror designated business processes. The CMS workflow engine records an audit with comments on each step. Upon final approval, content is automatically published online.	Workflow is typically done via email in an ad-hoc fashion. Emails are sent to different persons in the organization and upon subsequent approvals, manually published online.
Publishing Times	Content is published immediately once necessary approvals have been made.	Content is published when the webmaster has available time, which could take several days and incur reconfiguration errors.
Legal Compliance	Compliance is enforced by the system maintaining records of content changes and content publication.	Compliance is left up to the team members. Changes to the content must be manually backed up and a log kept of when content was published.

950 East Paces Ferry Road · Suite 3300 · Atlanta, GA 30326   **o:** 678.904.6900   **f:** 678.904.6901   **w:** http://www.hannonhill.com

The Bottom Line: Efficiently Manage Online Information

A CMS represents a major departure from traditional methods. Not only are business processes altered, but more business users and fewer technical personnel are involved in day-to-day content management operations. Content bottlenecks are removed, while content backups are automatically generated. A CMS changes the way online information is managed.

Improve Communication While Reducing Costs

The two most important advantages that a CMS offers are the functionality to help business users improve communication and the reduced costs of overall content maintenance and publication. Improved communication occurs at several different levels:

- Faster response to customer demands

- Improved content accessibility for employees

- Enhanced content distribution for partners

Similarly, costs are reduced in several areas:

- No intervention by technical staff for content creation and editing

- Automatic content repurposing

- Navigation structures updated without technical intervention

- Information accessibility standards enforced transparently

A CMS allows business users to manage their own online content efficiently.

About Hannon Hill

950 East Paces Ferry Road · Suite 3300 · Atlanta, GA 30326   **o:** 678.904.6900   **f:** 678.904.6901   **w:** http://www.hannonhill.com

Founded in 2001, Hannon Hill is a leading provider of powerful web content management software. The award-winning Cascade Server application provides advanced solutions for online information management and has been a recipient of the 'Best of Show Award', from Internet World Magazine. Most recently, Hannon Hill was recognized by *Inc. Magazine* placing 247th amongst the prestigious **Inc. 500**, representing the top 500 fastest-growing private companies in the nation. Hannon Hill continues to accelerate its customers' online success.

Located in the high-tech capital of the South, Atlanta, GA, Hannon Hill continues to deliver high-quality content management solutions. Its products enable users to easily update their websites through an easy-to-use web interface. Hannon Hill's content management solutions allow users to maintain up-to-date, accurate, and meaningful website content while decreasing associated costs.

Hannon Hill's WCM solutions provide core content management capabilities for management of online information. Our solutions have been implemented in all types of industries, including higher education, health care, real estate, energy, hospitality, and publishing. We provide a comprehensive tool set that provides all the necessary modules to manage the complete content lifecycle.

Hannon Hill is now in its ninth year of operation. Product sales and overall revenue have increased steadily in each year of operation. Currently, approximately 60% of our revenue is generated from software licenses, 10% from maintenance contracts and 30% from professional services associated with integration and training.

Most of our annual revenue is re-invested in product development. The majority of our business is generated through strong client references and by offering numerous informational resources; we do not conduct expensive advertising and marketing campaigns. Our customer acquisition costs remain well below average, enabling us to focus above average resources on research and development.

Hannon Hill is large enough to be completely financially secure, yet small enough to ensure a high degree of personal attention. We pride ourselves on superior customer service and satisfaction, and believe this approach is the best way to ensure our continued long-term viability.

Partial Client List

Education (125+ Higher-Ed Clients)

Belmont University
Bowdoin College
Brandeis University
Campbell University
Carnegie Mellon University
Clemson University
College of William and Mary
Cornell College
CSU- San Marcos
CSU-Chico
Duke University
Earlham College
Eastern University
Eckerd College
Gardner-Webb University
Gonzaga University
Harding University
Heinz School of Public Policy
Hofstra University
McMurry University
Reed College
The Juilliard School
UC Hastings College of the Law
UC-Irvine
University of Alaska - Southeast
University of Detroit Mercy
University of Houston
University of Maryland – AGNR
University of Miami School of
Business
University of Missouri (Mizzou)
University of Richmond
University of Texas at Arlington
Vassar College

Government and Non-Profits

City of Irving, TX
County of Charleston, SC
Delaware Dept. of Education
US Department of Justice
Federation of American Scientists
Henderson (NV) Libraries
NV State Office of Employment
Working Today – Freelancers
Union
YMCA

General

Brand Atlanta
British Petroleum
Costco Travel
Cummins Marine
European Investment Bank
IT World Canada
Milliman
Okemo Mountain Resort
Perillo Tours
SCOREGolf
Strang Communications
Universal Air Travel Plan
Waste Connections

Technology

Adaptive Microsystems
Beacon Technologies
China Mobile
Computer Sciences Corporation
FileMaker.com
Iona Technologies
MediaGrif
PGP Corporation
Servigistics, Inc
Silverpop, Inc
The North Highland Co.

Healthcare

American Thoracic Society
MCG Health System
Noland Health
ProHealth Care
St. Joseph's Hospital of Atlanta
Texas A&M Health Science Center
University of Utah Healthcare