

# Web Content Management System (CMS)

We continually strive to expand and enhance our range of integrated digital media solutions. Identifying and understanding the needs of our customers has enabled us to design and develop our own **Web Content Management System - Content Mechanic®**.



**NEWMEDIA**

## WHAT IT MEANS FOR CUSTOMERS

Content Mechanic® enables customers to take charge of their web content, make on-line amendments in minutes, keeping the information accurate and up-to-date.

The system is simple to use, requiring minimal training and enables non technical users to create and manage their site(s).

## BENEFITS INCLUDE:

- Cost effective
- Time saving
- Minimal training required
- Simple to use
- Design quality and consistency
- Up date on-line information in seconds
- Access from any PC with internet connection
- Expandable

### Cost effective

Reduces long-term maintenance costs by allowing you to manage your own web site. By designing our system to run on a shared hosting solution our customers avoid the inherent costs of dedicated server platforms.

### Time saving

Requires minimal training before users can create, edit and delete pages of a web site. These can 'go live' within minutes of authoring the content.

### Design quality and consistency

Ensure consistent use of branding and web content by the use of company wide styles and templates. A well maintained site can help increase customer satisfaction, search engine ranking and ultimately customers.

### Simple to use

We use our experience and knowledge to design the initial web site to meet your individual specification. The CMS system provides you with the flexibility of this simple editing and maintenance tool to quickly and easily update your site at any time.

### Minimal training

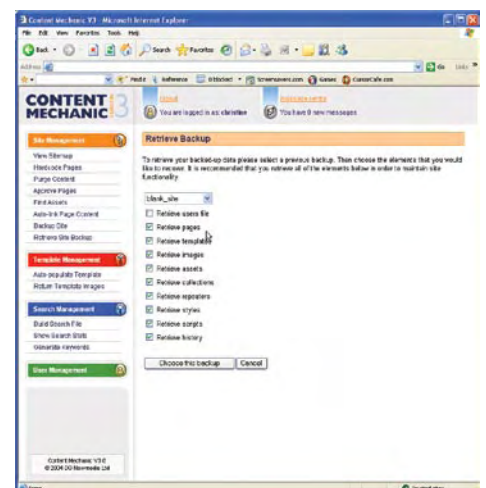
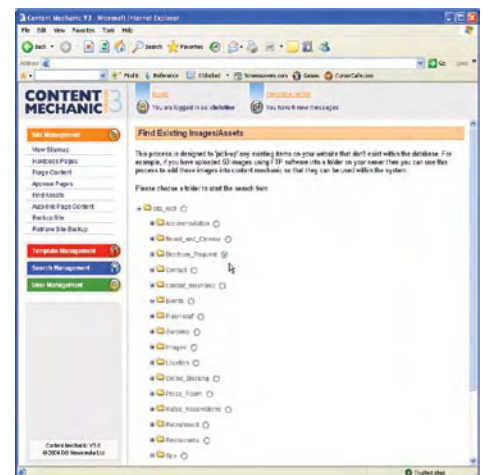
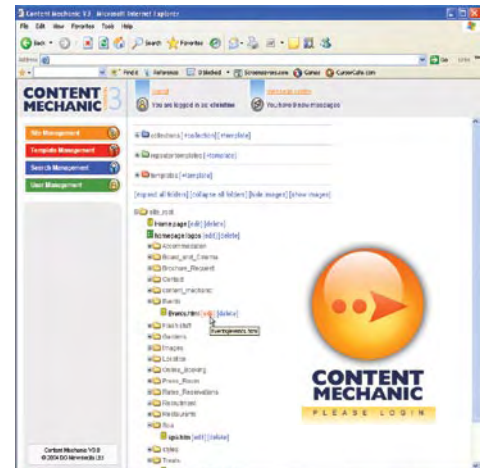
Minimal training is required to maintain and update your site. knowledge of html or other design/programming skills are NOT required.

### Accessible from any PC with an internet connection

The system is accessible from any PC with internet connection enabling you to update information where ever you are. A range of content editing rights can be assigned to user profiles and accessed via the use of a password login.

### Expandable

There is no restriction to the number of pages that can be added. The site can be developed modularly if required, as and when resources become available.



**NO TECHNICAL JARGON, JUST HELPFUL SOLUTIONS**

# DG Newmedia Ltd. Project Examples

## PETER GILDING - WWW.PETERGILDING.CO.UK

A recent addition to the list of Content Mechanic customers is Peter Gilding, a prestigious family business, priding itself in the supply of high quality fresh produce.

Our content management solution has provided Peter Gilding Ltd with the tools it needs to quickly and easily update and maintain its web site. This being a very important criteria for a business operating in seasonal product environments, where information needs to be kept up to date for its range of stakeholders.



## JB1 INTERNATIONAL-INSURANCE BROKERS LTD - WWW.JB1DIRECT.CO.UK

JB1 International Insurance Brokers Ltd required a web site that would provide its customers with detailed information along with the facility to make a variety of enquiries and applications quickly and easily on line.

A key objective here was to save time and money for both JB1 and its customers. This was achieved using Content Mechanic, providing JB1 with the tools to easily update and maintain the site at any time, whilst supporting the inclusion of complex HTML forms.



## CONNEXIONS-SOMERSET - WWW.CONNEXIONS-SOMERSET.ORG.UK

Connexions Somerset is a government organisation which operates an extensive web site providing a large range of advice, information and support material for teenagers.

The challenge here was to provide a wide-ranging web site which met specified accessibility standards, whilst supporting large amounts of information that could be easily searched and retrieved by its users.

Content Mechanic provided the solution. Working with direct input from Connexions we developed a user friendly site. Although this involved the setup of some complex search facilities, once implemented the site could be easily maintained by connexions staff.



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