



Content Management Systems

Convincing Numbers

» **One in four** small businesses are at **risk** of **losing customers** by relying on **out-of-date website content**.
(BT Openworld, 2004)

» An international study found **37 percent** of respondents were **unsatisfied** with the regularity of **website content updates**.
(Taylor Nelson Soffres, 2002)

» A recent study found a **high correlation** between how **entertaining** or **absorbing** visitors find sites and their consequent **usage** of these sites.
(Media Management Center at Northwestern, 2005)

» **Manual** review and approval processes can **slow content delivery** by up to **70 percent**.
(Nucleus Research, 2005)

» A **lack** of efficient publishing **capabilities** for digital content **costs** organizations **\$750 billion** annually.
(AT Kearney, 2001)

» **54 percent** of respondents say that **off-the-shelf** content management systems require **too much customization**.
(Information Architecture Institute survey, 2003)

» **44.5 percent** say that **commercial software** requires **too much time** to implement.
(Information Architecture Institute survey, 2003)

» **57.1 percent** say **commercial software** is **too expensive**.
(Information Architecture Institute survey, 2003)

Manage Documents with Our CMS Solutions

If you're in business, you have content – industry documentation, operation manuals, technical guides, sales manuals, training materials, marketing brochures, website content, and any other type of documentation you can imagine.

At Ecliptic Technologies, we build content management system solutions that allow you to organize, control and publish all your critical business content, including images and multimedia resources.

Plus, you'll save time and money with our custom content management solutions. Forget about going through a chain of people and processes to make changes to your content. And forget about paying hundreds of dollars to 'professionals' to change your content and maintain your website. With an Ecliptic Technologies solution, you're in charge of your website content. And the solutions are as easy to use as your word-processing tools.

What a CMS Solution Does For You

» Makes it easy to create, edit and publish all your critical business information.

» Lets you manage your content more efficiently with well-defined publishing rules and processes.

» Improves internal and external communications with content that is valid, consistent, up-to-date, and delivered rapidly, all within minutes of creation.

» Improves training by having all your content online and accessible.

» Lets you easily search for critical data in your business without having to work through layers and channels.

» Improves your company brand by having better control over what your employees and customers see.

» Improves your customer's website experience by providing current information about your business, your products, and your services.

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