



# Ektron - Redefining Web Content Management

## Associations

### Content Management: Helping Associations Build Loyalty on the Web

**A**ssociations, foundations and other non-profit organizations are leveraging the Web to help recruit members and reinforce their value by delivering effective communications and services online. The question is: How well is your organization using its Web site to build loyalty and foster community?

Ektron content management solutions (CMS) empower associations to continually improve the effectiveness of their communications strategies on the Web. An Ektron CMS puts the power to create, manage and publish content into the hands of your internal staff, keeping information relevant, accurate, and targeted at your members.

More organizations have deployed Ektron content management solutions and authoring tools than any other in the industry. That's because we listen to professionals like you who want solutions that are feature-rich, easy to use, implement quickly and fit your real-world budgets.

Ektron's CMS is more than just a platform for creating and publishing information on the Web. Our solutions deliver deeper value by automating many manual and time-consuming processes. An Ektron CMS helps you organize information and make it much more meaningful, useful and searchable. Many associations using our solutions discover new approaches to support their business strategies, enable process automation, publish multilingual content, and more.

An Ektron CMS delivers many advantages by helping your organization:

- **Foster teamwork and collaboration** by streamlining workflow, task management, version control, content approval process and audit trails around Internet, intranet or member extranet content
- **Reach new audiences** by making it easy to manage all aspects of single-language and multilingual content
- **Maintain published articles** and membership lists and conduct surveys via the Web
- **Eliminate IT bottlenecks** and empower business users (like member services teams and public relations staff) with tools that allow them to easily create, publish and manage mission-critical information on your Web site, intranet or member extranet

Learn more about how Ektron is helping the American Medical Association, Texas Medical Association, Mortgage Bankers Association of America and many other organizations build loyalty through effective management of their Web content. Visit [www.ektron.com](http://www.ektron.com), or contact us at 1-866-4-EKTRON.



#### Partial List of Association and Non-Profit Customers

- Ohio Tobacco Use Prevention and Control Foundation
- Moore Foundation
- YMCA
- SOLINET
- Christian Children's Fund
- Wellesley Free Library
- The Veterans Corporation
- New Hampshire Soccer Conference
- Society of Research Administrators International
- The ALS Association
- Massachusetts Dental Society
- Canadian Nurses Association
- American Medical Association