

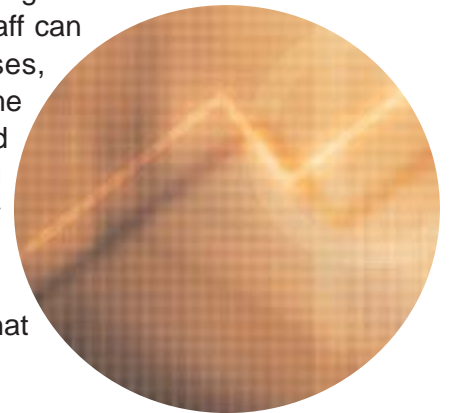
Ektron - Redefining Web Content Management

A CMS That Delivers Rapid ROI

If you're considering a content management solution, stop and ask an important question: How will this solution deliver a rapid return on investment to my organization?

Too often, content management solutions come with a high price tag and barriers, such as system complexity, that prevent organizations from realizing a return on their investment.

But consider this: An Ektron CMS starts delivering ROI right out of the box. With an Ektron CMS, business users and IT staff can immediately gain control of Web content processes, automate time-consuming steps, and stop wasting time and money. Ektron enables users to quickly and effectively maintain content on Web sites, intranets and extranets - satisfying visitors and driving higher revenues.



An Ektron CMS delivers important overarching benefits that produce a quick return on investment, including:

- **Rapid "time to traction":** An Ektron CMS is affordable and integrates quickly, typically within days, so users hit the ground running. With Ektron, your CMS investment starts working immediately. You won't pay 2 to 3 times the price for integration services.
- **Ease of use:** The number one reason CMS projects fail is lack of user adoption because a solution is too difficult to use. An Ektron CMS is intuitive and easy to use, ensuring that users will embrace the solution and make your Web initiatives succeed.
- **Immediate process improvements:** Because an Ektron CMS automates content management, it reduces the work required to manage sites. Fewer steps are needed to keep a site running right and keep information up to date, reducing overall costs and making your organization more efficient.

Ektron delivers the content management functionality that organizations need to optimize their online content initiatives. Our up-front licensing is affordable to any organization - making it that much quicker to generate a return on investment.

10 Ways An Ektron CMS Generates ROI

An Ektron CMS generates a measurable ROI beginning the day you integrate the solution. The value of an Ektron CMS can be felt across the organization through lower operating costs, higher profits, and cost-avoidance benefits.

If you're weighing a CMS investment or trying to justify the cost, consider the following ways Ektron helps organizations generate ROI:

1. **Reduce content management costs:** Stop paying Webmasters and costly outside developers to make site changes. Generate direct savings by empowering business users to manage content while Webmasters can focus on strategic projects.
2. **Lower development costs:** It has become too costly for organizations to support a homegrown content management solution. Adopt an Ektron CMS and immediately cut your development costs and gain benefits from a proven, tested solution used by thousands of organizations.
3. **Speed the time-to-Web:** An Ektron CMS automates processes and increases the velocity of Web site, intranet, and extranet content changes. Knowledge workers can manage sites more efficiently, while site visitors remain satisfied, keeping them coming back.
4. **Reuse Web content:** Ektron makes possible the vision of "create content once, reuse many times." Our CMS supports organizations' need to deliver the same content to multiple locations in multiple presentation formats and eliminate costly, redundant steps.
5. **Create 'self-service' sites:** An Ektron CMS makes it easy to keep sites updated, ensuring that customers, partners, and employees can find accurate information, 24/7. This can drastically reduce print costs and can reduce the burden on call centers or support hotlines.
6. **Improve search:** An Ektron CMS supports Web searches with a built-in search engine that makes finding content on your site easy. It also makes your site content search-engine friendly, meaning more people can find and visit your site.
7. **Enhance your brand:** Because Web sites are most organizations' public face, it is critically important to protect your organization's brand and identity. A CMS helps to maintain and strengthen your brand by enabling sites to present timely, accurate content.
8. **Rapidly deploy Web applications:** An Ektron CMS enables business users to deliver Web applications, such as online forms for internal and external use. HR and marketing pros can now manage their own forms (such as expense reports and reader surveys), collect data, and take action -- without involving IT.
9. **Add to the value of content:** Because a CMS supports multi-channel publishing (to other sites, PDAs, WAP phones, etc) it's easy to extend content to multiple audiences, increasing the value of your information in the process.
10. **Increase revenues:** Your Web site should be driving revenues for your company. Accurate, timely content on well-run site is a major factor in the equation. Empower your internal users to maximize the revenue potential of your site through effective content management.

To learn more about how an Ektron CMS can generate ROI for your organization, contact us at sales@ektron.com or 1.866.4Ektron.

