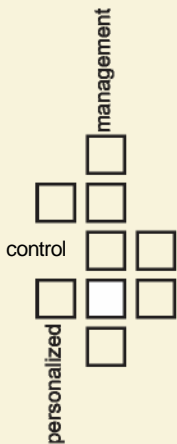


# Contensive ACMS Collection

## Association Content Management Solution



"Contensive gives us tremendous control to manage and deliver our own information on a 'moment to moment' basis via the web."



Meet Tom J., Communications Director at a large trade association. He is driven to success and takes great pride in his work. Today he added three press releases, uploaded two technical papers, tweeted on his association's Twitter account and produced a survey all before lunch.

With Contensive, we help you manage the web, understand your membership, and deliver the information and services your members want. Contensive puts the power of the web into the hands of the people who need it.

### Why Contensive ACMS

Associations need to empower the creators of the organization's intellectual property to control, manage and deliver on those assets. And they need to empower their members, partners and employees to share in a true partnership of information and communication. Associations "get-it" with regard to the need for a solution, what they are "not getting" is a solution that works and is cost effective- Contensive is both.

We built Contensive so it can be rapidly implemented. We have developed over a 10 year period an extensive library of add-on functionalities (web apps) that can easily and quickly be added to your client's web presence. Our unique framework for delivery of those add-ons also ensures you and your clients always have the latest and greatest versions through our automated update and management schema.

And to that end, Contensive is the best cost-to-value content management solution available on the market.

All associations with a realistic Internet strategy understand the need for current, relevant delivery of information as well as good understanding of site usage. To compete in today's market place associations need web sites to establish profitable relationships with their members, suppliers, partners, and employees through integration, automation, and personalization, In other words Web 2.0.

Contensive allows site owners to dramatically shorten the content update process by placing the ability to publish in the hands of the content authors. The Contensive solution effectively eliminates the webmaster bottleneck by allowing non-technical people and groups to create, edit, share and distribute information on a moment-by-moment basis.

### How It Works

We start with an examination for your current online presence. We look at your content your, visitors, your stats and your current online business model. We then make recommendations based on our discovery to determine if a site redesign or content flow is necessary to determine and what applications will improve your business process. We work with you to establish measurable goals for your online presence, present the wireframes and site analysis reports to support our assumptions. We then work to provide user experience reviews through the wireframes, assess perceptions of proposed navigation system, calls to action, and user centric approach for each main user groups. Based on the results of our upfront process we then use best practices implementation to deliver a world class web solution.



## ACMS Add-ons:



**Active Content Editor-** The WYSIWYG editor allows you to format content with functionality similar to the most popular word processors.

**Online Registrations-** Build your meeting and the system automatically creates the online registration form to allow users to sign up and pay online with a credit card. The add-on also contains a full featured reporting system built in.

**Online Newsletters-** Manage one or multiple newsletters online with auto-archiving. Email out the newsletter to your members with a click of the button and track the results...who received it, who opened it and who read it.

**Dynamic Menuing-** Allows the content managers to create content and have that content automatically included in the site navigation without the need for additional HTML programming.

**Content Blocking-** Allows administrators to create password protected content by assigning access via groups.

**MemberSmart-** Provides user and group management services. Maintain a database about all site members including address, company affiliation, group associations, membership status, multiple contact points and more.

**Reports and Analysis-** Creates sophisticated reports to track Web usage, popular sections and pages, drill down analysis of visitors and visits, and referring site reporting. Enables site administrator the ability to create custom reports.

**Dynamic Site Map-** Dynamic site map automatically updates as you add pages to your site.

**Content Tracking-** Allows dynamic generation of What's New lists and What's Related navigation on the site.

**Blogs-** Easily add blogs to your site **Group e-mail-** Enables personalized, selective bulk emailing capability from the Contensive Community user database.

**Banner management-** Allows for the placement of banners on the site and click-through data for analysis.

**Surveys-** Create single or multi-question surveys to include on your site. Survey results can be tailored for the user to see the results after completion or the results can be blocked.

**Calendar-** Provides the association with the ability to manage the calendar of events on the web-site in real time. Provides detail information and registration capability for each event.

**Forum-** Facilitates the exchange of information within your membership. Allows for select groups to meet and discuss projects on-line and in a secure environment.

**ECommerce-** Provides robust shopping cart functionality. Empowers a non-technical user to manage, create, and edit online catalog information. Provides tracking of inventory, pricing, promotions, shipping costs, and restock orders.

**Text Search-** Provides spider generated search document for optimized results.

**Resource Library-** the online resource library allows you create and manage a library of images, graphics and file downloads for placement on the site by content managers.

**Link Forwarding-** Allows administrators as easy straightforward way to create and managed vanity URLs on your site.

**Topic Mapping-** Allows content managers to assign administrator controlled topics to site content. These topics can then be used to deliver topic related content to site members.

**Social Networking Apps-** Create social networking apps as add-ons through Google's Open Social project and Twitter.

**User Friendly URLs-** the system automatically makes user friendly URLs based on the page name, but allows the admin to create custom URLs as well.