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» What is *elements CMS*?

elements Content Management Software (CMS) gives universal access to web content and features through a browser interface. People across the entire business, with varying levels of resource and skill, can access and contribute to a range of web based content, including website, intranet, e-Commerce and e-Marketing.

» Who Uses *elements CMS*?

Sales & Marketing – sales and marketing will marvel over the ease of access, as well as abilities to update and control, the content online. With the ability to add a press release, change the price of a product, send a targeted and personalized email campaign or just simply fix a typo, *elements CMS* is used by sales and marketing to make their jobs easier and be more effective.

Webmasters – busy with updating one website, or many, Webmasters can delegate updates to non-technical staff, make updates well in advance and pre-schedule ‘go live’ dates or make updates quickly and easily with streamlined tools. Webmasters can control design, layout, advanced features, navigation and more.

Content Authors – non-technical staff who create the content for your website(s) can easily submit their own content directly and from anywhere.

Business Managers – with user-friendly tools that are fast and easy business managers can oversee website updates and understand what it takes to get it done.

elements CMS was built from the ground up to be a complete website management tool. As such, it comes bundled with a host of standard features and the option to seamlessly integrate add-on modules depending on your specific website needs.

» **What is the difference between *elements CMS* and web authoring tools?**

Unlike professional grade web authoring software, such as Dreamweaver and Frontpage, designed to build websites, *elements* is designed to manage a website and Internet presence, once it's developed.

elements CMS is an intuitive and complete software suite, rather than a single program; designed specifically for small to medium size business, so your e-Business needs and concerns are addressed; and is run from a personal business that intimately knows your e-Business and is always available to answer your questions.

» **How can I be sure my website can be secure if it is now driven by your proprietary technology?**

We know how important your website security is; so, we offer full physical, hardware and software security, information backup and recovery, and site reporting.

» **Do I have to install anything?**

No. Once you have been contacted by a web specialist and purchase *elements CMS*, you will select a username and password to access *elements CMS* from any computer with a broadband Internet connection.

How long does it take to learn?

We have elected to integrate a familiar editor into our software, no more difficult than some Microsoft Office®, so you already know how to use it, will recognize the toolbar and toolsets, and will feel comfortable from the first time you access *elements CMS*. Additionally, we provide training session and technical support.

» **Can I use my own domain?**

Yes. After setting up your website and Email with your domain name, your portal users will see a custom login page. You can include a pop-up window from the login page that links to your website.

» **How much does *elements CMS* cost?**

elements CMS is sold as a license, per domain, per module. You are not purchasing user "seats"; all of your team members can login from anywhere, at anytime to manage your web-based initiatives.

» **Is *elements CMS* customizable?**

Yes, in many respects. *elements CMS* does not limit the look and feel of your website; it can be any way you want. Each particular module of *elements* has its own set of features that can be customized. For example, the shopping cart in the E-Commerce

elements CMS is designed to provide people across the entire business, with varying levels of experience, easy and intuitive access to all web content, email communications and online marketing.

Manager can be set up with your desired credit card processor and accounts with UPS and FedEx.

» **What do I need to run *elements CMS*?**

elements CMS requires only a computer with Internet capabilities because *elements CMS* runs on all operating-systems and browsers.

» **When will I be fully operating *elements CMS*?**

After completing the initial training, which typically takes four hours, you will be ready to use *elements CMS* on your own.

» **What training and implementation services are available?**

We provide three forms of training and implementation services. You can begin with an initial training course that typically lasts four hours. If you have any concerns or questions once working in *elements CMS* you can access our ongoing phone and Email education and support. For further learning, we offer advanced one-on-one and group classes.

» **Can I import data into my *elements CMS* account?**

Yes. We offer Data Migration Services to import Static Information or data from CRM and Financial Programs.

» **Can I export data from my *elements CMS* account?**

Yes. With *elements CMS* applications, you export .CSV format files to other programs for house lists of direct Email Campaign data, shopping cart information, etc.

» **What support is provided for *elements CMS*?**

We provide various levels of support for *elements CMS*: initial training, online software manual, 24/7 phone and Email assistance from our web specialists, and advanced classes.

» **Will *elements CMS* integrate with my existing applications?**

Yes. *elements CMS* fully integrates with your existing legacy applications to provide seamless information architecture that preserves and enhances the value of your current systems.

Choosing to work with a CMS solution means your website will be dynamically driven by software that gives you control. You can access, add and change information easily and in real time.