

» What is Content Management Software?

The more you know about Content Management Software, or CMS, the more you'll realize why it is a revolutionary, and evolutionary, system for maintaining website content. CMS gives employees across the entire business, regardless of web experience, the ability to contribute to and update page content, intranet, E-commerce, E-marketing and more. This workflow model eliminates outsourcing of content updates and allows for immediate and easy control over the entire website.

» CMS saves you money

Content Management Software, such as *elements CMS*, saves you money in several ways. In addition to expenses saved by updating your own web content instead of outsourcing it, CMS provides out-of-the-box solutions for more advanced web features that would cost to custom program. CMS software also eliminates costs associated with maintaining and enhancing an in-house custom solution, and can be used as a standalone solution or integrate with other business programs like QuickBooks, GoldMine or Microsoft Excel to complete an e-business suite.

» Advanced, built-in web features add value

Website projects can be difficult to specify at the beginning. Competent CMS software can easily add to the functionality of your website with "out-of-the-box" features, immediately available and easy to implement as your website needs call for them.

» Static is dead. Dynamic is now

Today's websites need to be agile and responsive to the millions of web surfers who demand more and more from a website. Content has to be updated and fresh or people will move on. Choosing to work with a CMS solution means your website will be dynamically driven by software that gives you total control, in real time. With powerful software behind your website, you can access, add and change information in real time, assuring your website is never out of date.

» Low risk. Low overhead

A managed, hosted solution (aka "Software-as-a-Service") like *elements CMS* reduces initial investment, implementation time and overall worry. A managed, hosted solution provides you with a complete solution for a fraction of what a custom or client/server solution costs. And because the software and server space are provided and managed by a third party, you won't have to install anything or incur any setup or upgrade fees.

» Scalability ensures long-term success

As a company grows, its website will grow and expand in kind. Both the management of the website, as well as the requirements for ensuring it's timeliness, will increase. With CMS driving the backend, managing that growth is much easier. As your website needs grow, CMS continually provides the scalable and steady backbone from which to build upon.

» www.nit.cc/demo

Content Management Software is rapidly becoming more accessible and recognized as the ideal and necessary solution for any company serious about keeping its website up-to-date. To learn more about *elements CMS*, schedule an easy, quick, no-obligation web demo at www.nit.cc/demo.