



Greenridge FocalPoint

An easy-to-use, flexible content management system designed to perform website administration. There is a low learning curve associated with **Greenridge FocalPoint**, as its interface and navigation will be familiar to anyone who has previously used Windows and a word-processing tool.

Business Problem Description

Website administration is an ongoing, time-consuming, and costly process. As a result, website administration and maintenance doesn't happen as frequently as it should, causing websites to become outdated and failing to provide their visitors with effective and accurate information. This situation can lead to serious implications for a company, including disinterested visitors, less site hits, and ultimately a poor reflection of the company. It is not uncommon for companies using a manual-type of approach to website administration to lose track of changes made on the site, lose pages that are on the site, and to have an inconsistent look across pages of the site.

What is a CMS?

A Content Management System (CMS) is a software tool that allows users to update website content without having to have technical knowledge of the Internet, its technologies, or even HTML. A good CMS will support the content management process in its entirety, including creating, managing, approving, editing cycles, publishing, as well as archiving the content.

A CMS separates the actual content of a website from the design or "look and feel" of a website. This is an important concept; a CMS applies the content to templates, therefore, when a company wants to update the look of their entire website, they can do so easily by simply applying the content to a new template. There is no need to modify or even touch any of the site's content.

Benefits of using a CMS

Reduce Time to Market

Using a CMS, a web page can be created in a matter of minutes and an entire site in a matter of hours. A template is chosen and content is entered. Most content management systems provide an authoring tool to ease the task of content entry. Once the content has been entered and approved (if applicable), it can be published to your website almost instantaneously.

Reduce Site Maintenance Costs

A CMS reduces the administrative overhead associated with website management. The long-term costs of managing a website are significantly reduced, as the updates and the majority of site maintenance can be handled by non-technical staff.

Improve Site Consistency

A good CMS will separate the site content from the site design. Pages are linked to their design, eliminating the need to make design changes on numerous pages to maintain consistency – changes to design are propagated to all affected pages.

Eliminate Webmaster Bottleneck

Many companies rely on their Webmaster for all site updates and improvements. Some companies even outsource their website maintenance to an outside firm. A website change, even something as simple as correcting a spelling mistake, can take days, simply because the Webmaster is bogged down with request changes from numerous sources or departments. This delay can be detrimental to a company's success, allowing the competition to respond more quickly to industry issues and market intelligence. By applying distributed authoring and authority (e.g. human resource staff provides content for the careers page and the human resources supervisor approves content changes), the Webmaster can focus their attention on improving the more technical details of the website.

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How Greenridge FocalPoint Solves the Business Problem

Greenridge FocalPoint solves the business problem by providing an easy-to-use, flexible content management system to perform website administration. There is a low learning curve associated with **Greenridge FocalPoint**, as its interface and navigation will be familiar to anyone who has previously used Windows and a word-processing tool.

Greenridge FocalPoint provides a WYSIWYG (what you see is what you get) editor. This eliminates any need to know HTML; content is entered into the editor and formatted using the provided buttons. The drag and drop feature allows graphics to be placed on the site effortlessly. The appearance of the content in the editor is exactly what will appear on the website when published, eliminating any guesswork by the users. On the other hand, users who have HTML knowledge are not limited to working with the editor, with a click of a button, they have access to editing content using HTML tags.

Updating site navigation to reflect site changes can be a hassle. **Greenridge FocalPoint** provides a tool to create and automatically update site navigation eliminating any human error. Therefore, when a page is added or removed, the update will automatically be reflected in the site's navigation – no need for programming!

No more losing track of website changes or pages with **Greenridge FocalPoint**. It provides version control; meaning that any changes published to the site are maintained in history and the site can be reverted back to any version, at any time.

Content management can be performed at any time, from anywhere. **Greenridge FocalPoint** can be accessed from the Internet, using a web browser, therefore changes can be performed at your convenience and whenever necessary.

Greenridge FocalPoint uses a template-approach to website design. Therefore, the look and feel of the site can be updated with minimal effort. Imagine having templates available for different promotions or different seasons and being able to apply them at a moment's notice; this would certainly increase your site attractiveness and your company's market competitiveness.

Greenridge FocalPoint uses a simple and sophisticated approach to workflow management. Depending on your organization's needs, a workflow that be incorporated to enable a hierarchy of content approval and editing before publishing or to flatten the approval process to the editors themselves.

There is a low-cost of ownership associated with **Greenridge FocalPoint**, further increasing the value of the website investment and return on investment. **Greenridge FocalPoint** is a high-end but low-cost content management system.

Conclusion

Greenridge FocalPoint can benefit *any* company who maintains a website, either public site or Intranet, and wishes to reduce administration costs, increase site interest by its visitors, as well as remain current and competitive in the ever-changing world of business and technology.

Interested in what Greenridge FocalPoint can do for your business?

If you would like more information, please visit us on the Internet at www.greenridge.ca, or contact the Sales Department @ 204-775-3500 EXT: 4343.

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