TWP Content Management

THE WEB PRODUCTION

IT Products

Content Management

In today's high-tech world, most companies recognize the great value of a Web site. It's greatest advantage is putting the company in direct contact with consumers and partners, providing them with the company's most recent information, even before the mass media is informed.

Requirements for proper Web site maintenance are increasing every year, but so are also the possibilities and conveniences. Among the most important are:

○ User-friendly standards

○ Updating large volumes of information at any moment in time

○ Simultaneous work on the site by several individuals from different computers in different geographical locations

○ Flexible workflow

The TWP Content Management System (CMS) takes all these requirements into account. TWP CMS is software that manages the content of a Web site, and we now have dozens of customers using it.

TWP CMS is offered both as an individual software product, and as a part of overall Web site development. The Web Production guarantees fast and effective implementation of CMS into an existing Web site, and it can be done in the framework of Premium and Professional Programs. For additional information, please contact a TWP sales representative.

Advantages of TWP CMS

○ You dont need professional IT knowledge to edit and publish a Web site

○ The computer programs `wizard' will help you edit the text, download pictures, make charts and graphs, alter the Web site's navigation, and so on

○ Updating information of any volume is possible at any moment

○ System access is protected by logins and passwords

○ Simultaneous work on Web site content by several individuals is particularly necessary when there is a network of branches

○ Several employees can make changes to a site simultaneously. You can automate this and other workflows

○ You can easily inform customers and partners about events and actions by e-mail.

○ The news modul assures fast and reliable distribution, while the programs `wizard' helps you to write news and send it to subscribers

○ Updated information appears on your Web site the very minute you program it to

Benefits of TWP CMS use

○ Costs for Web site maintenance will decrease since there is no need for an IT specialist to continuously update the text

○ Less time will be spent editing and publishing

○ You will attract more clients and increase your sales volume the more your site contains company news, information on new products and new marketing campaigns

○ TWP CMS is one more effective tool to beat the competition

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Possibilities to change content and create site structure:

o·Text editing: undo/redo, view/edit the HTML code, bold/italic/underline, alignment, numbering/listing, table, font colour/font/font size, background colour, style
.
o·Picture management: choose from the gallery, download, delete a picture, pop-ups, change the picture size, optimize the picture, link attached to the picture
.
o·Navigation management: insert a new page, move up/down, to the left/to the right, edit the page name, delete a page, insert an external link, deactivate a page
.
o·Links management: external/internal links, anchors
.
o·TPW CMS can include different interactive pages –search, guest book, personalize the home page for registered users, contact form, news and others

Statistics

A counter embedded in TWP CMS provides statistic reports about the number of registered and unregistered visitors on your site.

Site Management

o·TWP CMS is a multi-user solution for content management. Different people from different computers can work on the Web application content simultaneously.

o·Access to the system is protected. Every user gets a certain set of rights which define what the user can do in the system. The system administrator determines the users and their rights

o· All changes are automatically registered in Review List, and await approval

o·Each version of the Web site is stored, allowing you to track its evolution. The entire Web site can be saved, or an older version restored, at any moment

o· Journal. All actions by the administrator are saved and can be reviewed when needed.

Multilingual support

News

o·News modul enables to create and distribute your news. The programs`wizard'will simplify things and guide you in writing the news. Subscribers can be divided into groups and receive only the news they want

o·The Web site administrator can create categories that can cover every part of the site content. Categories make it easier to do `search', site customization and news subscri ption

Publication

o To make the publication more manageable and to prevent any bugs, the process can be controlled

o The schedule allows you to determine the visibility of pages. Dates, weekdays, time intervals of visibility can be set. Every page can have its own schedule. The schedule of a main page applies automatically to all sub-pages.

o Hidden pages are created like usual pages, but aren't shown in navigation. They can be connected by links with visible pages. The visitor reaches the hidden page by clicking on the link.

o The dead links check is used to discover idle links. If the program finds a dead link the responsible person is automatically informed by e-mail. The dead links checking can be predetermined.

o Publication can be done only by authorized users in compliance with the schedule. To increase productivity the Web site is published as a static HTML version. Only visible pages will be published, and an updated site will be published automatically every night.

o Notices about newly created pages can be made on the home page. Such a notice is usually a picture with a link to the whole article.