

# Olive CMA

## FEATURES OVERVIEW

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## Table of Contents

The Basics of Content Management .....	1
<i>Fast and Easy Content Updates</i> .....	1
<i>Total Administrative Management and Control</i> .....	1
The Olive Advantage .....	2
<i>Powerful, Affordable and Easy to Use</i> .....	2
<i>Design-Friendly Structure Supports Your Creative</i> .....	2
<i>Accelerated Return on Investment</i> .....	3
Olive CMA Features.....	4
<i>100% Browser Based</i> .....	4
<i>Separation of Content and Design</i> .....	4
<i>Multi-Lingual Support</i> .....	4
<i>Search Engine Friendly URLs</i> .....	4
<i>Cache on Demand Technology</i> .....	5
<i>Permission Based Authorization</i> .....	5
<i>Development Included</i> .....	5
<i>Modules</i> .....	5
<i>Private Labeling</i> .....	5
Key Selling Features.....	6
<i>Key Selling Points for You:</i> .....	6
<i>Key Selling Points for Your Clients:</i> .....	6

## ■ The Basics of Content Management

Content Management (CM) systems have revolutionized the way large organizations keep their web content relevant and up-to-date. Like the systems in place at Fortune 1000 installations worldwide, Olive CMA is essentially a web-based tool that allows non-technical personnel to update site content without jeopardizing the site's design or underlying programming code.

The advantages of CM are compelling:

### **Fast and Easy Content Updates**

CM allows non-technical personnel to maintain and edit the content of a web site through the use of a standard browser-based application (such as Microsoft Internet Explorer). This enables anyone -- not just web designers, webmasters and IT personnel, but sales and marketing staff, department heads, company management, and other creative teams and support people -- to add, edit and delete site content.

CM eliminates bottlenecks that typically occur when employing traditional internal or outsourced resources. Instead of this process taking days, weeks, even months, marketing can update product features and promotions...tech support can update specifications...IT can update virus warnings, software updates and network status...PR can upload the latest press releases and news clippings...sales reps can update pricing, even from the field.

In short, CM turns a website into an increasingly powerful business tool.

### **Total Administrative Management and Control**

CM allows site content to be stored, retrieved, edited, updated and published while maintaining quality control, site structure and security. Once authorized users log in through a password-protected area of the site, they can spell-check, preview and edit updates before they are published. Last-minute changes, reviews and authorizations can be implemented as needed. Management oversight and administrative control is maintained at all times, and automatic update logs provide a trail of accountability for each change.

CM not only allows you to control what content is currently published, but what is ready to be published next week (or even next month) as well. All content is archived separately, item-by-item. And since all content changes are saved, you can always roll back the clock and revert to a prior version of a page or content module

## ■ The Olive Advantage

Unlike other enterprise-level solutions, Olive CMA is specifically designed for the needs of creative firms wishing to enhance their competitive edge.

### **Powerful, Affordable and Easy to Use**

Olive Development private labels our CMA products for your company, allowing you to instantly add this powerful development tool to your firm's creative arsenal. With Olive CMA as your secret weapon, you can instantly bring proven content management technology to your clients.

And in stark contrast to other solutions, Olive CMA does not cost hundreds of thousands of dollars to implement, and requires no investment in development time or specialized personnel.

Olive CMA is simple to use and has an impressively short learning curve. Olive's CMA design features an intuitive WYSIWYG text-editing tool with a familiar word processing interface. This allows non-technical staff to comfortably write, edit and publish new text and imagery to the live site. Olive CMA can literally be mastered within minutes!

### **Design-Friendly Structure Supports Your Creative**

Unlike virtually any other content management product, Olive CMA works with any site's design scheme. Be as creative as you want! With Olive CMA, you no longer have to sacrifice web design for administrative function.

Olive CMA maintains the site's structure, content and graphics in separate layers. This means content updates and revisions are made without affecting the layout, look or feel of the site. Furthermore, when it comes time to make significant changes or launch a site redesign, you're able to make quick and painless transitions without having to re-enter content.

Finally, design professionals have a web management tool that conforms to creative expression (instead of the other way around)!

## **Accelerated Return on Investment**

Olive CMA provides immediate money-savings and guarantees an early return on investment. In fact, the more Olive CMA is regularly employed, the greater the returns and long-term value.

- All workflow and processes are streamlined -- from content creation and updating to ongoing management and administration.
- Ongoing site maintenance costs are reduced or eliminated.
- Tried-and-true technology that's powerful, flexible and reliable.
- Since users do not need to learn HTML, there are no associated learning curves, training costs or tech support requirements.
- Continually updated site content dramatically increases the value of your client's website investment.

Another big advantage of using Olive Development is that all development costs are included in Olive CMA pricing...no hidden costs or additional fees as with other CM solutions. The value of Olive CMA is unmatched in the industry.

## ■ Olive CMA Features

### **100% Browser Based**

Functionality is provided entirely through the browser, eliminating the need for client software, technical training or complex scripting. By using the WYSIWYG content editor a non-technical user can make text bold, italicized, or underlined. They can also create links, build tables, add images, and apply formatting from a set of predefined styles. There is even a spell checker to complete the word processor feel. For users with knowledge of HTML a Text Editor is available to "tweak" their code. Content is date stamped and can be rolled back if needed, and before publishing to the site, a user can preview the page at 800x600 or 1024x768 screen resolutions.

### **Separation of Content and Design**

The Olive Development Content Management Architecture uses a template-based model. Content is kept separate from the graphical design (i.e. look and feel) of the web site. Using templates ensures that the appearance of web pages throughout the website is consistent and meets company branding standards. Separating the "presentation" layer from data storage enables faster, less costly interface changes.

This architecture also allows for the repurposing of the content in parallel sites; one set of content can be used in Flash, HTML, and Text Only versions of the site. Another benefit of this architecture is it allows a site to be retrofitted with the CMA, giving the client control over the content of the site they already have.

### **Multi-Lingual Support**

Traditionally, multilingual web sites are just copies containing different languages stored on different web servers or directories. In the Olive CMA Content Repository all languages are stored in one place and can be edited through the WYSIWYG web-based editor. The published content is then managed by the same set of templates, so that any change to the "look & feel" of the site takes immediate effect for all languages.

### **Search Engine Friendly URLs**

Pages look like they are static from the URLs, there are no querystrings. The system works by intercepting page requests and matching to the content structure defined in the CMA. The URLs are made to look like static ones in order to optimize search engine crawling through the site.

## Cache on Demand Technology

Olive's caching system automatically and transparently caches static versions of dynamically created pages the first time the page is called. This eliminates the overhead typically associated with database queries and xml transformations, providing improved performance and reduced hardware and network load. The pages are cached as well formed HTML files.

## Permission Based Authorization

A user's view and access to the tools and functionality is determined by the individual's access. Only the modules and pages that the user has access to change are available.

## Development Included

Most content management systems require a large financial investment before you even start putting a web site together. The development of the site is a separate cost, one that may require additional training for in-house technical staff, or the contracting of outside resources. With Olive Development's Content Management Architecture, your site development is included, there is no additional charge.

## Modules

Olive Development has many modules ready to be customized to a site's requirements, but can also develop completely new modules if the need arises. Some of the modules available:

- Press Releases
- Product Catalog
- Jobs
- Employee Bios
- Page Content
- Glossary of Terms
- Client Access Areas
- News
- Task Management
- Contact Us
- Zip Code Finder
- Site Admin
- Events Calendar
- Site Statistics
- Site Search

## Private Labeling

Putting your "Look and Feel" on Olive Development's Content Management Architecture can strengthen your partnership with a client. Each time a user logs in to publish a press release, add a user, or edit a page they will be greeted with your logo and design.

## ■ Key Selling Features

### **Key Selling Points for You:**

**Private Labeling** - Putting your look and feel on the CMA reinforces your relationship with your client

**Price** - The architecture behind the CMA allows a site to be quickly and efficiently built, quite often for less than the cost of a static HTML site

**Quick Turn-Around** - A site can be completed in just a few days, not weeks

**Outsourcing** - By outsourcing a site's development you can concentrate your efforts on other tasks, like winning new clients

**Retrofitting** - A new source of revenue can be generated when adding Olive's CMA to a pre-existing site

**Keep the Look Fresh** - The same CMA can be used with new design templates to give a client a new look and feel without the hassle of collecting all the content again, or learning a new application

### **Key Selling Points for Your Clients:**

**Reduce Production Costs** - Eliminate the need to outsource web maintenance and the associated costs

**Web Traffic** - keeping content fresh will encourage return visits

**Accessibility** - 24/7 access, right through a browser from anyplace in the world

**Simplicity** - Content creation using word processing skills

**Security** - Only authorized personnel have access to site administration

**Non-Technical** - removing technical staff from content management cycle allows a quicker response and more up to date content

For more information about Olive Development's Content Management Architecture, please see our web site at [www.olivedevelopment.com](http://www.olivedevelopment.com) or contact us at 603/430-6287