

Versant CMS™



Your Web site helps you achieve specific business goals. Now, envision those results delivered on a much larger scale, through greater customer engagement. Content management systems enable greater Web site interactivity by using a database to store both the content and structure of a site. Organizations using these “second-generation” sites as a tool for branding and marketing gain a significant competitive advantage.

Versant and content management platform partner Ektron help companies increase their online competitiveness by engaging site visitors in innovative and intriguing ways. Versant CMS site capabilities include:

- Building communities through threaded discussions, blogs and Web alerts
- Management of membership users
- Strategic use of online forms, calendars, polls and surveys
- Online document management
- Site analytics and content rating
- Multimedia presentation of content

Content delivery features of Ektron’s platform include content translation and localization support, Web services API, RSS and JavaScript syndication, and extranet support. Versant CMS site capabilities make it easy to focus on the visitor message and experience, and help clients strengthen their relationship with prospects and customers.

Are you ready to take your Web site, and your customer relationships, to the next level? Web sites built on content management systems have significantly greater interactivity capabilities. These systems offer:

- *Greater customization* – tailor site content and structure to visitor preferences.
- *Robust relationship management*– bring customers closer through interactive tools like memberships, Web alerts, discussion forums, user surveys and blogs.
- *Media integration* – use podcasting, RSS feeds and Webinars to leverage your marketing content.

Let Versant and content management platform partner Ektron transform your site into a more dynamic, engaging tool for building your business.

The interactive experience visitors have on the site ties them more closely to the company’s brand as well as its products or services, making the site more valuable to Versant’s client and its customers.

Other benefits include:

- More cost-effective and timely site updates
- Improved content, which boosts site traffic and loyalty
- Shortened sales cycle, as customers access detailed and customized information
- Improved site shelf-life
- Lower costs to maintain the site overall



To learn more about this unique product offering, contact us today.

> **versant CMS™**  
powered by ektron [www.versantcms.com](http://www.versantcms.com)

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