

Owning and maintaining a website in today's environment is not optional. Corporate web sites have developed from small static informational sites into interactive portals providing dynamic functionality and helpful business resources. One part of a website's measurable value can be attributed to the accuracy and speed with which its content can be made available. The complexity of website structures and the task of maintaining their content has increased dramatically. A CMS makes it immensely easier for people to create, edit and manage content on a website. Historically, website management has required significant technical skills to be provided by a programmer costing hundreds of dollars an hour. A Dallas Partners' DWS with CMS allows non-technical company employees to easily and quickly create and manage their content without the need of technical skills.

Benefits of a CMS by Dallas Partners

- Provides company 100% control over message and meaning
- Allows for non technical users to be able to change content
- Save \$100-\$400 an hour on website changes
- Multiple authors manage content for specific areas
- Reduces time-to-publish.
- Facilitate better security
- Streamlined centralized management
- Industry's leading technology
- Easiest to use CMS available (Similar to using Microsoft Word)
- Integrate SEO best practices
- Grows with company



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