



XML desktop publishing solutions

Business Benefits of FLUiD CMS 4.5

We evaluate the level of return that FLUiD CMS 4.5 can provide by determining the cost savings the systems creates, the increase in value of the Web content, and any opportunity to generate revenues that arise because of the system's features. These are summed, and compared to the level of initial investment and the likelihood of adoption. This can be represented by the following equation,

$$\frac{(\text{Cost Savings} + \text{Increased Web Site Value} + \text{Revenue Generated})}{\text{Investment} * \text{Probability of Adoption}} = \text{ROI}$$

Cost Reductions with FLUiD CMS 4.5

Savings that result from using FLUiD CMS 4.5 are most noticeable in the more efficient Web content contribution process. By reducing the amount of time spent managing the Web site, while still producing a superior Web site, companies enjoying significantly lower content contribution costs. And due to FLUiD CMS's intuitive functionality the training required for new users is minimal.

- Reduce the amount of time spent managing the Web site
- Minimal training required

Increased Value of Web Site

When you build your Web site using FLUiD CMS you automatically build in the expertise of our professional Web designer, graphic designer, SEO expert, and e-business specialist. The system ensures that your content is well presented, that your Web pages are optimized for the search engines, and that visitors to your site will have a positive experience. All of these elements increase the value of your Web site.

- Attract more targeted visitors to your Web site
- Encourage longer visits to your site
- Control the design and branding of your site
- Create a positive visitor experience
- Minimize the number of errors published to your site
- Store your content in a non-proprietary format for easy upgrading

Revenue Generation Opportunities

By using FLUiD CMS new business opportunities can become available. These arise due to the more efficient use of your Web staff resources, using FLUiD CMS to quickly build and deploy professional Web sites. FLUiD CMS users such as news organizations and graphic designers find they can leave the technical elements of the Web site to FLUiD CMS. Focusing mostly on the graphics and content of client sites they are able to produce Web sites profitably.

- Companies with designers on staff use FLUiD CMS to quickly generate professional Web sites for their clients



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FLUiD CMS Business Benefits...continued

Low Level of Investment

FLUiD CMS is available for a relatively low investment when one considers the power and functionality it offers. Since FLUiD CMS does not require additional server software or any special hardware, it leverages your existing IT investments—there are no hidden costs associated with owning FLUiD CMS.

- FLUiD CMS offers the power and functionality of the high-priced competitors for a smaller investment
- FLUiD CMS leverages your existing IT investments

High Likelihood of Adoption

A Web Content Management System that is user-friendly is far more likely to achieve full adoption. The FLUiD CMS Workspace is familiar and easy to use so Web content can be added and edited by non-technical users. Contributors can import from Microsoft Word documents and others sources, or create the content right in the FLUiD CMS editor using a simple “edit, save, publish” process. Also, since FLUiD CMS separates the design from the text and images, users simply add content—FLUiD CMS ensures design consistency. This makes the system even easier to use, ensuring adoption.

- The familiar interface, ease-of-use, and ability to import from Microsoft Word effectively guarantee the adoption of FLUiD CMS by users

Any organization should consider the implementation of FLUiD CMS as a beneficial business decision rather than a costly necessity. FLUiD CMS reduces your Web costs, increases the value of your Web site, provides an opportunity to generate additional revenues—and accomplishes it all for a low level of investment.