



General Interest – G5

Active Content Manager



Agenda

- Let's Chat!
- Overview of Active Content Manager (ACM)
- Benefits of Using ACM
- Key Features of ACM
- Quick Demonstration of ACM
- Example Sites



HELP!!

- What made you decide to come today?
- What areas can you improve your Website?
- Magic Wand
- Let's see if we can help!

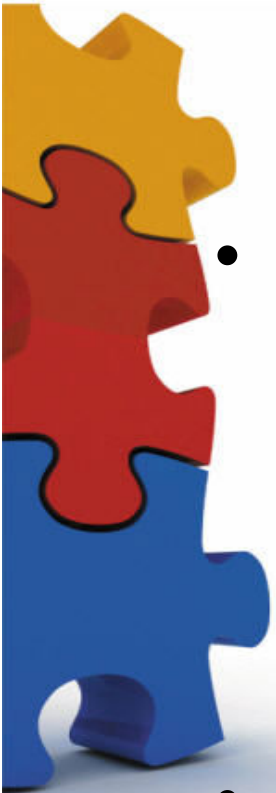


Overview of ACM

- Active purchased Ironpoint in April 2006 and rebranded the product as Active Content Manager (ACM).
- Currently have about 175 sites in ACM.
- Full development and IT staff focused around the product.
 - Active has 6 full time developers dedicated to product development who push new code updates every 6 weeks.

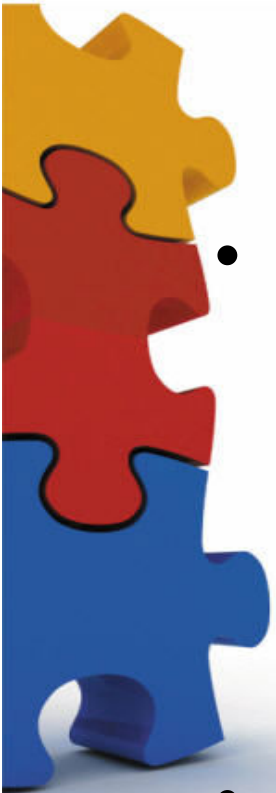


Benefits of ACM

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- **Simplicity**
 - Browser-based solution for website content management – edit from any internet connection
 - No HTML knowledge required – similar to Microsoft Word
 - **Flexibility**
 - Customizable design to avoid a cookie cutter template-based web site
 - ACM can handle multi-language web sites



Benefits of ACM

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- Forward thinking
 - Easily grow your website and its contents with our website development technology
 - Implementation of strategy for search engine optimization
 - Training and Support
 - Customized individual product training and ongoing customer support



Key Features of ACM

- Multiple content editing modes for both quick and advanced web site maintenance
 - No HTML knowledge – NO PROBLEM!
- Web page versioning and archiving
 - Ability to roll back to a previous version of a page
- Page publishing preview
 - Preview pages prior to publishing to your site



Key Features of ACM

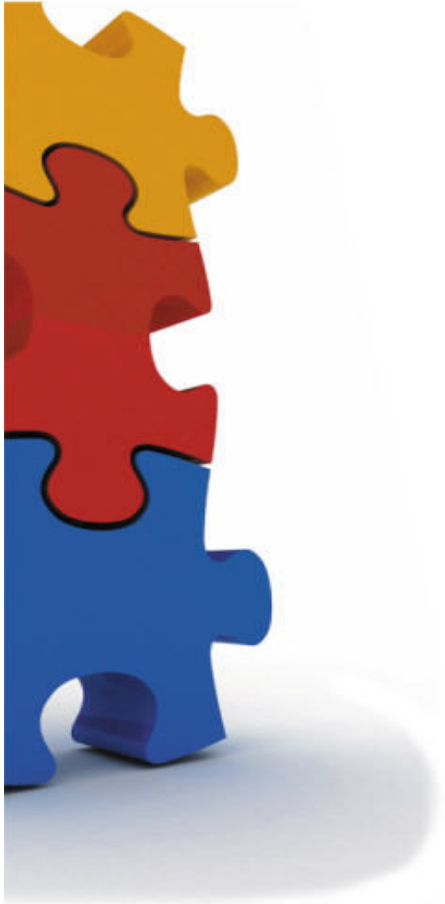
- Scheduled web page publishing
 - Set specific dates and times of when you would like certain pages to go live
- Digital asset library for storing and managing web site files such as images, videos, PDF, Excel, Word and PowerPoint documents
 - Store all images, documents, etc directly in the management system



Key Features of ACM

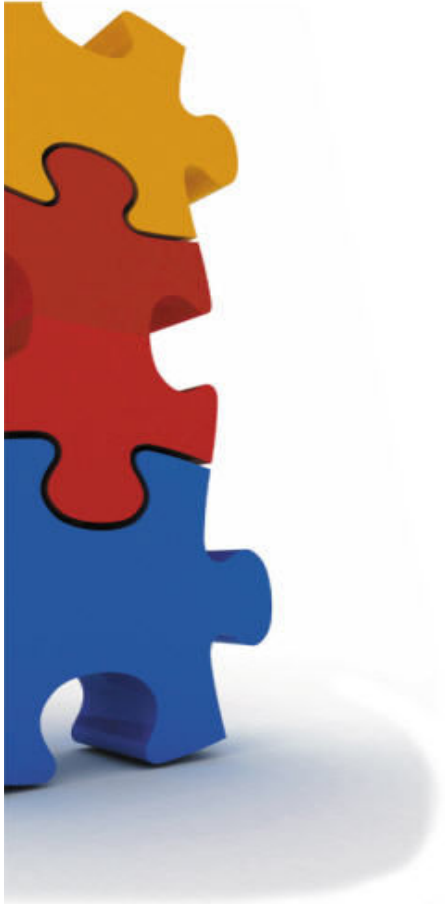
- Interactive enhancements such as flash integration, photo gallery, pop-up manager, and much more!
- Managed annual hosting
 - Site is hosted on Active servers
- Live website statistics and analytics





Demo Time!





Current ACM Sites

