



# Web Content Management

## Publish timely content, consistently and across all channels

In the globalized markets of today, internet sites must provide more than just information. Rather, the existing content must be prepared for channels such as corporate websites, landing pages, online shops, apps, extranets and intranets - each for different target groups, browsers and devices, in different languages and, of course, always consistently and up to date. To master this challenge, companies need a high-performance web content management system (WCMS). A professional WCMS such as „CoreMedia“ or „Adobe Experience Manager“ simplifies publication processes and reduces time expenditure as well as staff coordination. With the right WCMS, your marketing content can be created locally, adapted to target groups, updated as needed, efficiently managed, centrally stored and easily published.

### Marketing IT for a perfect web presence

With a modern WCMS, you can not only automate your coordination processes, but also organize and synchronize all publication processes. This significantly shortens the time-to-web. A WCMS enables you to publish all content across all channels according to your strategic schedule - fully automatically, always up to date and consistently. Of course, style guides and SEO aspects are taken into consideration along with the required responsiveness. A high performance system enables you to offer your customers, potential customers, partners and stakeholders a fascinating user experience - on all stationary and mobile devices, regardless of the respective operating system.

### Your benefits



- From a single source: Consulting, design, process optimization, hardware and software selection, implementation, integration, configuration, training, support and hosting
- Consistent: Brand-conforming websites across all markets and channels
- Efficient: Create and synchronize content easily, consistently, and quickly
- Current: Update and adapt content without complications
- Effective: Optimal user experience through personalization
- Economic: Higher conversion rates through SEO and „Best-in-Class“ metrics
- Integrated: Seamless linkage to systems for MAM/DAM, PIM, ERP and video management





## Visitors become fans

As a marketing expert and system integrator, we are very familiar with the requirements that a WCMS must fulfill. We analyze your individual needs, work with you to develop a tailored content strategy and support you in selecting a suitable system that we implement and integrate into your IT environment. Training to accompany roll-outs and 24/7 support complete our consultation and service portfolio.

## Make your web presence a digital billboard

Providing visitors to your web pages with a lasting brand experience also requires coordinated software solutions and processes in addition to current, consistent and personalized content. We work together with you to create an individual solution strategy and implement a needs-oriented WCMS with which you can realize efficient workflows and quickly perform synchronous updates. This means optimally exploiting the available savings potential.

## Your WCMS: high-performance and integrated

When developing your WCMS, take advantage of the technology and service expertise that we combine with market-leading IT solutions from our partners CoreMedia and Adobe. We analyze your status quo and provide you with competent and professional advice on IT architecture, content structuring and templates, process creation, conversion optimization and reporting. The result is a user-friendly, web-based WCMS that fits seamlessly into your processes, data structures, and system architecture.

## A 360-degree approach to expertise

The effective use of modern IT solutions is the basis for sustainable success in marketing. Thanks to our comprehensive expertise, our many years' experience from international projects, and high-performance technologies from our partners, you will benefit from a WCMS that provides maximum efficiency, effectiveness and investment protection. Select the appropriate solution for your needs from our comprehensive portfolio and lay the foundation for successful brand communication. Impress potential customers and turn them into loyal ones.

## The most important information at a glance

- Connection of WCMS to MAM, DAM, PIM and/or video management systems for easy publication of multimedia content.
- Responsive design for automated adaptation of HTML content to the requirements of smartphones and tablets.
- Integrated translation management system for optimized, transparent, affordable and easily manageable translation processes.
- Interactive elements for the integration of social media platforms and direct communication with fans and followers.

You have questions, need information or a contact?  
Get in touch with us.

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As global next generation IT systems integrator Arvato Systems focuses on „Digital Transformation Solutions“. We use the technology talent and expertise of over 3,000 people at more than 25 sites throughout the world. Being a part of the Arvato network and belonging to Bertelsmann, we have the unique capability to create entire value chains. Arvato Systems offers an exceptional combination of international IT engineering excellence, the open mindset of a global player, and the dedication of employees. We also ensure that all our customer relationships are as personally rewarding and long-lasting as they are successful.

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