



momentum

(content management system - cms)

Fact Sheet

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momentum : Helping You Keep Pace



When something changes in your business today, you need to change it on your web site today. Not tomorrow or next week or when your agency can get to it. No. Today.

Velocity gives your business momentum.
A custom built Content Management System (CMS).

momentum gives companies complete control to update their web site content. This includes everything from text, PDFs and images to video and documents. It puts an end to the two-step, two-day, too-expensive process of giving instructions to your agency and having them bill you for something you can easily do yourself.

Honestly. Many of our clients are picking up momentum.

How It Works



momentum allows staff or “administrators” to update every section of your web site via a simple HTML component. This includes adding and deleting text, uploading specified images, videos as well as PDF’s or other documents to all areas of your web site.

Sounds easy to manage? It is....

If you have used an email program before, added an attachment or have experience in a program like Microsoft Word, **momentum** is perfect for you. You now have the ability to control and manage the overall content of your web site instantly. As little or as much as you need to after the design and development has been completed. **momentum** is 100% Web Browser based. Meaning, all functionality is provided entirely through the browser, eliminating need for client software installations. No matter where you are in the world, all you need is an internet connection and you can control your web site content.

Since **momentum** is a custom built CMS, we are able to add functionality according to your needs. The possibilities are endless when developing **momentum** to how you need it to work. Now, you are no longer confined to the limitations that any pre-packaged 3rd party CMS.

Below are some of the key features **momentum** gives you...



momentum Key Features

Suggested Programming Language

By using Cold Fusion as the primary front-end application server, **momentum** can be moved to any platform or database in the future. Unlike languages such as ASP or PHP, Cold Fusion is completely compatible with Windows 2000 Server, Windows NT Server, Unix, Linux, and all ODBC/OLE compliant databases including MS SQL Server, MySQL, Access, Oracle, and Sybase.

ColdFusion makes Internet application development and deployment faster and easier than any other solution available today. Easily extend or integrate with Java or .NET applications, connect to enterprise data and applications, create or consume web services, or interface with SMS on mobile devices or instant messaging clients. Add powerful application services for business reporting, rich-forms generation, printable document generation, full-text search, and graphing and charting.

NOTE: If your application calls for another language, not a problem. We have extensive knowledge in all languages and can tailor **momentum** as your system may require.

Delivery Method(s)

Upon receipt of the completed marketing objectives, we will build **momentum** to deliver information to your web site through the traditional static format (think html) in combination with AJAX (Asynchronous JavaScript and XML). A web development technique used for creating interactive web applications without the need for the user to have 3rd party plug-ins installed on their computer.

Or, if your needs warrant it, we can also deliver via Adobe Flash™. the high-performance, lightweight, highly expressive client runtime that delivers powerful and consistent user experiences. Using Flash as your delivery method will provide complete creative freedom during the planning stages and allow us to deliver a very high level of execution and interaction. When working with product imagery, video, sound or animation; Adobe Flash delivers everything and anything in an exciting way.

We often will design and develop using both of the above noted technologies to what is know as a hybrid web site.

As **momentum** is one of the only custom CMS to offer both of these options, it really does HELP YOU KEEP PACE.



Cascading Style Sheets (CSS)

Cascading Style Sheets (CSS) is a simple mechanism for adding style (e.g. fonts, colors, spacing) to Web documents and are used in every form of momentum that is built. They are designed primarily to enable the separation of document content (written in HTML or a similar markup language) from document presentation (written in CSS). This separation can improve content accessibility, provide more flexibility and control in the specification of presentation characteristics, and reduce complexity and repetition in the structural content. CSS can also allow the same markup page to be presented in different styles for different rendering methods, such as on-screen, in print, by voice (when read out by a speech-based browser or screen reader) and on Braille-based, tactile devices. The CSS specifications are maintained by the World Wide Web Consortium (W3C) that is followed closely when each version of momentum is built.

WYSIWYG Text Editor : What You See Is What You Get

The **momentum** HTML editor provides an editing interface that resembles how the text will be displayed in each section of your site. From bolding and italicizing text, to hyper linking and underlining just to name a few; the **momentum** WYSIWYG editor makes it easier for any average computer user to get started. You will be able to copy, paste and add text so that What You See Is What You Get when publishing information to your site.

Preview Mode

Check your work before it's published - Using the **momentum** preview mode you can see how content will appear prior to publication.

Browser-based Image Editing

momentum easily handles digital assets such as images, eliminating the need for a 3rd party photo editing program. This allows users to easily edit and manage images, photos, and other graphics directly within the system. All relevant and popular image functions are available, including image crop, rotate, zoom, compress, flip, adjust contrast and brightness, and more.



Approval and Work Flow

Detailed, yet flexible revision and approval procedures provide a workflow and approval process to be established, consistent with your organizations requirements, ensuring quality content is maintained throughout the site. **momentum** supports both a simple and a more robust content management workflow ranging from real-time publishing to a more formalized process with several persons approval required before the content is published. Approvers are notified of content awaiting their approval via email and 'Pending Actions'.

Multi-Language Support

momentum makes it easy to build multi-language sites, providing mechanisms to associate and manage content that is created in multiple languages. The multi-language feature also facilitates the efficient production of localized content, helping to ensure consistency across multi-language sites. Full UTF-8 support allows for publication of content in all languages.

Search Engine Optimization - SEO

SEO is a constant battle of ever changing technologies and methods to ensure your site ranks high, yet correctly on major search engines. The **momentum** individual SEO integration includes specific technology that meets the fundamental needs of all search engine requirements.

Within **momentum**, staff are able to access and edit the META TAG: KEYWORDS and the META TAG: DESCRIPTION for each content section of the web site. The benefit to this feature is that while you monitor your web site statistics, you have the ability to modify each section of the site to better drive specific searches to corresponding pages.



Take momentum to the Next Level

For many business's, the true power of our custom built CMS lies in its flexibility. **momentum** can be tailored to fit any need that you may have to assist you in meeting your business objectives.

Here are just some examples of the hundreds of available ways you can take **momentum** to the next level:

Document management
image and multimedia galleries
E-commerce and shopping cart engines
Forums and chat software
Calendars
Blogging software
Directory services
Email newsletters
Permission Marketing
RSS Feeds
Banner advertising systems
Subscription services
and more...

Seamless CMS Integration

We begin the process with the integration of the architecture into the CMS for easy management of the web site. Velocity will document the entire process in order to avoid too excessive revisions. Tasks for this portion will include:

- Design of the architecture and flow in the CMS
- Implement the data structures within the CMS
- Create the link between the CMS + Front end
- Integration with various other outside areas/tools
- Deployment exercises, testing, etc.



Project and Launch Support

Velocity will fully support the application through to project completion and beyond. This includes any necessary undertakings to ensure the application works and behaves as outlined in the specifications. Once ready for the production environment we will transfer it to a system that is hosted within the client's environment. After launch we work closely with each client to ensure that and any issues that may arise are dealt with and that any further needs are completed.

Training and Documentation

Velocity will provide the necessary training & documentation for Client personnel to properly manage the application and subsequent modifications if desired. This includes:

- All training provided to personnel on the proper use of the CMS
- CMS Product documentation specific to the tasks involved in managing the application.
- Supplemental support and updates supplied in accordance with product development initiatives.

Quality Assurance

At each stage of the project Velocity will deploy the necessary resources to ensure the project is completed to the highest standards. This includes but is not limited to the following:

- Testing to ensure the systems work properly
- Verifying that all systems are designed to specifications
- Ensuring all creative assets & direction are closely observed
- Where ambiguity exists in the specifications following up with relevant parties to ensure specifications are clear
- Managing feedback and ensuring changes are carried out as requested
- Final comprehensive end to end testing of the site prior to launch
- End to end site testing on the production environments

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