

Optimal Manageability

ROI – Return on Investment – is one of the key indicators of the success of a project. If companies can save time and costs across the entire business, even if they are only individually small, cumulatively this will have a significant impact on the bottom line. As well as financial benefits, the benefits to staff of increased productivity – a win-win situation for SMEs where time really does mean money.

20% of total costs

Budgets determine what companies can spend on their web activities. This is why some budget holders focus mainly on the initial licensing and implementation costs when selecting a Web Content Management (WCM) system. These costs can often be a deciding factor when choosing between different options, but what is less commonly evaluated are the likely running costs that will be incurred in the years after purchase.

Research commissioned by Mediasurface shows that the design and construction of websites generally constitutes just 20% of the total costs your company will incur in establishing your website. The remaining 80% will be incurred as running costs in the 3-5 years after the site has gone live.

80% of total costs

Maintaining your websites needs manpower. And manpower is expensive. This means it is imperative you have a clear understanding of what costs you will incur. These fall under three main headings:

1. The costs of updating the information on your site (content and structure);
2. The costs of functional management (such as adapting the workflow or layout);
3. The costs of technical management (keeping your systems running).

Because these costs could account for 80% of the total cost of running your website over a multi-year period, it is vital to select a WCM system that keeps them to a minimum. Pepperio is exactly what you need.

Ease of use

Pepperio works on the premise that your organization and industry sectors are dynamic and that your sites need to keep pace with frequent changes. Our product enables you to make changes to your sites, (e.g. content, structure, lay-out and functionality) direct from your desktop – without the need to hire expensive IT contractors. Indeed, many of our customers find that Pepperio pays for itself in less than a year.

Seamless adoption

Your staff are the people that will be working with the content management system you choose. Of course, you want them to be able to use it quickly and effectively, without a long learning curve or frustrating adoption process. With Pepperio, your staff will be able to start using it immediately. In addition, Pepperio offers the most intuitive content management application on the market and is incredibly easy to use. This ease of use will save your staff time and hassle, as well as providing you with a cost effective and value for money solution.

One application for all your sites

Pepperio has all the functionality you'll need to make your site a success. It offers a standardized editing environment, a built-in search engine, and an optional knowledge management module amongst many other features. Since all these modules integrate seamlessly, you won't have to deal with any of the issues and costs that normally go with site creation and development. Moreover, you won't have to deal with multiple management tools because virtually everything can be managed from just one application. Because our product allows you to maintain all your sites from a single user-friendly application, you can ensure your sites are always current and accurate, whether this means editing a single page or updating whole sections.

Support and maintenance

Here at Mediasurface, we spend a great deal of time and energy on innovation and product research. This means you will be investing in one of the most competitive and advanced WCM solutions available today. And that means your website will be managed on a platform that will meet both your current and future needs. We also offer several tiers of maintenance and support options, to suit whatever budgetary and support requirements you have. And because we want to ensure you benefit from the latest improvements to our product, each maintenance package comes with free updates and upgrades of the software you licensed.