

# Content Management Solutions

## Grow Citizen Engagement, Boost Productivity & Increase Payments

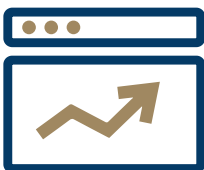
Traditional, clunky websites that require a developer to make even the smallest of changes can create challenges and extra work for your team. Without a flexible way to manage your own content, you're often stuck with a website that is difficult for your audience to navigate and get the information they need.



**32.9% of websites**  
don't have a content management system.



Content management systems can drive a  
**30-40% reduction in content creation costs.**



Businesses that use content management systems see  
**600% increase in site traffic**  
from increased site speed.

With a content management solution, your team can grow customer engagement, boost productivity, and increase customer payments. By moving from a hard-coded website to a flexible system that anyone on your staff can manage, you can save both time and money.

## CORE's Content Management Solutions Offer:

### An Engaging Citizenship Experience

Designed to match the look and feel of your brand, CORE creates a custom content management system to provide your citizens the right information at the right time.



**Responsive Design** which renders to any portable device so users can access your content whenever they need it most. Our solution is ADA compliant so that your content is accessible to everyone, equally.



**Agenda Builder** enables you to create standard meeting agendas based on templates. If your town hall meetings are video recorded, easily upload them to YouTube, with agenda and timestamps already added for better navigation and engagement.



**Document & Action Center** helps your team to easily Upload, create, link and classify citizen-facing documents – bids, agendas, minutes, plans, water quality reports, etc – allowing for better government transparency. With the ability to create forms and workflows for issue tracking, segmented by department/division and user, it's never been easier to manage requests in a centralized solution.



**Business & Properties Database** helps to better categorize and list businesses and properties, including adding property-specific definitions such as as-built, shovel ready, build-to-suit, etc. With a tie-in to AWS, our customers can create and manage their own DNS records without an additional login or vendor.



**Event Calendar & Content Notification** allows your residents and business owners to subscribe for email or SMS notifications of new content, making it easy for you to share information about upcoming community events, bid documents or agendas as soon as they are posted. Additionally, when emergency or time-sensitive notifications are needed, like street closures or water boil alerts, notifying your community becomes an easier task to manage.



**Map Builder** allows better civic engagement because it allows anyone to create points of interests on a Google map using lines or polygons with detail bubbles based on meaningful context, like election/council districts and polling locations, heavy trash pickup-routes, locations of properties under public-hearing and recreational facilities by type – trails, tennis courts, basketball courts, baseball fields, etc.



**Analytics and Data Center** for tracking engagement and making quick changes as needed - create once and publish to multiple areas of your website.

### A Boost in Productivity

Teams with an integrated content management system are in complete control of the content on their website. No longer reliant on expensive developers for even small changes, your team can conveniently edit and update content as needed. Flexible content management and engagement analytics empower you to efficiently fine tune the content to maximize engagement and revenue.

### An Increase in Payments

An optimized content management system enables customers to get the information they need. CORE crafts a digital payment strategy that leverages content to earn your customers trust and drive revenue. Integrated payment processing creates a seamless experience to improve your bottom line.

# The CORE Content Management System Experience



## Designed for Government

Our entire platform is designed for state and local government, Although a centralized solution, each division has their own edit access building a more transparent and efficient government. We assemble sites using collections of metadata requests, based on XML responses – that means we can easily feed other sources, such as mobile apps.



## Grow Customer Engagement

Organizations that utilize a content management system don't get stuck with a clunky website that rarely changes. Their staff flexibly and conveniently shapes the content as needed to achieve the results that matter.



## Increase Productivity

Content management systems eliminate the need to pay costly developer fees anytime you need to make changes to your website. Easy-to-use tools and workflow automation save your team time and money so you can focus more on creating the great content your citizens need.



## Boost Payments

Citizen frustrations that would get in the way of making payments are easily eliminated when a content management system is optimized to provide the content they need.

## TRANSFORM YOUR PAYMENT EXPERIENCE



PCI-DSS Level-1 Compliant Platform



Anywhere, anytime, any device access



Actionable reporting and insights



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