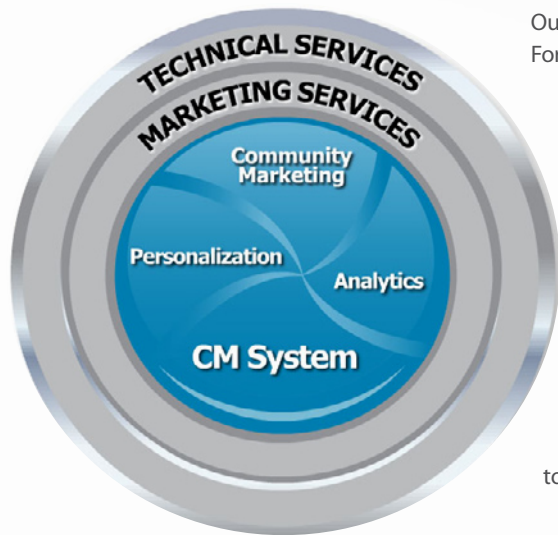


Web  
Content  
Management  
with a  
focus on  
results



# The Percussion Approach

Combining Web Content Management with Solutions, Services, and a singular focus on results.



Our focus at Percussion is helping companies and institutions build their business. For most organizations, that means generating tangible results from every investment.

Your CMS is no exception. The Percussion Approach allows marketers and line-of-business owners to create, analyze, and change online content as they pursue what really matters – revenue, membership, applications or leads.

The challenge of generating results has increased as the rate and flow of information from blogs, polls and competitors increases. New opportunities will emerge quickly and reward those organizations that can act in minutes and not days. The Percussion Approach allows organizations to quickly jump on opportunities with a minimum of operational friction through features such as linkback, publish-now and a purpose-built user interface. Whether the priority is quickly testing a campaign, tapping into user-community sentiment, or readily re-purposing the most useful content, The Percussion Approach makes it possible to manage the content tsunami of your information intense business.

**PURPOSE-BUILT UI FOR THE BUSINESS USER**

CM System's Active Assembly interface allows marketers to quickly and easily improve marketing programs by adding, editing, and moving page elements. CM System, through additional add-on Solutions, also enables marketers to manipulate user-generated content and dynamic elements that rearrange automatically based on visitor behavior.

# Percussion CM System

Quickly harvest the most powerful content, make real-time changes, and publish to any web delivery environment.

Many content management systems are designed for simply eliminating the bottleneck of site updates - often at the expense of driving the visitor toward a meaningful outcome. Percussion's CM System is designed for rapid change - content, layout and presentation - allowing your web presence to move at market speed.

Whether changing one word on the homepage or developing an entirely new section to support an upcoming multi-channel campaign, Percussion CM System allows business users to create and modify content, assemble new pages, embed rich media, quickly create and translate additional global sites, and publish at any time. You define the creation, management, and approval processes and the Percussion workflow and publishing systems will automate the rest, conforming to your needs. All without the need for IT involvement.

## >> Dynamic Experiences in Any Web Delivery Environment

You can't control - or predict - where your prospects will discuss your brand. Our loosely coupled architecture allows you to control dynamic and static delivery regardless of technology (Java, .Net), ownership (your site, partner site, 3rd party) or sphere (website, web property, web presence).

**"We strive to balance efficient use of our engineering and business resources with the need to keep our content fresh and consumer-relevant. Percussion helps us achieve both of these goals: it allows us to react to market conditions and supplier needs much more effectively than before, as well as deliver content in a way that causes customers to act."**

Leland Zimmerman, Director of Store Management,

**Hotwire.com**

## CM System Capabilities



### Multi-site and multi-channel.

Distribute your message across multiple sites, formats, and brands, micro- and external sites, rss, email, mobile, pdf, and even offline channels.



### Rapid changes

Support websites with minute-by-minute updates and massive content reuse.



### SEO

Employ search engine optimization best practices, such as creating relevant page titles, alt tags, keywords, and clean URLs.



### Rich media marketing

Manage and automate image, video, and audio galleries and media libraries.



### E-commerce

Integrate B2C and B2B e-commerce applications like shopping carts and even CRM systems.



### Mobile

Generate content and presentation specifically for access via mobile devices.



### Syndication

Enable other sites to carry your content and engage visitors on your behalf.



### Globalization

Automate the translation and management of language and location-specific sites and online channels.



### Email marketing

Seamlessly integrate a wide array of email campaign providers.



### Accessibility

Ensure that both visitors and contributors are fully supported compliant with standards for accessibility such as section 508.



### Print on demand

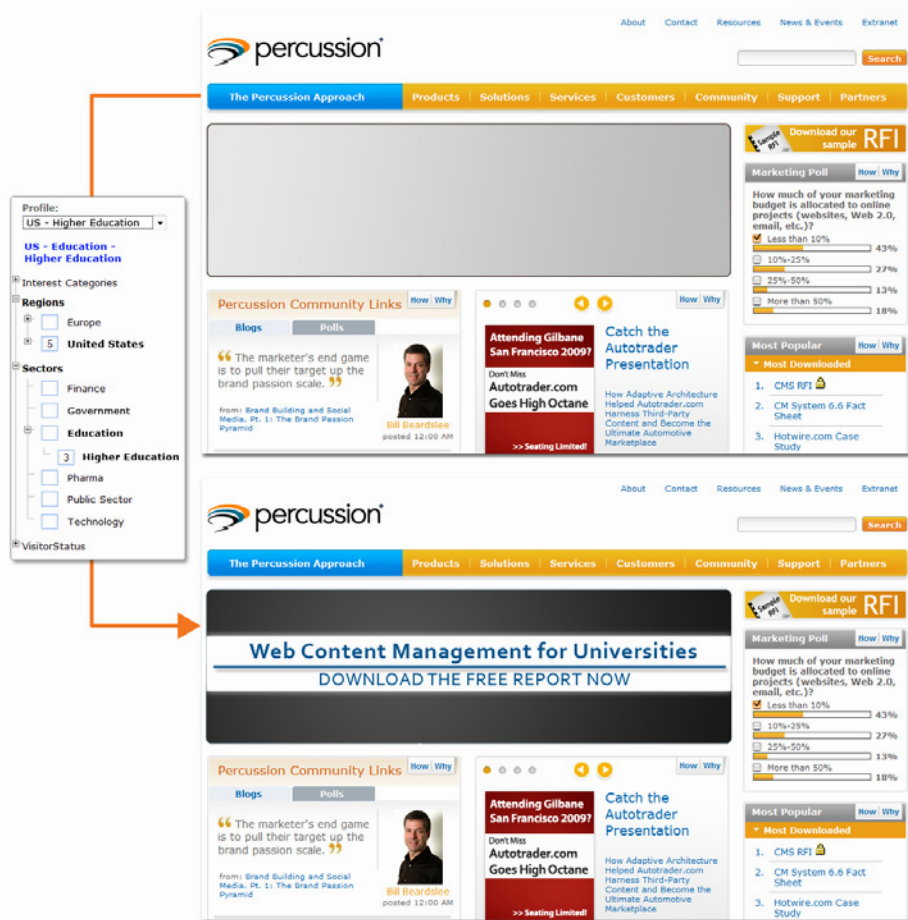
Maintain brand and message consistency even in the offline print channel.

# Personalization Solution

Promote relevant content to spur visitor action.

Accurately and dynamically display relevant and personalized content in real-time to your visitors while consistently maintaining your brand identity.

Percussion's Personalization Solution, in conjunction with CM System, allows you to segment web traffic using profiles and behaviors and automatically tailor the content you present to your visitors, increasing engagement, generating more leads, and raising your conversion rates by making every conversation with every customer personally relevant.



## >> ENSURE THAT EACH VISITOR SEES THE RIGHT CONTENT - EVERY TIME

The Personalization Solution enables any slot to display either - or both - static and dynamic content, making segmentation and targeting part of the content creation process and even allowing business users to preview dynamic pages without staging.

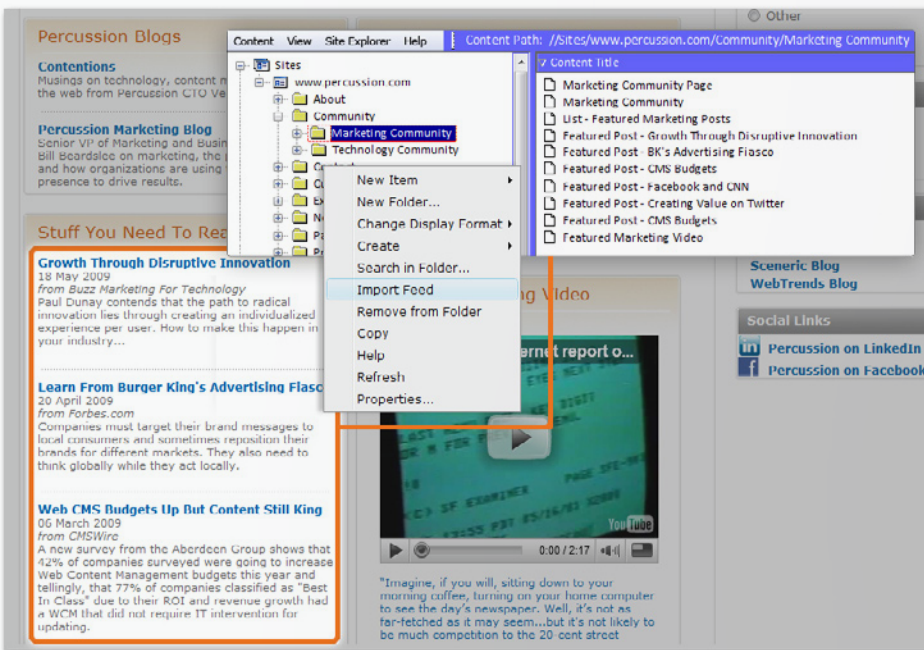
## Key Features

- >> **Segmentation Management**  
Allows marketers and line-of-business owners to manage an unlimited number of visitors and segment categories, including hierarchies and weighting factors.
- >> **Personalization Management**  
Simply place dynamic content items - such as promotions and recommendations - into existing pages and templates, turning static pages into dynamic, visitor-specific web experiences.
- >> **Dynamic Preview**  
Instantly preview pages to test how they will be seen by specific visitors or segments - during the content creation process - without the need for additional steps.
- >> **Behavior Tracking**  
Enables your website to detect visitors, match them to their profile or create one automatically, and update their profile based on how they click through your website or using login and form submissions. Behavior Tracking also supports geo-targeting and search engine referring keywords.
- >> **Dynamic Content Matching**  
Uses information from each visitor's profile and combines it with your business rules to dynamically serve the best content for each personalization item.

# Community Marketing Solution

Leverage peer endorsement to drive results.

Inbound marketing uses powerful content and social media practices to attract prospects and customers to your site. Our Community Marketing Solution enables Web 2.0 functionality and allows business users to utilize content to attract defined, interested audiences. Through seamless integration with the Percussion CM System, it allows marketers to place user generated content wherever it will have the most impact to spur visitor action.



## >> HARVEST CONTENT FROM ANYWHERE

The Community Marketing Solution's "External Content Capture" capability automates the importing of any kind of feed-enabled web content directly into the CM System as a content item, vastly increasing the amount of content at your disposal.

## Key Features

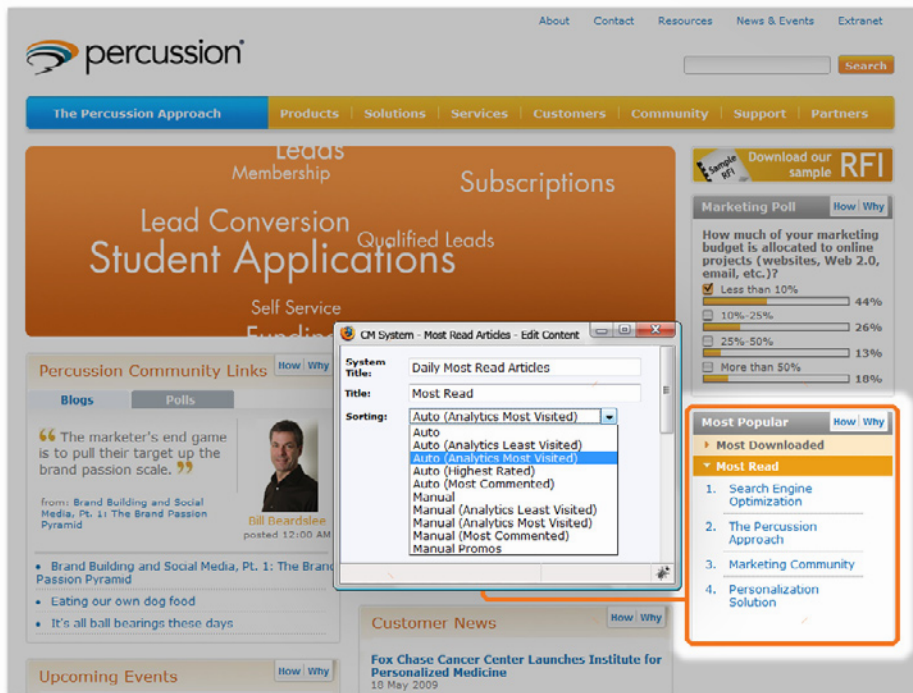
- >> **Blog Publishing and Capture**  
Create content in CM System and publish to any blog channel, as well as review and capture blog comments and posts submitted outside of the CM System, reusing them anywhere throughout your website.
  
- >> **RSS Feed Automation and Management**  
Turn any page or list on your site into an RSS feed simply by checking a box, and create RSS feeds by selecting simple criteria such as category, date range, and topic.
  
- >> **External Content Capture**  
All content, from any external feed, simply appears automatically as reusable content in CM System on a periodic basis.
  
- >> **User-Generated Content**
  - Comments:* Simple plain text allows visitors to submit comments.
  - Articles:* Capture rich text articles such as product reviews or testimonials.
  - Images:* Image uploads include thumbnails generation and can easily be incorporated into online galleries.
  - Media Files:* Capture any other type of media or file upload.
  - Polls and Ratings:* Obtain online feedback through checkboxes and choices.



# Web Analytics Solution

Use site analytics to optimize and automate content presentation.

Gain instant insight into your visitors' behavior, measure the effectiveness of online campaigns, and identify the content, channels, and partners that are driving results. Percussion's Web Analytics Solution - tightly integrated with Percussion CM System - enables you to click directly between Analytics Reports and CM System and make real-time changes to your site based on analytics data.



## >> ANALYTICS-DRIVEN CONTENT AUTOMATION

The Percussion Web Analytics Solution seamlessly integrates your analytics data into the CM System, enabling your site to re-arrange elements automatically based on visitor behavior. Business users can also apply rules to lists, overriding analytics based on business need.

## Key Features

### >> Analytics Data

Enjoy quick access to site usage data including web traffic, bounce rates, and click paths, measure and test how visitors interact with rich internet applications, online video, RSS feeds, user-generated content, and more.

### >> Analytics-Based Automation

Web analytics can drive automated presentation of content on your sites, for example, re-sorting "most viewed" or "most popular" lists or key promotions.

### >> SmartView

View traffic overlay directly onto your pages for instant insight, enabling you to improve site navigation and the user experience by knowing the value of page real estate.

### >> Funnel Reports and Scenario Analysis

Learn exactly where your visitors are on the path to conversion, including where they are dropping off and why, to reduce abandonment through iterative changes and A/B testing.

### >> Tag Automation

CM System works alongside the Web Analytics Solution to ensure that all content is properly tagged for tracking by analytics, dramatically improving the relevance of analytics reports. You'll never be forced to re-tag all of your content every time you make major changes.

# Marketing Services

Providing clarity for your Web 2.0 landscape and delivering actionable strategies.

The rate and pace at which conversations occur presents marketers with a narrow window of opportunity to mobilize a brand enthusiast or determine how to respond to a detractor. Those marketers who have an understanding of the most influential social frameworks, use the right tools to monitor conversations, and have a clear plan to measure the progress of their Web 2.0 program will run laps around their competition.

## **ORBIT Report**

The ORBIT™ Report will allow you to pinpoint the key influencers on your brand and confidently take action. Our approach identifies who is talking about your brand, their relative influence on your brand and what you can do to engage them. Our team uses a rigorous methodology to conduct a detailed analysis of your reputation across four platforms: social frameworks, industry blogs and communities, industry media, and big media news sites.

## **Web 2.0 Competitive Audit**

How are your competitors utilizing Web 2.0 to build their brands—and their business? What applications and approaches are they using—and to what effect? How can you learn from their success and failures? The Web 2.0 Competitive Audit shows you where you should engage your competitor, and where you should not.

We start by examining your site(s) to gain an understanding of your features and approach to collaboration, and then compare that to your competitors' efforts. We then correlate user engagement and velocity metrics to create a Web 2.0 map of your industry landscape and discover areas of the 2.0 landscape that paint opportunity for your brand.

## **Web 2.0 Executive Briefing**

Designed to help drive management buy-in and provide a deep level understanding of Web 2.0, this executive briefing builds on input from all participants, creating a program that examines and includes every appropriate 2.0 tactical element. We'll answer the questions your management may have about the measurement and impact of social media, and make sure the Web 2.0 program dovetails with events, advertising and other brand initiatives, providing actionable ideas for your Web 2.0 strategy.

# Technical Services

Advising, designing, and deploying to shorten your time to success.

Percussion Technical Services can assist with all aspects of your project through both customized and packaged services. We provide architecture, design, development and deployment Service Packages ranging from knowledge transfer, design leadership through to joint implementation and turnkey services.

## **Getting Started**

The Getting Started Program is a service package to lead your initial Percussion CM System design and implementation stages. The program encompasses a Joint Architectural Design (JAD) session as well as the foundation build and initial mentoring for the subsequent development and deployment of your site.

By working alongside Percussion Professional Services staff on your first implementation, your team will immediately leverage new skills by independently configuring CM Server modules/components.

## **Joint Implementation**

Designed for customers who seek to implement the Percussion CM System under the guidance and direction of experienced Percussion consultants. One or more Percussion consultants will work side-by-

side with your team members, guiding them through the process and imparting insights that will speed implementation, and ultimately your organization's time to success.

## **Training & Education**

Percussion Education Services offers a range of core and advanced training, covering the needs of developers, business users and administrators. All Percussion training courses are led by a professional trainer - and not a DVD - with many years experience in helping organizations drive online results.

## **Follow-On Services**

Follow-On Services encompass a range of services for existing customers including an Architectural Report, Design & Implementation Audit, and Standard and Enhanced Upgrades.

“Percussion’s CM System provides ease of use and the ability to quickly deliver information via multiple channels, including the Web, RSS feeds, podcasts, and XML data streams. It gives our various departments and schools the autonomy to control their own content and easily reuse their content in a variety of formats while maintaining consistent branding for the university. This is one of the smoothest implementations I’ve ever been involved with.”

Greg Koll, Associate Director of IT Planning, Virginia Tech University

## Percussion empowers leading brands online.

Customers in a broad range of industries are using Percussion to create, maintain, and manage their online content and harness the power of community marketing, personalization, and analytics. We work with businesses in every vertical to help drive top-line results online.

The following is a selection of organizations that use Percussion’s CM System, Solutions, and Services:



## About Percussion

Percussion is the provider of The Percussion Approach, a combination of the Percussion CM System with solutions and services that have a singular focus: driving business results through multiple online channels including websites, intranets, blogs, and mobile devices. The Percussion Approach allows marketers and line-of-business owners to create, analyze, and change online content as they pursue the stuff that really matters – revenue, membership, or leads.

Percussion was named to both KMWorld’s “100 Companies that Matter in Knowledge Management” and EContent Magazine’s “100 Companies that Matter Most” in the digital content industry for five consecutive years and has received a number of other accolades including a Best of AIIIM Award and a Codie Award for “Best Content Management Solution.”

Percussion Software was founded in 1994 and has offices in Woburn, MA and London.

## Contact Information:

To learn more about how Percussion can help your company drive results online contact or visit us online:

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