



# CMS - Strategies for Success

“Building Value and bringing your technology to life”



**“Your success is our success”**

CNP Integrations is a full service web technology consulting and solutions provider. We help our customer’s bridge the common challenges with project execution and empower them to leverage greater value out of their technologies.

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## Table of Contents

I. Introduction .....	3
CNP’s core competencies: .....	3
What makes CNP Integrations a Remarkable Company? .....	3
Key benefits of working with CNP:.....	3
Why use our CRBM Platform approach? .....	4
II. Design, Planning and Collaboration.....	5
Project Management, Timelines and Execution .....	5
Usability and Testing .....	7
Information Security and Data Recovery .....	7
III. Technology Platforms Designed for Growth.....	9
Content Management Systems (CMS).....	9
Customer Relationship Business Management (CRBM) .....	10
Interactive Multimedia –Video Production .....	10
IV. Hosting, Support & Maintenance .....	11
Self Service Portal.....	11
Hosting.....	11
V. Training & Learning Management Solutions .....	12
Our Learning Portal .....	12
VI. Marketing and Search Engine Optimization.....	13
SEO Collaboration Process.....	14
Conclusion .....	14

## I. Introduction

**CNP Integrations prides itself on delivering remarkable web portals, solid business strategies and comprehensive business solutions that achieve results through innovative technologies and proven success processes.** Our service network is your scalable resource for project management, open source and custom technology solutions, contracting support, creative design and consulting. Our firm can bridge the gaps between people, processes and technology with in-house and outsource contractors. Our engineering and security expertise can also integrate dispersed or legacy systems in ways that deliver best of breed solutions. We facilitate client collaborations, quality assurance, user training and project management for whatever talent or technology is required to deliver superior results. Our experts are dedicated to meeting the strategic objectives of our customers and overcoming the challenges of an ever changing marketplace.

### **CNP's core competencies:**

- **Value Building Methodology** – Aligning strategy with budgets and user expectations for greater ROI
- **Security and disaster recovery** – Management and protection of mission critical data
- **Web 2.0** Community Portal development (Joomla Content Management System)
- **Social Technologies** marketing strategies with sites such as twitter, facebook, myspace and linked in etc.
- **CRM/CMS Configuration, Consulting, Support and Training** for the CRBM Platform (Customer Relationship Business Management integrated technology solutions)
- **Interactive multimedia** content development for Learning Management Systems (LMS).
- **Search Engine Optimization** -Pay Per Click (PPC), SEO and eMarketing campaigns
- **Design and Creative Development** – out of the box thinking for superior presentations

We have built a scalable support infrastructure, solid training platform and assembled a talent pool of subject matter experts to help our customers stride past the known hurdles of deploying complex web based business systems.

### **What makes CNP Integrations a Remarkable Company?**

CNP is dedicated to making sure you get the very best value out of your technology investment. We are proactive about securing your data integrity and following through with implementation practices of the highest quality. We take great pride in providing customer service and technical support that exceeds your expectations.

### **Key benefits of working with CNP:**

- Value and cost savings with solid record of success
- Security and scalability
- Proven Project Management Processes and Methodologies
- Dedicated Team of CRM/CMS Specialists
- Certified Web 2.0 Social Networking Integrators
- Highly Effective Collaboration Tools
- Background in Creative Out of the Box Thinking
- Intuitive User Training and Usability Testing Systems
- Hands on Personalized Customer Service Model
- Established Outsource Relationships for Cost Savings and 24/7 support
- Reliable technology, design and consulting partnerships.
- Quality control, usability testing and assurance



## Why use our CRBM Platform approach?

A Customer Relationship Business Management system or CBBM Platform is both a strategy and a collection of technology tools. Since your new technology infrastructure and business processes associated with it will be an investment of people and financial capital over time, you will want to make sure you have flexibility and are positioned for the future needs and growth of your business while satisfying your immediate requirements with the best possible value.



- **Get the tools you need right now** and have the option to scale or grow within the same platform with reduced required investment over time.
- **Unique points of entry** for integrated platform include: CMS, CRM or QuickBooks.
- **Future proof your business** with options for consolidated business solutions that include: Knowledge Management (KM), Learning Management (LMS), Content Management (CMS), Customer Relationship Management (CRM) All provide superior Business intelligence (BI)II.
- **Complete E-commerce transaction management** from public web portal to CRM to QuickBooks accounting software.
- **Freedom to grow** your business or enterprise for needs you may not even know you have yet.
- **Meet your highest priorities** through a phased and scaled approach with our rapid deployment processes.
- **Significant cost savings** through consolidating your portal management.
- **Integrated workflows and data relationship management** that will improve efficiency and customer loyalty.
- **Centralized administration dashboards** for improved customer client and team collaborations.
- **Open Source code base** to allow unlimited expansion of technology platform
- **Flexible extendable Integrations** with 3<sup>rd</sup> party vendors such as MS Outlook, Trianbox VoIP and QuickBooks and many others.

CNP's unique "**Value Builder**" methodology allows us to carefully review your needs and deliver cost effective solutions for virtually any situation where web based technologies can play an effective role in achieving success. From initial conceptual design throughout the maintenance and lifecycle of any project, CNP is proud to offer quality technical service and support using our proven processes and efficient delivery systems.

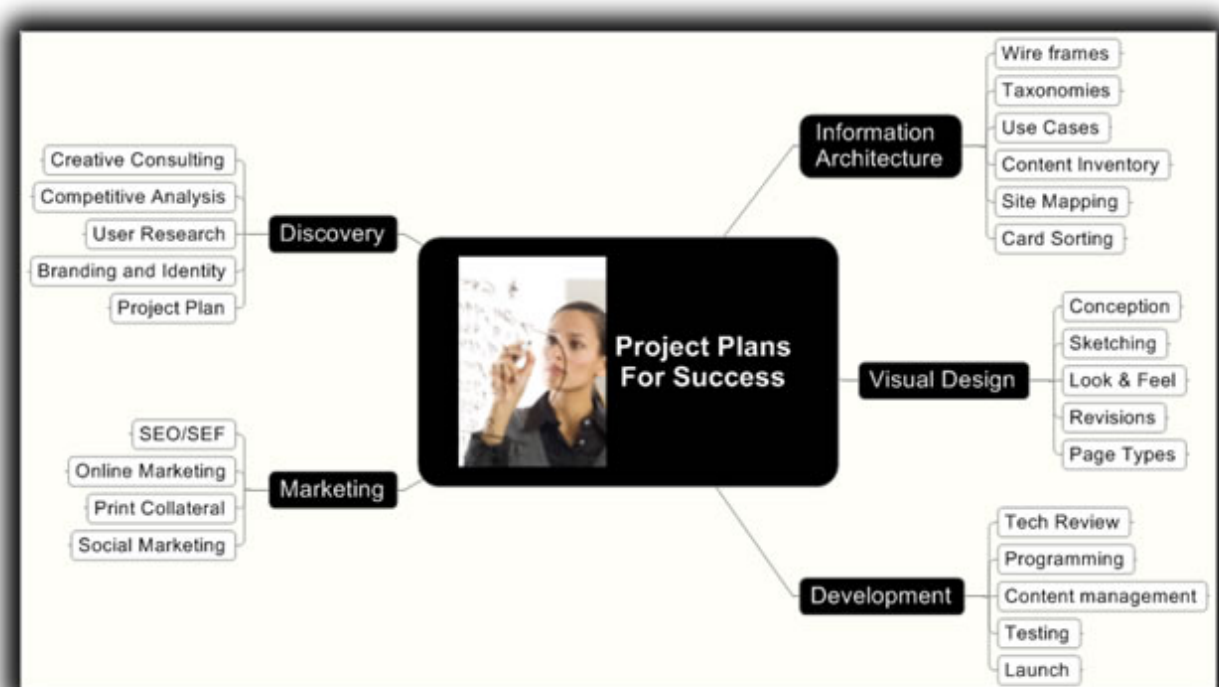
**Regardless of whether you are building a public portal community, ecommerce enterprise or deploying internal business management tools the CRBM Platform supports your point of entry and allows you to have the option of a complete tool set as your business grows.**

## II. Design, Planning and Collaboration

In the discovery and design phase of project executions we will walk through every step of the intended business goals to evaluate expectations. We want to make sure all stakeholders and end users are considered and have input at the appropriate point of entry with the project. We perform careful analysis to make sure there are clear roles, priorities and objectives in the collaboration process. Much like movies are planned from the ending backward we carefully review and assess every element and make sure all creative and integration requirements can be met in the most effective and efficient process and timeline. We understand that to achieve the best return on your investment that the ability to maximize collaboration efficiency and to keep creative design strategies focused and in scope to the targeted objectives.

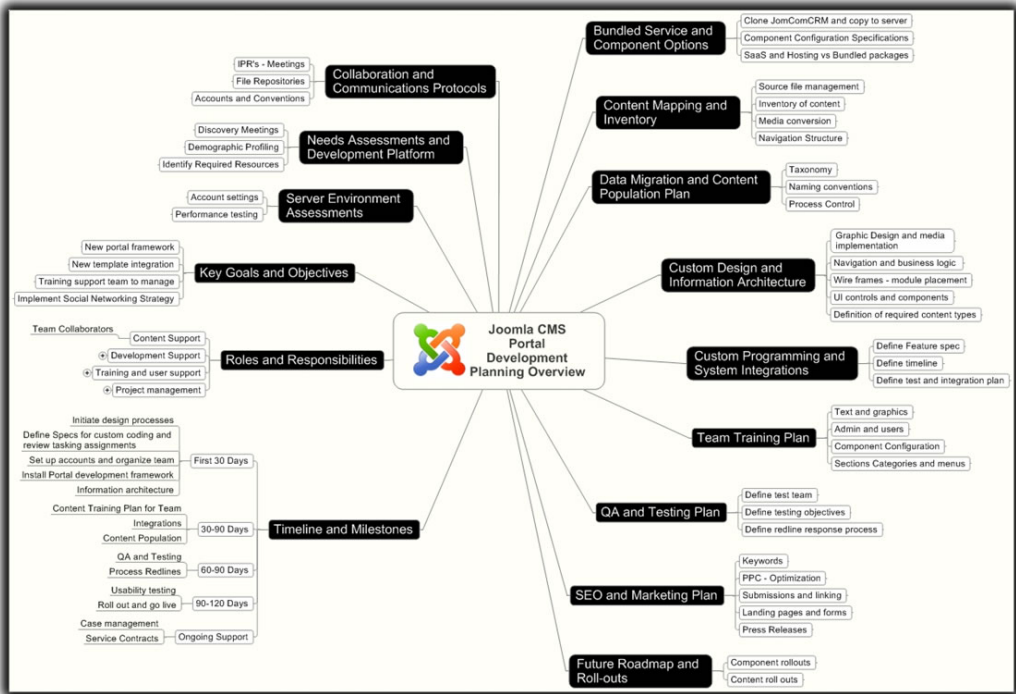
### Project Management, Timelines and Execution

As part of our consulting services, CNP Integrations will work with your staff to define specific information architecture, feature and functionality specifications, a logical project plan, design strategy and a timeline with regular in-process reviews. Prior to implementing any technological or design solutions, we would walk you through examples of proposed frameworks for review and approval. We feel that our approach can achieve a superior web infrastructure with added value to your end users. Given the many variables in any technology or change management project, success of your program will ultimately be determined by our ability to effectively collaborate and communicate with your organization.

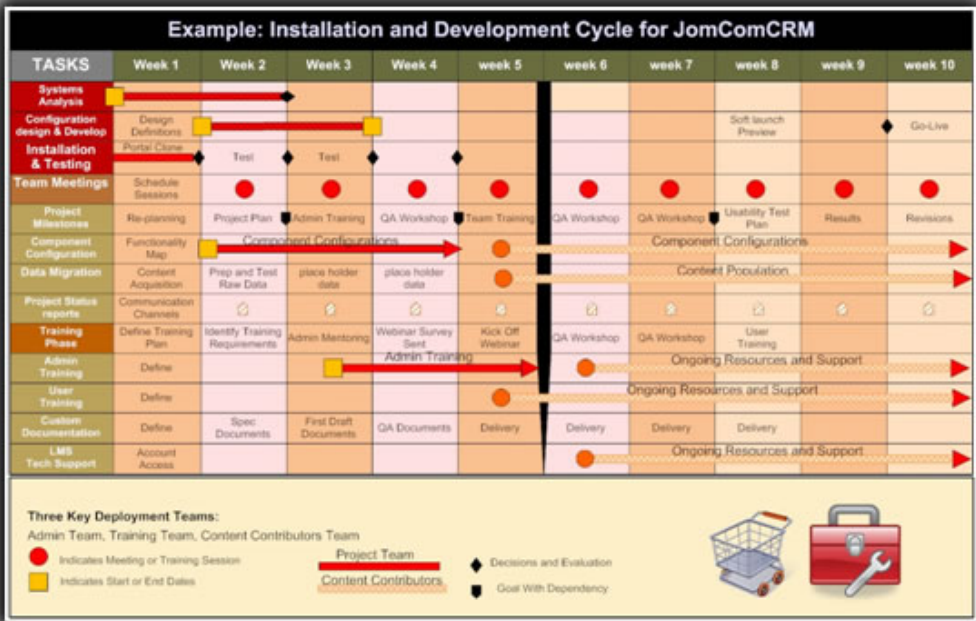


**Example of project planning process**

### Sample Joomla project map



CNP leverages cutting edge planning tools to empower the most effective project management and team collaboration. We carefully map out timelines and specifications so everyone is clear and has access to the entire project vision, goals and objectives. We stand behind our processes and strive for ultimate efficiency and continued process improvement.



Example of project deployment timeline:

## Usability and Testing



In addition to following sound development practices, to assure code standards and compliance issues are addressed properly, we make sure our projects go through a custom alignment and quality control process to assure they meet our quality assurance standards and fall within project scope.

A thorough process for conducting usability and testing are often one of the key factors for controlling and influencing how effective your web communication messages and functionality will be received as you intend them too. Our QA and testing programs include proven systems for mapping and responding to input from all stakeholders and participants.

Often what sounds good in a creative lab or in the design documents will not connect with the desired intentions. It is important to always be able to react swiftly to input and feedback so you can modify your designs, graphics, and information architecture or click paths to improve on the overall effect and usability.

Depending on the size and scope of the project we have systems and solutions that can be implemented and managed to effectively assess the impact your program is having with your customers. We can help you identify options and determine the best possible ongoing strategies for continued improvement.

One of the powerful new ways to meet these objectives with lower costs is to take advantage of social technologies. We can help you engage your customers with trained technical teams and engage them in real-time conversations about your web and communication initiatives. This can allow you to respond quickly to the feedback of your customer communities. CNP Integrations expert teams implement strategy and execution to achieve your targeted goals within the parameters of your available resources and commitment to the success of each project.

## Information Security and Data Recovery

CNP takes the responsibility of managing mission critical data with the highest priority and strictest confidence. Our team has experience and backgrounds in working on highly sensitive information systems, having supported numerous DoD contracts requiring secret clearance and many other proprietary technology integrations. Our team works with the best and the brightest talent and follows policies and procedures designed to safeguard your data, intellectual property and trade secrets.

- Our servers are hosted in one of the most reputable data centers in the world
- Our recovery management systems are designed to maximize security & rapid recovery
- Our security protocols are designed to reduce risk and vulnerability



You can count on and trust the CNP integration team to safely manage and safeguard your information. Our approach is proactive and includes proven methods that identify and reduce risks of cyber threats or vulnerability. Our team routinely monitors online forums, web chatter and



publications to implement preventative strategies as new threats present themselves.



### III. Technology Platforms Designed for Growth

The CNP team has specialized skills in CMS/CRBM/LMS portal frameworks that offer flexible foundations for growing your business, training your workforce and meeting the needs of your constituents. Within these frameworks, we can integrate people with robust business systems to meet the technology challenges of virtually any business or organization. In addition, we offer several **Value Building Success Programs** designed to guarantee success, increase return on investment and shorten project lifecycles. Our goal is to go beyond the technology and fuel momentum for your success by feeding life and vitality into the implementation process. The portal frameworks we support are based on open source code to give you the most flexibility for future expansion and lower cost of entry. They can be delivered either independently or integrated to meet each organization's unique circumstances and business model.

#### Content Management Systems (CMS)

We make sure in our planning process that we clarify and map specific project requirements to make appropriate technology recommends that position you for future growth and opportunities while achieving your immediate goals. We often work with many of the available open source technology platforms but our customers have gravitated towards the Joomla CMS for numerous reasons. This framework is ideal for, blogging, content management, social communities and ecommerce solutions because of its versatility, scalability and ease of use. Therefore, we have made this a core competency and gained expert knowledge of the source code and configuration requirements.

**Joomla! CMS for limitless control and flexibility:** The award winning Joomla! Content management system (CMS) is one of the most popular open source web 2.0 content management systems in the world. It is especially known for being one of the easiest systems for non-technical users to understand, configure, and maintain. We have found, for most of our customers, leveraging open source architectures offers many advantages over proprietary solutions. By giving organizations the freedom to expand and customize core code if needed to achieve unique requirements helps future proof the building blocks of their online business. Another big advantage is the continued availability of new innovations since an open source platform provides incentives for developers to continually improve upon the functionality and capabilities.



Joomla offers extensibility for SMB to Enterprise level deployments. The Joomla Platform extensions supported and built by a global development community, such as the K2 and Jentla multi site projects have opened the door for enterprise level deployments that bring incredible cost savings and faster innovations when compared to alternatives. Currently, there are many thousands of modular extensions for the Joomla framework, making it by far one of the most flexible options for web 2.0 content management.

**How it Works:** When speaking of Joomla's modular capabilities, it is important to understand the basics of such enhancements. Components are additional pieces of programming that enhance and extend the functionalities of Joomla's core framework, almost like add-on applications yet easily integrated within the framework to extend capabilities. Joomla modules allow you to place content or component capabilities into modular positions in the user interface for ultimate control of content and associating features such as search or rotating content pulled from a component. Finally, plug-ins are small additions that either bridge the gap to enable communication between core Joomla code and component or extend the capabilities of core coding.

### Joomla Templates offer unlimited design control

Another advantage to the popularity of Joomla is the fact that there are thousands of beautiful template designs that provide a base for quick and easy integration of branded design solutions. With the templates available for Joomla, you will not be limited by your creativity.

CNP Integrations delivers world class technical support, training and custom development for the Joomla CMS framework. Our software engineers can extent Joomla to accomplish the most challenging feature sets or integration with complex legacy systems.

We build, brand and implement custom or existing Joomla templates and have partnered with some of the best designers in the industry to deliver compelling and elegant designs. Our approach enables us to offer an extensive catalog of easy to modify and branded templates or a full custom design process that will exceed your expectations and WOW your constituents at a fraction of the typical costs. **CNP Integrations specializes in building social networking communities with rich media and ecommerce capabilities that leverage the Joomla CMS framework.**

### Customer Relationship Business Management (CRBM)

**info@hand**™ CNP Supports several CRM/ERP software solutions and provides expert consulting services for building value into *Instant Business Information, Anywhere*™ complex business system implementations. The primary platform we service and support is the info@hand customer relationship business management (CRBM) solution which has rich features and advanced capabilities for effectively managing business relationships. This software is a key component for our CRBM Platform which bridges a front end ecommerce engine with your back end account management and offers **synchronization with QuickBooks** for a comprehensive full life cycle transaction management solution.

While the info@hand CRBM application works well as a stand-alone software tool suite a key benefit is the fact it integrates with the Joomla CMS system for robust self-service customer portal capabilities. For a full feature list and product review, training, and support options, visit our training website dedicated to these solutions: <http://www.learningcrm.com>.



### Interactive Multimedia –Video Production



CNP has an extensive background in the creative arts and developing award winning interactive multimedia and audio visual productions. Our rich media applications, interactive graphics and training support systems have been patented and received innovation awards with international acclaim. Our flash design team is both in-house and spans the globe to bring the best creative design, well managed code optimized source files.

- Hometown USA Television Award (Self produced)
- 10 Community Television Awards (Self produced)
- ASFT Innovations Award (US Navy Support)
- Contributions to Act Project of the year Award for CMMI Process Improvement – Multimedia application (AU Navy Support)
- Contributions to Grammy Award Nomination (Best Gospel Album Sounds of Blackness)



## IV. Hosting, Support & Maintenance

Customer service and technical support is the cornerstone of our business. Assuring that your web assets are safe and secure and that we can respond with the best and fastest solutions is our top priority.

- Some customers require a site built from the ground up and we provide follow on support based on their needs.
- Some customer contract with us for ongoing maintenance programs such as technical support, development or SEO marketing services.
- Some customer want ongoing training and mentoring support



Typically once a web portal has past the initial development phase we engage in service contracts designed to provide the appropriate level of technical, training or maintenance support. Ongoing maintenance is typically defined as a service contract, which includes all costs and hourly rates relevant to the maintenance or ongoing support for the site. We offer some pre packages options as well as hourly pre-pay support. CNP Integrations offers emergency technical support 24/7/365 via telephone, chat or email.

### Self Service Portal

CNP Integrations provides a client portal at [www.cnpsupport.com](http://www.cnpsupport.com) which provides your representatives access to appropriate account information 24/7/365 days a year (we even cover that one extra day on leap years). Through our portal we offer case management, where your representatives can submit cases and service requests for prompt action. CNP employs both development and technical support teams that are available in all time zones for continuous 24/7 operation. Emergency support is available all day, everyday via telephone, chat or email for hosting customers and regular business hours for development only customers. Since CNP is a dedicated, hands-on organization, you will have direct access to the CNP technical team through personal mobile numbers as appropriate for after hours contact and emergency support initiation.

### Hosting

After years of trials and tribulations with numerous 3<sup>rd</sup> party vendors and configuration options for hosting and web infrastructure management we finally decided to build our own server platform. We did not set out to be in the hosting business but felt that we could offer better security; faster response times to technical issues and optimize our platform for the customer specific technologies that we support. Since most ISP's do not support the portals they host, our new server platform has dramatically improved our ability to deliver world class customer service and support with maximum uptimes. It has reduced support costs for our customers by decreasing the time and effort required to respond to portal specific issues.

Our stable hosting platform is supported by one of the largest and most reliable data centers in the world with redundant networks and automated data recovery systems. Our system administration team combined with the engineering teams at our data center promise unmatched performance and hosting support for your web infrastructure needs even as those needs continue to grow. We offer a variety of affordable hosting service options configured and optimized to meet the needs that range from simple site hosting to a complete cloud computing virtual server infrastructures for enterprise level solutions.

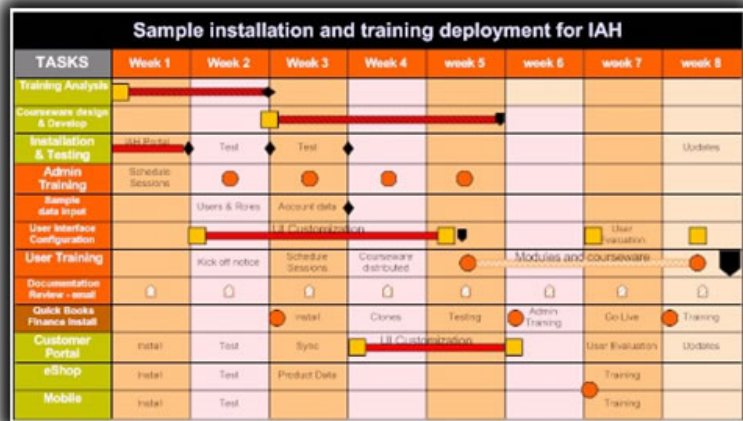
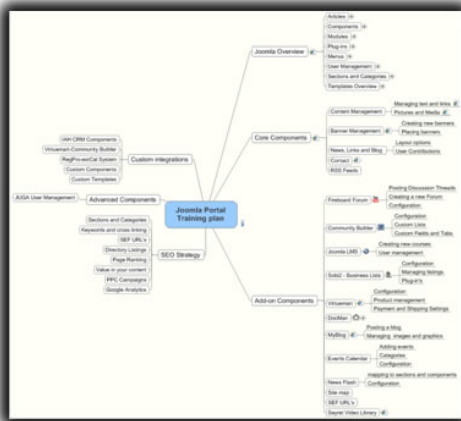


## V. Training & Learning Management Solutions



The CNP team offers some of the best training resources and talent in the industry. Our diverse technology team and Learning Management System experts work with our education specialists to support the design and implementation of customized learning materials for your business. Using our comprehensive, client focused, customer service approach, we work with client collaborators to develop hands-on training through webinars, training documents, and one-on-one consultation both on-site and via web collaboration tools.

To initiate and deploy any successful content management system or customer relationship management portal, information sharing and collaborative learning are essential. CNP goes the extra mile to assure you have the essential skills, knowledge, and resources available to effectively manage, monitor, and control your solution. Our dedicated team works thoroughly to train and enhance your team's capabilities.



Examples: Joomla training topic map IAH training deployment timeline.

### Our Learning Portal

CNP Integrations uses a Joomla based LMS (Learning Management System) to offer on-demand training information to our clients and collaborators. In an effort to better inform and train our customers, we are constantly adding new information to our learning repository. Our learning portal at <http://www.learningcrm.com> offers a variety of tutorials, study guides, retention guides and online courseware to help you manage and implement effective training for deployment of the technologies we support.



- This portal features several training guide documents as well as interactive multi-media.
- As needed we can either develop custom modules or documents branded for your company or add new training content to our portal that will support your needs.

**We help define, design and execute training programs that meet your key Topic Learning Objectives (TLC's).**

## VI. Marketing and Search Engine Optimization

One of the most important aspects of achieving the ultimate success of a portal is building enough traffic to either grow a sustainable community or to drive the intended sales and conversion from your campaigns. What good is the most beautiful site with the coolest tools if nobody comes to see it or participates on your conversations?

CNP has built its business primarily from inbound marketing initiatives and helped its clients with technical support, implementation services and advice on building theirs. CNP can design and execute strategic marketing initiatives that will support and enhance your current marketing programs. We have systems and processes for leveraging the latest trends in social media. We combine them with tried and true optimization of content and traffic building techniques to achieve targeted objectives.

Our comprehensive programs include the following techniques:

### Search Engine Marketing

- Internet Search and Analysis
- Google Ad-word and ad-sense implementation
- Banner Advertisement
- PPC Management
- Affiliate Marketing
- E-mail Marketing
- Viral Marketing



### Search Engine Optimization

#### On Page Optimization

- Web Site Analysis
- Web Page Content Optimization
- Keyword Search and Implementation
- Meta Item Selection and optimization
- Copy writing

#### Off Page Optimization

- Search Engine Submissions
- Directory Submission
- Link Building
- Link Exchange Program
- Blog Marketing
- E-zine Marketing

#### Pay per Click Advertising

- Ad word Implementation
- Analytics setup
- Site Map Submission
- Ad-word management



#### Social Media



Google docs  
CNPIntegrations.com : Report Sheet

File Edit View Insert Format Tools Form Help

1	Site - http://www.CNPIntegrations.com/				
2	St. No.	Websites	Username	Password	Status
3	1	http://www.seenation.com			Technology
4	2	http://www.pressmethod.com	c:pprject@gmail.com	growseUJ	Computer > Software
5	3	http://www.free-press-release.com/	ruskir012	growse09	computer > software
6	4	http://www.businessportal24.com/	c:pprject@gmail.com		Computer > Platforms
7	5	http://www.openpr.com/	no need		It news, Media, Software
8	6	http://www.pressbox.co.uk/	c:pprject@gmail.com		Technology
9	7	http://www.postafreepressrelease.com/			submitted
10	8	http://www.prurgent.com/	c:pprject@gmail.com	growse09	Technology
11	9	http://www.usprwire.com/	ruskir012	growse09	Computer & Internet
12	10	http://www.webnewswire.com/	ruskir012	growse09	submitted
13	11	http://www.ukprwire.com/	ruskir012	growse09	Computer & Internet

## SEO Collaboration Process

To be successful with Search Engine Optimization you must track and analyze a significant amount of data, set up numerous link back (blogs/forums) sites and continue to improve upon your processes and update your content, since “the rules change and the targets are moving”. After we identify a solid strategic plan that can be sustainable over time, we typically set up a Google docs collaboration environment for the entire team to track ongoing progress and keep an accurate record of the steps we have taken. This not only allows us to refine the programs over time to increase effectiveness but helps us identify ways of getting more value out of your investment.

It often takes time to capture meaningful data to accurately assess the most effective messages and define the most cost effective initiatives but our experience and processes allow you to measure results and track the benefits. Search engine optimization and marketing is never easy and comes with few guarantees. However, we have found that a consistent ongoing program with active collaboration and support is by far the most effective approach for guaranteed results.

## Conclusion

**CNP Integrations is a remarkable company** with seasoned experts, creative ideas and innovative technologies. Our **Value Building Programs** and proven processes are here to guarantee your success and to achieve the highest standards of excellence. We are advocates of collaboration and process improvement. We build lasting and meaningful client relationships with the intention of bringing creativity and vitality to every project.

**“We are passionate about our technology solutions but believe technology by itself is flat and meaningless without the life and excitement of a collaboration team driving its success! We will help you bring your technology to life in a way the builds synergy and enthusiasm across your workforce and throughout your community.”**