

Feature Overview

Website is not only an online representation of an organization or person on the Internet, but also the modern website has become a strategic instrument for communication between a company and its customers, suppliers, employees and shareholders. Today, a website has become both the deepest, interactive marketing tool a company possesses, as well as the easiest way for the company to communicate with its stakeholders.

The effectiveness of any website depends on combining a visually attractive design; deep, relevant and current information; and extreme ease of use for the majority of users.

The website is a living marketing tool, being up-to-date is the key to attracting repeat visitors. Website care, maintenance, future enhancement and extension are the primary methods of keeping your site fresh and interesting as it ages.

This isn't usually easy without knowledge of FTP Servers, Design programs and programming languages such as HTML, Java, etc. It's unlikely that each person with a valuable contribution to make the website will have the time or technical skills to perform these updates. Updates will need to be centralized and performed by your inhouse IT department or outsourced to a supplier. These realities make the traditional website costly and slow to maintain. As your website becomes more complex and frequently updated, these costs and delays will increase exponentially.

A Content Management System (CMS) offers the solution to these challenges.

A CMS separates content, design and technology. It distributes the work to several groups, which are each an expert in their respective area. This means designers and illustrators create the Look & Feel of the site, while other groups or persons distribute articles, news, research results and event dates and other content to keep the site vivid.



With DataOn's SunFish CM you have a powerful tool that provides a user friendly and easy to navigate operator/user interface for the completion of each task within the CMS. You work with familiar tools and buttons from popular windows application, which means anybody can use the system since for the handling of daily and routine tasks no programming knowledge is needed. This saves you time and cost in your website care while guaranteeing your customers and visitors always view the most recent information and content.