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Guru Technologies Limited

GURU CMS
CONTENT MANAGEMENT SYSTEM

What's a Content Management Ssystem (CMS)?

A Content Management System (CMS) is a collection of procedures used to manage work flow in a collaborative environment. These procedures can be manual or computer-based. The procedures are designed to:

- Allow for large number of people to contribute to and share stored data
- Control access to data, based on user roles. User roles are used to define each use as to what information they can view or edit
- Aid in easy storage and retrieval of data
- Reduce repetitive duplicate input
- Improve the ease of report writing
- Improve communication between users

In a CMS, data can be defined as almost anything - documents, movies, pictures, phone numbers, scientific data, etc. CMSs are frequently used for storing, controlling, revising, semantically enriching, and publishing documentation. Content that is controlled is industry-specific. (Entertainment content differs from the design of a fighter jet). There are various terms for systems (related processes) that do this. Examples include: Web Content Management, Digital Asset Management, Digital Records Management, Electronic Content Management (and others). Synchronization of intermediate steps, and collation into a final product are common goals of each.

GuruCMS is a content management system for creating, managing, and publishing dynamic, information driven websites. "Content" may be traditional elements such as text, images, or files. However, GuruCMS is also designed to support rich "content objects," engineered to an organization's business processes. For example, our content management system is preconfigured to support such searchable, dynamic "content objects" as press releases, job postings, a member locator/business directory, and an events calendar.

GuruCMS is an easy-to-use, 100% browser-based content management system that is installed on the same web server that hosts your website. There is nothing to be installed or supported on anyone's individual desktop machine.

The Case for GuruCMS

As the demands of owning a website have grown more complex, the traditional "site maintenance" process has become less productive and therefore more expensive. One source of this pressure is web consumers, who increasingly have very high expectations for timely information and intelligent interfaces. Another is the ever-increasing amount of information that needs to be digitized and shared. Without a CMS strategy, it is easy to see how websites for active organizations can quickly grow to unmanageable proportions.

Website issues faced by Communications and Information Technology Professionals, who are forced to work without a Content Management System, may include:

- Outdated content in prominent places.
- Problems adding new content without "breaking" the visual design and layout.
- Site update bottlenecks around a single webmaster or outside contractor.
- Style rules that are inconsistently applied, even within a single page.
- Visitors who complain they can't find what they are looking
- A large, overburdened home page-- with too much material in one place and too many direct links.
- Corrections to a single, small item requiring multiple changes across many different pages and sections.
- Content, once removed from the live site, often found deleted instead of archived.
- Requests for site changes that take too long, and tasks that get lost in the workflow.
- Too many large, formatted documents (such as PDFs or word processing files) in lieu of properly styled web pages.

Technical Specification

GuruCMS itself is installed on a central web server, either managed by Guru Technologies Limited or by the client. Administrators can manage their website's content from any web browser, reducing the deployment costs and facilitating a potentially large and geographically diverse user base.

Content Management System (CMS) Features

Feature	Benefit
Easy to Use	Intuitive interface is easy to learn, productive to use.
100% Web Based Interface	No software to install or maintain on the desktop. Manage your website from any computer - at home, at work, or on travel.
Group Based Permissions	Allow functional teams or business units to edit specific areas within a site, while securing all others.
User Dashboard	Key tasks are presented "at a glance" at user login, along with links to other relevant administrative resources.
Administrative Preferences	Content administrators can customize their individual preferences, such as themes, menus, pages etc.
Rich Multimedia Support	Supports formatted files (PDF, DOC, other), images, video, and audio files.
Separate Content from Form	Web content may be re-used and re-formatted for different purposes, while maintaining a single authoritative source.
Integrated Site Search	Robust search engine indexes all content, including PDF and Microsoft Office formats such as DOC and PPT. Advanced site search options, including wildcards, Boolean searches (AND, OR, NOT), stemming, and fuzzy searches.
Custom Content Objects	Expandable for custom content objects, built to match existing meta-data and business processes.
Password Protected Pages with Login	Create password protected pages or sections, designed for use as "Extranet," "Clients Only," or "Members Only" areas.
Print Friendly View	Allow users to print relevant page contents with print friendly page rendering.
E-mail to a Friend	Encourage traffic by allowing people to send specific page links to others.
Dynamic Navigation Menu and Site Map	As the site structure changes, navigation menu and public site map automatically update.
Cross Platform	Web Server may be Windows, Linux, or UNIX.
Custom Integration with 3rd-Party Systems	Plays well with others, including complimentary web applications such as CRM solutions, Association Management Software products, Shopping Carts, Discussion Forums, and legacy databases.

GuruCms Features.

Guru Technologies Limited provides basic features for its client so as to keep up with the latest technologies at the same time making life easier.

The following are standard features that Guru Technologies Limited provides along with the GuruCMS.

1. Slideshow module (for a picture slideshow on pages)

2. E-mail (Feedback) Service Module

3. Login module

4. Current Date and time modules

5. Quote of the day (For Educational Institutions)

6. Scrolling news headlines / Announcements and much more…

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