

# OPEN, AGILE, FUTURE-READY CMS



## Keep Pace with Current and Emerging Content Dynamics

To survive in today's rapidly evolving digital environment, companies must be able to constantly create, augment, and disseminate content across multiple channels in varied formats. Most importantly, your content management systems (CMS) must provide you with the flexibility to compete.

While high value content is a great starting point, your organization needs to satisfy consumer demand for the delivery of content in the right format, on their preferred device, and in a timely manner. Yet the proliferation of instantaneous, always-on consumption environments, such as social media, can quickly render even your best content outdated and irrelevant.

Whether you're a media organization, marketing department, or looking to realize better economics across your IT and application environment, you need a future-proof CMS that addresses today's and tomorrow's most pressing content challenges and opportunities.

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## Open, Agile, Future-Ready CMS

Based on our extensive experience of modernizing complex and large CMS implementations, EastBanc Technologies delivers flexible CMS solutions that marry feature functionality with the flexibility for continual feedback and adaptation based on emerging trends and user data.

By leveraging open source technologies and agile methodologies, our proven solutions support a scalable, robust CMS that seamlessly integrates additional functionality, customized to your unique business needs.

The value of this approach hinges on an integrated portfolio of unique, lightweight feature-based modules necessary to fulfill today's content delivery challenges and tomorrow's opportunities. As new devices come to market and user behaviors change, new content generation methods will inevitably emerge. But with our open, agile system, outdated modules are simply shifted out of service and newer ones introduced. Costly and risky "lift and shift" becomes a thing of the past.

It's a future-proof CMS, one that provides you with:

- Deep analytics about user interaction with your content (who, when, and how), so that you can deliver more personalized content
- High performance
- Ubiquity across all devices, at all times
- Efficiency and burst capabilities to keep up with peak demand
- Compatibility with legacy and new workflows
- Strong revenue models

***Our flexible CMS services are designed with extensibility and future-readiness in mind.***

## Services Overview

By integrating your data repositories and content management systems into a single, seamless user experience, convenience, value-add, and service comes as standard.

Our range of flexible CMS services are designed with extensibility and future-readiness in mind.

**System Integration**—Unify your disparate and legacy systems, whether video CMS, web CMS, or learning management system (LMS), and achieve transparency and seamless information sharing between all workflow systems. Need advice about selecting the best platform? We can help with that too.

**API Development**—Expose and manage data and content to enable transparency and availability across all lines of business and consumption points.

**Business Intelligence**—Use your data to make more informed business decisions by uncovering trends.

**Design**—Optimize design for content consumption on any device. “Templatize” page design to increase efficiencies and deployment time.

**Paywall and e-Commerce Solutions**—Integrate and develop custom e-commerce solutions for a seamless user experience.

**Access Management**—Unify your user base across products and consolidate authentication and authorization information for improved manageability, visibility, and security.

**Integration and Extendibility of Open Source, Java, and .NET Systems**—Leverage and extend existing technologies, reducing costs and increasing efficiencies.

**DevOps**—Our DevOps approach enables seamless collaboration between developers and operations ensuring frequent updates and fast response to business requirements.

To learn how EastBanc Technologies can help your organization, contact:

Jill DaSilva

Director of Sales Operations

[jdasilva@eastbanctech.com](mailto:jdasilva@eastbanctech.com)

202-295-3010



EastBanc Technologies has been working at the frontier of technology since 1999. Today, the firm provides full-lifecycle software development delivering flexible technology solutions that seamlessly integrate with existing systems—whether on premise or cloud. EastBanc Technologies partners with public and private sector clients to solve their most difficult technology challenges. Headquartered in Washington DC, the firm employs 200 people. To learn more, visit [eastbanctech.com](http://eastbanctech.com).