



# Content Management System

24/7 Easy Content Management

No Need for Programmers & Developers

Preserved Design Consistency of Website

Auto-Generated/Adjusted Navigation

Dynamic Content Placement

Reduced Cost & Time

Highly Secured



Next Generation Technology

# Content Management System

Have you wondered why in the time of Web 2.0, some institutions have a wonderful web presence that is simply compelling, interactive and fresh-looking, while some others are stodgy, staid and dull – imprisoned in boxed formats with outdated information and old-world response mechanisms?

Put simply, the difference is in Web Content Management. This feature helps you do many things for your website. A good website Content Management System enables a dynamic look for your portal in the virtual world.

With frequent content upgrades and fully loaded with the latest available features and online media to attract more and more users, web content management is also about managing blogs, news systems, RSS feeds, wikis, forums, user generated content (UGC), SEO, multi-language support, e-commerce, data capture, interfacing with real-time Web 2.0 data streams and integration with existing tailor-made or 3rd party business tools and more.

## MyCMS from MGRM

MyCMS is a highly advanced solution for creating, hosting & managing large and dynamic collection of web material by your Institution.

Now you can enjoy the freedom to change the look and feel of your website as well as freedom to update the text, graphics, photos, videos etc. No need to depend upon the people who designed your website. You can do them all by yourself! No need of designing or programming skills. You only require the basic computer knowledge. In contrast to most conventional IT-dependent websites you own and easily orchestrate your portal.

“ When  
your institutional  
portal needs to  
impress, you  
simply need  
MyCMS ”

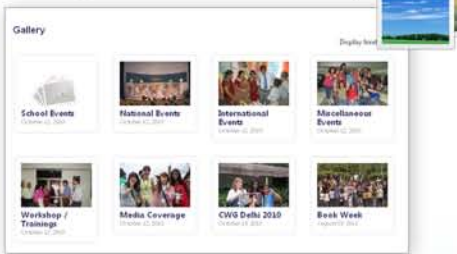


# What to expect from MyCMS

## Multiple Calendars



## Image/Video Gallery



## Google Map



## Editing Module



## Campus Tour



Polls & Surveys



Guest book & Feedback



Newsletter



Alumni - Registration & Interaction



News & Announcements



Multi-lingual site



Alerts & notification through mail/sms



Blogs & Forums

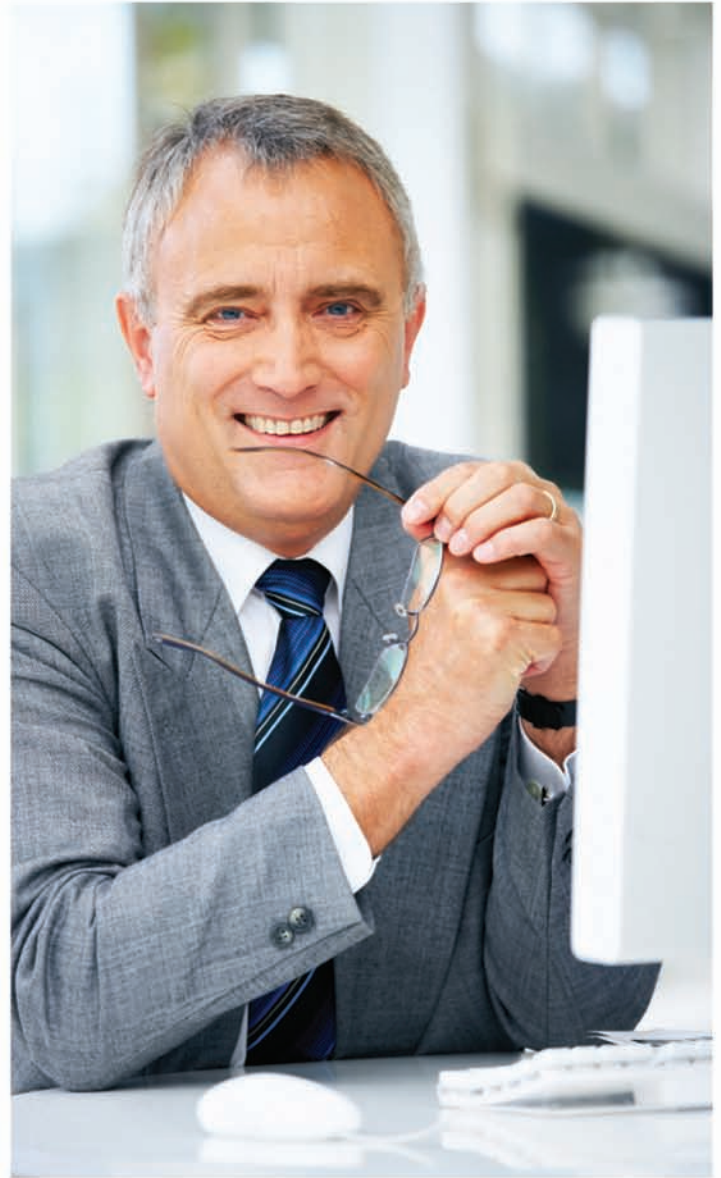


Live Search

And Many More...

## Advantages over website

- **High on flexibility** - You can update your content as frequently as you want, without the need of designer and developer.
- **Highly Interactive** - MyCMS enables a high degree of interaction with visitors to your site, in the form of forms, polls, comments etc.
- **Versioning** - Provision for keeping various versions of data which may be retrieved as per requirement.
- **Auto-Publishing and Expiration** - Save the content for publishing as well as for expiration and schedule them both in advance as per convenience.
- **Structure Driven Design** - In a website, we need to go back to the design structure each time the entire look & feel (user interface) needs to alter. In MyCMS design can be changed from a single point, without disturbing the functionality.
- **WYSIWYG editor** - "What you see is What you get" simple word-processing tools enable easy content modification.
- **Cost Effective Solution** - MyCMS is the most competitive solution as far as costing is concerned. It eliminates the maintenance expenses of your website.
- **Alert via SMS / E-mail** - The MyCMS based website facilitates sending alerts to users via SMS / E-mail. This feature is not present in normal website.
- **RSS and Social Networking** - In MyCMS a single platform can support RSS, wikis, forums, blogs, etc. – which become integrated to the front end – user interface.
- **Content Caching** - In MyCMS, you have the flexibility of increasing or decreasing the cache level – so that refreshed content is made visible.
- **Inbuilt search engine** - In case of MyCMS, search is pre-built and can function from day one.



## Business benefits of MyCMS

- Enables online information to be fresh, consistent and a high quality.
- Facilitates the re-use of content across multiple websites, mobile applications, kiosks etc.
- Ensures enhanced productivity, quicker response & optimal resource use of web team.
- Enables decentralized content creation – by creators and editors without IT bottlenecks.
- Facilitates centralized workflows, with decentralized approval processes and rules.

## About MGRM

Founded in 1986, MGRM Net Limited, designs, markets and implements state-of the art education expert systems, educational and pharmaceutical E-governance systems and national and global level e-governance solutions.

Using our vast expertise through a network of exclusive technologies on the Information, Communication and Telecommunication platforms (ICT Tools), MGRM uses WAN, VPN, Wireless and Mobile technologies, as well as Video Conferencing, Biometric-enabled security, Interactive Voice Response (IVR), Server technologies and numerous other microprocessor-based systems to offer complete, end-to-end solutions.

MGRM Net Limited is CMM Level 4 certified from the Software Engineering Institute, Carnegie Mellon University, USA.

For a demo, please email us at [contact@mgrmnet.com](mailto:contact@mgrmnet.com)

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