

In business, speed is critical. How satisfied are you with your answers to these questions?



How fast can you make changes to your website?



How easily can you send out targeted e-mails to potential customers?



How many hands need to be mobilized for you to load a special offer on your site and e-mail it to your customers?



How easily can you share information with your customers, inquiries and employees?



Our easy-to-use content management system, addresses your company's need to move quickly and efficiently.

At SmarterCMS, we offer a myriad of technology options. By blending our online content management tools with your software and/or your website (or with a website or pages that we build for you) we implement integrated solutions that deliver measurable business benefits — quickly and cost-effectively.

Since 1997, the SmarterCMS team has been developing software to help businesses become proactive in their marketing efforts.

Fast. Easy. Smarter.

- ✱ Reduce your IT and webmaster costs
- ✱ Improve communication with customers and potential customers
- ✱ Reduce 'time to market' with new products and offers
- ✱ Improve tracking of digital promotions
- ✱ Streamline workflow efficiency
- ✱ Reduce web publishing bottleneck

Take control of your destiny.

Harness the power of SmarterCMS.



For information or demo:

Toll Free: 888-222-4290 • Fax: 866-766-2469

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Hillsdale, NJ 07642

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Fast.



Easy.



Smarter.



What is SmarterCMS?

CONTENT MANAGEMENT SYSTEM

The old way:
Write the text, e-mail it to your webmaster, wait for him to load it.

Time elapsed:
Hours or days. If changes are required, repeat the process.

The SMARTER way:
Write the text, hit the 'publish' key. You're done.

Time elapsed:
Seconds.

E-MAIL BLASTER

The old way:
Hire someone to build HTML e-mails, send them a promotion, wait for them to send you back the file. Send it to an outside company to e-mail the offer to a list that may or may not work for you.

Time elapsed:
Hours or days.

The SMARTER way:
Write the text in a WYSIWYG (what you see is what you get) application, click on the special offer(s) to be highlighted, hit the 'send' key and e-mail your targeted clients and inquiries.

Time elapsed:
Seconds.

www.smartercms.com

SmarterCMS helps you with:

TASKS

- ❖ **Manage** all online content quickly.
- ❖ **Load** data (text, images, etc.) to your website easily.
- ❖ **Reduce** web development time and expenses.

IMPROVED COMMUNICATIONS

- ❖ **E-mail** your clients and potential customers with special offers.
- ❖ **Connect** with people using the automatic newsletter feature.

AUTOMATIC & ACCURATE TRACKING

- ❖ **Track** your promotional activities like e-mails, banners, etc. Track hits, open rates and more all in real time.

ADDITIONAL FEATURES

- ❖ The only Content Management software written specifically for the small and mid-size tour, travel and real estate companies.
- ❖ Custom SmarterCMS is perfect for any other industry.
- ❖ The SmarterCMS intranet option can store digital images, advertisements, PDF files and any other document. The search program allows for easy searches of all these documents.

888-222-4290

Put simply, we offer online software that allows you to instantly load content on to your website and, just moments later, send an e-mail to your targeted customers and inquiries. All of this is done quickly, efficiently and cost effectively.

Industry Solutions: TRAVEL VERSION

- ❖ This version of SmarterCMS was built by tour operators for tour operators. Create and edit your own online content, profile your customers, generate leads, and quickly and easily send out targeted e-mails.

REAL ESTATE VERSION

- ❖ Built for the small to mid-sized or independent realtor, this version of SmarterCMS is perfect for those realtors who want to load their listings (commercial or residential) to their website quickly. Include descriptions, images, pricing and more and send an e-mail to all your potential clients.

Custom CMS: PERFECT FOR ANY SMALL TO MID-SIZE COMPANY WITH A WEBSITE

- ❖ Whatever content you want to manage, SmarterCMS will increase productivity, reduce IT and webmaster costs and help you stay ahead of the competition.

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