

Hannon Hill Corporation

800.407.3540 | www.hannonhill.com | info@hannonhill.com

Makers of the Award-Winning Cascade Server content management software

Why Your Software Isn't the Only Piece of the Content Management Puzzle

Thursday, January 24th, 2008 at 11:30am -- Morgan Griffith

As I've continued my research of the CMS market as a whole and the specific vendors within it I have been repeatedly confronted with messages such as "easy to use," "perfect for all your content management needs," and "fast and simple right out of the box!" As I continued to read these messages, I found myself asking how these vendors can provide such a complex product, yet continue to assert that implementation and use is so easy.

If they won't give you the real story, I will. The fact of the matter is - no one CMS system is perfect for any organization. Why? In my opinion, Content Management involves more than just your CMS software. At Hannon Hill we acknowledge that the complexities involved in shopping for and using a CMS make it very difficult for any organization to *completely* tweak their CMS to be so-called "perfect." Instead, we've found that the best way to make up for the inherent short-comings any organization will face in using *any* CMS is to fill these gaps with other elements that allow an organization or business to maximize the potential for success in using their CMS.

If I think about this logically, like a math equation, the fundamental pieces of the puzzle come together to result in:

Content Management = People + Process + Systems

Where we at Hannon Hill excel is in realizing that Cascade is just one piece of the puzzle - the system; and it takes a total commitment to customer satisfaction and improving the user experience with Cascade in order to make Cascade the enterprise content management system it is. (I'll spare you the typical jargon) At the core of the Hannon Hill value system is our commitment to maintaining 100% referenceable accounts; and to us, referenceable doesn't mean doing only the bare minimum to consult with an organization, sell them a CMS, and then abandon them when it comes to implementation and use.

Instead, on a daily basis, we are constantly taking proactive steps to make your experience with our CMS better. These daily and proactive steps are always changing based on *your needs*. We are committed to adapting our approach and priorities to suit *your needs*. Accordingly, the 'steps' we take to accomplish this change as often as *your needs* do.

Recently, we've begun conducting quarterly client satisfaction surveys to gauge what improvements *you want* to see in a new version. We have also continued to provide

a ticketing-system (JIRA) for clients to reach us with new specific and tailored feature requests.

Your feedback is crucial as we are always seeking *your input* on what could make your use of Cascade better. One of our biggest projects for 2008 is to conduct a full audit of our documentation resources and [Knowledge Base](#). Aside from the jargon you may hear elsewhere, one thing Cascade users can trust is that Hannon Hill's Engineering, Services, & Support teams, and our staff as a whole are ***truly*** here to help them.

Our team of people is what makes our Content Management system so special. We are *constantly* focused on utilizing the profound intangible 'human energy' our team possesses to ensure that our people are what make our process and product the best they can possibly be.

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