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Makers of the Award-Winning Cascade Server content management software

Hannon Hill Announces Latest WCM Version Release, Cascade Server 6.4

ATLANTA, GA - November 9, 2009 -- Hannon Hill Corporation today announces its release of the most recent version of the company's enterprise web content management system, Cascade Server 6.4.

After an initial debut of the software at the annual Cascade Server User's Conference in late September, Hannon Hill developers took several weeks to incorporate post-conference user beta feedback into the final product.

"Cascade Server 6.4 is the most feature-packed release we've put out to date," notes Hannon Hill Director of Engineering, Bradley Wagner. "Our engineering team has continued to incorporate user feedback into the development process, and the result really speaks for itself." Cascade Server 6.4 incorporates features that improve upon existing functionality, as well as several key feature additions that mark the start of a new strategy for the web content management (WCM) product line.

"Our user base has given us valuable insight into the ways they benefit from content management and what they would like to see more of from the product," explains Hannon Hill founder and CEO, David Cummings. "From this feedback, we've determined that incorporating a Connectors strategy into the CMS is the best way to meet user needs. Connectors allow the Cascade Server system to excel at what it does best by remaining the content hub, while tying into best-of-breed third-party applications that specialize in their respective niches."

Released with Cascade Server 6.4, [WordPress and Twitter Connectors](#) are the first two Connectors featured in the WCM product. The WordPress Connector allows organizations to manage blog content from inside the CMS and to publish it directly to WordPress. Wagner adds, "The addition of the WordPress Connector comes directly from our clientele, many of whom are currently using WordPress to manage organizational blogs. This Connector allows users to leverage features they are familiar with from WordPress (e.g. comment moderation), while taking advantage of Cascade's power as the central system from which web content is managed."

Cascade 6.4's Twitter Connector provides the ability to automatically tweet newly published content to Twitter without any user intervention. "The Twitter Connector automates a fairly routine process for those on marketing and web communications teams," notes Morgan Griffith, Hannon Hill's Marketing Director. "Instead of having to manually post a tweet each time a new press release or blog is published, Cascade Server sends a personalized Twitter tweet with appropriate hashtags and page title from behind the scenes."

[Cascade Server 6.4](#) provides additional usability benefits by way of an edit-area syntax highlighter, a drag-and-drop content form builder, and a new content comparison engine for simplified identification of content and formatting changes.

As Wagner summarizes the 6.4 feature lineup, "Cascade Server 6.4 provides strategic solutions to many of the pain points faced when managing web content with disparate systems. Our Connectors strategy will allow us to continue to focus on making Cascade Server the center of organizational web ecosystems for managing all aspects of web content."

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