

## Resources - Content Management System

**Key end benefit:** *Access CRM's Content Management System (CMS) enables clients to develop and deliver content in different formats to their various constituencies or target audiences, and to track and archive content delivery information for future analysis and action.*

With CMS clients have access to technology that will effectively deliver content to their audience, whether it is a marketing message or an article for a publication. The system is easy to use and designed to manage content throughout its shelf-life including content creation, revision history, indexing for easy retrieval, searching and sorting options, publishing history and content delivery information. Clients also have the ability to personalize content at an individual level and track results. Extensive detailed statistical reports are available to clients electronically and give clients the ability to communicate or respond quickly based on results.