novo
the power to change

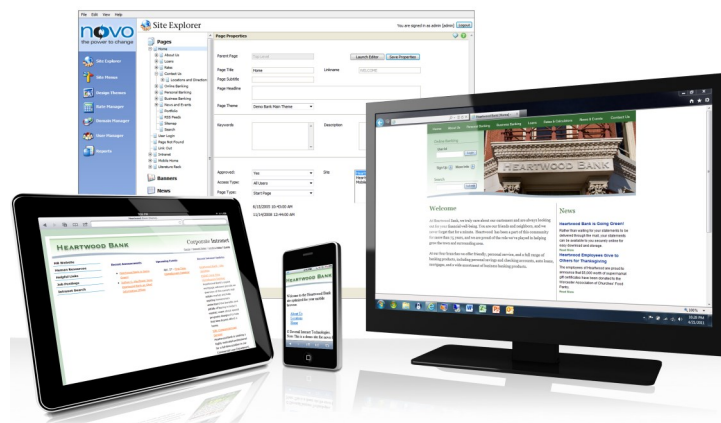# The Complete Solution for Building and Maintaining Your Corporate Website

Imagine One Easy-To-Use Product That Lets You Update Your Site With Speed and Ease.

→ Empower in-house staff to keep your site current rather than depending on "the web guy."

→ Seamlessly change your web site as quickly as your business changes!

→ Keep the investment you've made in your Internet presence as a living sales and marketing tool.

At its core, **novo** is a true content management system (CMS). Using a database back-end, the system isolates content from design, creating a simplified process for providing content updates. This beneficial approach gives site managers the ability to focus their energies on updating the site while not concerning themselves with the intricacies of the design elements.

Liberating Design. Controlling your Content.

novo uses design themes to control the site's format. By separating design and content, individual pages can have their own look and feel with a simple click of the button. Need to change the look of your site? Create new design templates and simply apply them to the entire site avoiding time consuming changes to each page. The long-term cost savings is staggering. The viability of a site is infinite.

With **novo** Now You Can!

→ Create Dynamic Web pages

→ Edit Content with PageBuilder HTML Editor

→ Build and Encrypt Your Own Email Forms

→ Extend Your Site with User Restricted Areas

→ Establish Multiple Design Themes

→ Manage Marketing and Mobile Sites

→ Create Pull-Down and Pop-Up Navigation

→ Manage Your Site's Search Engine Integrity

And more...

What's Your Challenge?

What does your current web site say about your business?

→ Do you wish it could say more, or different, but to change it would be time-consuming and expensive?

→ Are you concerned about spending marketing dollars to update your site today when you know you'll have to spend more doing it tomorrow, next week, or next month?

→ Are your competitors' sites more dynamic or current?

→ Do you know that you should be getting a bigger ROI from your site, but you just don't know how to "get there?"

→ Do you wish you could find a product that doesn't just alleviate these concerns, but makes them disappear?

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Unlimited Web Pages
Visually add unlimited web pages, apply design themes, create your content, check spelling and publish without needing to be a web guru.

Multiple Site Management
Host multiple sites by domain within a single installation while establishing a unique design and mixture of content throughout.

Mobile Device Detection
Automatically detect mobile devices and direct visitors to a version of your site optimized for their browsing experience.

Dynamic Site Structure
Maintain site taxonomy, navigation and menu components allowing visitors to quickly find the information they want.

Intranet and Extranet
Allow visitors to create online accounts that can be quickly organized to grant or restrict access to your online resources.

News Releases and Success Stories
Streamline news postings by easily creating, categorizing, scheduling and publishing timely information.

Seminars and Events
Manage your dynamic calendar of events with instant registration options that self-maintain by removing events as soon as they happen.

Job Postings
Give HR the power to post and manage a recruiting area on your site allowing them to quickly publish and categorize job opportunities.

Corporate Literature and Documents
Upload and organize marketing information, help documents, whitepapers, and more to create a self-service online Literature Rack.

Product and Service Information
Publish product details and service information in self-navigating categories that create exciting photo galleries.

FAQs and Knowledge Bases
Post common questions and answers in unlimited categories to create an interactive and searchable Help Center.

File Manager
Quickly upload and maintain image and file directories for publicly available imagery and support documentation.

An Affordable CMS Investment

Are you tired of paying hosting fees to anonymous, invisible companies? Are you sick of having to bring someone in every time you want to make a change to your site? Would you like the option to host your site yourself?

With **novo**, you have the power—you can host your site or have us host it in our controlled, state-of-the-art facility. You can buy the tools that work best for your business. You can maintain total control of your site and your content...or you can have us take care of it.

As your business needs change, the flexibility of working with **novo** remains a constant. Its easy-to-use, easy-to-buy solutions fit your business as it grows and evolves. You may start working with us under one arrangement, e.g. with us hosting your site, and then decide later that you'd like to bring hosting in house. Enjoy ultimate freedom and flexibility...and ultimate power over your Internet marketing investment.

Technical Specifications

- → Windows Server Web Application
- → Microsoft .NET Architecture
- → Microsoft SQL Server Database
- → Internet Explorer 6.0+ Required for Management Console
- → Multi-Browser compatibility for Published Site through Design Themes