

## ✓ Checklist: What to Look for in a Content Management System (CMS)

Does the content management system you are considering include:

### Usability (for non-IT people)

- Simple to use for non-IT
- Intuitive

### Internationalization

- Handles multiple sites in different languages (Translations) rather than a toggle between languages on the same site.

### Mobile Support

- Support dedicated mobile sites as well as support a mobile-friendly version of an existing site
- Update content for mobile versions
- Preview what content will look like via mobile device

### Multi-channel Publishing

Publishing support for today and tomorrow's channels

- Updates to existing site(s)
- Microsites
- Facebook and Twitter
- Emerging communities, i.e., Google+

### Performance & Scalability

- Ensure that the platform is elastic to handle surges in traffic
- Allow for future growth (jump from 1,000 visitors/month to 100,000 visitors/month)

### Workflow / eSignature

- Facilitates online review of content

### Auditing

- Accountability for regulated environments

### Robust security / Hack-proof environment

- Role-based permissions

### Expandable / Customizable

- Room to grow, add new sections, functionality, etc.

### Analytics Integration

- Integrate third-party analytics: Google Analytics, Omniture, etc.
- Native analytics, real-time data\*

## Learn More

To learn more about the Pepper® Marketing Platform visit:

<http://www.vodori.com/pepper.html>

To request a demo and see Pepper in action:

<http://www.vodori.com/contact.html>

