



Pre-engineered web site CMS based? We introduce the first of class!

Your company website, with the latest generation functioning and design, developed by high-performance technology to manage editorial contents completely independently.

>Simplicity

O₂ MATIC-CMS® can be managed by people with no technical skills in IT. The management interface for contents is easy to understand: "surfing" within the contents structure is simple, and you will also be able to "explore resources" on your own PC.

To write an article, some news or a descriptive text for a product, you have an editor at your disposal, with a series of functions. To publish a photo, a video or movie flash, you just need a few clicks; you will also be able to make documents and files available and downloadable by users (in any format). Managing a reserved area with dedicated access to clients, where you can publish information and documents, is also simple.

Just think: with only a few minutes training you will be able to change any of the contents on your website. It takes no more than half an hour.

>Advantages

Using O₂ MATIC-CMS® gives you the following advantages:

- no software obsolescence (the Software As A Service distribution system updates it constantly);
- considerable time saving in activating the website and going on stream;
- undisputed competitiveness of the purchase price and user fee (the best value for money in the country);
- elimination of the normal limits of a life cycle for a website due to the ability to change the design instantaneously;
- constant renewal of the templates available for the structural change of the website and renewal of its design;
- the graphic design is chosen free of charge from a huge data base containing the most innovative designs in the sector;
- training in almost no time at all;
- ability to update the contents in real time anywhere in the world;
- no cost for the purchase of technology;
- robust security at the Internet Data Center.

>Who the service is for

O₂ MATIC-CMS® is specifically dedicated to:

- SMEs;
- professional studios;
- real estate agents;
- shops;
- hotels and hospitality facilities;
- local authorities;
- insurance companies;
- concessionaires and wholesalers.

>Features

O₂ MATIC-CMS® is available solely in S.A.A.S (Software As A Service) mode: the service is provided directly by the Femar Consulting server farm and can be used wholly on the web.

By using a commercially available browser and a broad band connection, clients can access all the system functions.

Clients can also integrate with other products in O₂ MATIC SUITE® and with some IT applications already present in the company: this makes O₂ MATIC-CMS® unique for Content Management.

Another strength of the system is the wide availability of classes and objects for specific business sectors.

>How to choose

To acquire O₂ MATIC-CMS® the "FC micro business division consultant" or "Femar Business Partner" will assist you in configuring your new website.

Together with them, you will:

- choose the design from many available using the "O₂ M CHOOSING PAD";
- choose the colour scheme;
- decide the contents using the "O₂ M CONTENTS TREE";
- choose the images for each header inside the data base;
- organize your catalogue;
- define the names of dominions to be transferred.



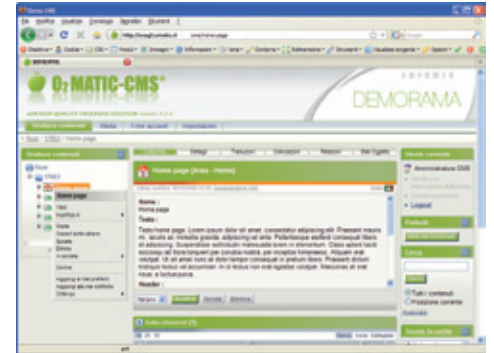


>How it works

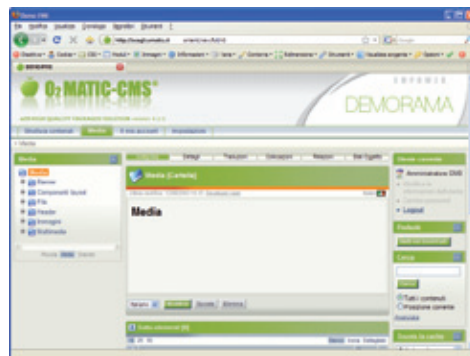
Login with authentication accessing the admin panel where editors can modify the website contents.



Using a simple interface, even users with little expertise can customize the website and add new multimedia content.



The multimedia files are filed separately from the website pages, so they can be called up from any section of the website and the contents changed.



Via the additional "MULTILANGUAGE ADD-ON" module, you can localize the content by choosing a variety of languages for your website contents.



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