

# Web Content Management



# 5

# secrets

to improve productivity and maximise your investment for your intranet

# elcom



**One web platform**  
many opportunities



**Microsoft** Partner

Gold Independent Software Vendor (ISV)

[elcomCMS.com](http://elcomCMS.com)

Introducing the...

elcomCMS

# Web Content Management



# 5

# secrets

to improve productivity and maximise your investment for your intranet

WCM

ERP

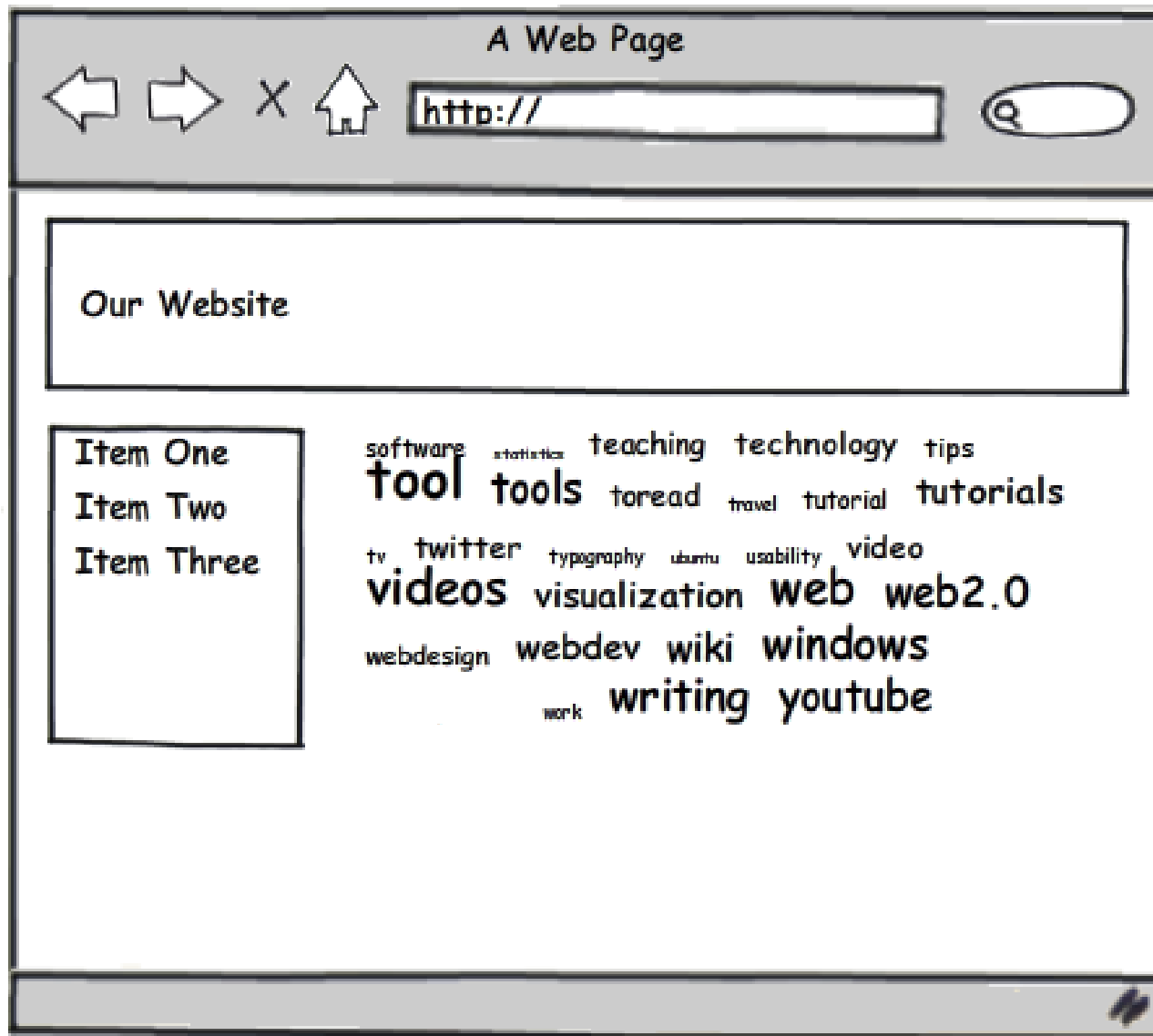
\$\$\$

CRM



\$\$\$

WCM?



Someone in I.T



GEN Y

GEN Z



I.T.



Corporate Communications  
Marketing  
Intranet Managers



# WCM



**5**

**things**



# The evolution of web publishing

1



# Mobile



# 2

3

# Conversion optimisation

elcom  
enterprise content management

Elcom USA | Elcom Australia

Home Products Partners About Contact Call us: 917-628-2373

**INTRANETS, EXTRANETS & WEBSITES**  
of leading companies are powered by  
**CommunityManager**

[Learn More](#)

**Featured Products**

**WebManager.NET**  
Elcom's flagship **Web Content Management System (WCMS)** designed to power your website and make it simple and cost-effective to manage.

**IntranetManager.NET**  
A comprehensive solution making your **intranet** secure, easy-to-use, and effective. Improve information dissemination and encourage collaboration

**TrainingManager.NET**  
A powerful system for managing all your **staff training**. Especially tailored for large

**Client Case Studies**

**Hyundai**  
Discover how Hyundai manage the website, intranet and extranet on one platform.  
[Hyundai Case Study](#)

**ATC**  
**Aldridge**  
Learn about the Aldridge Traffic Controllers site.  
[Aldridge Case Study](#)

**Lend Lease**  
See how Lend Lease cost-effectively deployed multiple Community Portals.  
[Lend Lease Case Study](#)

**How can we help you?**

**Production Managers**  
CommunityManager.NET and its plug-in Project Management module equips you to manage your projects and resources in a secure extranet.

**Finance Managers**  
CommunityManager.NET improves efficiency and provides a quick return on investment.

**Sales Managers**  
CommunityManager.NET lets you manage customers and sales personnel in the field via a secure extranet.  
[More positions](#)

elcom  
enterprise content management

Elcom USA | Elcom Australia

Home Products Services Partners About Contact Call us: 1300 4 ELCOM | 1300 435 266

**BREAKING NEWS:** Recently recognised by Gartner as a 'vendor to watch' Elcom establishes a presence in the USA by opening an office in New York!

**INTRANETS, EXTRANETS & WEBSITES**  
of leading Australian companies are powered by  
**CommunityManager**

[Learn More](#)

**Featured Products**

**CommunityManager.NET**  
Elcom's flagship Enterprise Web Content Management (ECM) product for powering your intranet, extranet or website.

**WebManager.NET**  
Elcom's flagship Web Content Management System (WCMS) designed to power your website

**Client Case Studies**

**Austrade**  
Learn about the Austrade Content Management Portal.  
[Austrade Case Study](#)  
[Austrade Website](#)

**Hyundai**  
Discover how Hyundai manage the website.

**How can we help you?**

**Marketing Managers**  
CommunityManager.NET helps you build your brand and communicate with your target market.

**IT Managers**  
CommunityManager.NET will make your work easier and increase the productivity of your



**Get more information & Request a Demo**

For more information about Elcom, our products, or to request a demo, please fill out this form below.

First Name\*

Surname\*

Company

Email\*

Phone Number

How did you hear about Elcom?  
-- SELECT --

Comments

Join the Elcom Mailing List\*  
 Yes  
 No

Mandatory field(s) marked with \*



## A/B Testing: Edit Test

### 1. Name your test


Test Name:

### 2. What pages do you want to test?

Name:

Original

Uri:

Name:

Uri:

Add another page variation

### 3. Conversion page

Name:

Conversion page

Uri:

Save Test

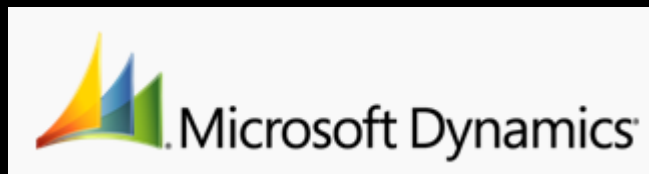
Save and Run Test

Variation	Conversion rate	Test can be concluded	Conclusively beats original	Observed improvement	Conversions / impressions
<b>Home Page</b>					
Original	25%				50 / 200
Home Page 2	75%	Yes	Yes	67%	150 / 200

# Interoperability



4





# Social

# 5







# One web platform many opportunities

Josh Anstey  
VP Partner Engagement  
josh@elcomCMS.com  
@JoshAnstey



**Microsoft** Partner  
Gold Independent Software Vendor (ISV)

elcomCMS.com