

Overview

Today's businesses are overwhelmed with the need to create more content, more quickly, customized for more customers and for more media than ever before. They need to control their enterprise content and determine how to leverage their content to address all their customer information and media needs. Content management is a term to describe a very structured and systematic way of dealing with contents also embracing creation, provision, management, editing and publication of contents and their continuous use. With the huge volumes and the level of personalization possible with each and every end customer, delivering content in an intelligent and organized way becomes a challenge. To take on this challenge head on, Netxcell limited had developed a robust content management system.

Netxcell's Content Management System (CMS) is made of a number of modules that communicate seamlessly together to make up the Mobile service platform. The CMS is a web based application, and provides simple and intuitive web based interface that allows anywhere access to the CMS. It provides a number of features that have been specifically designed for handling multiple content types, content providers, applications and multiple publishing channels.

Features

- Content Providers.
- Content staging and approval.
- Service Providers.
- Content Publishing.
- User creation and control.
- Content types definition.
- Service Testing.

- MIS with performance and usage tracking tools.
- Feedback mechanism for Content and Service providers.
- Customer support interface for tracking usage.
- Digital Rights Management.

Benefits

- Multiple security and backup policies for the content store. All the content is stored in concurrently updated databases in different physical machines with continuous integrity checks.
- Web interface for content upload and moderation is completely customizable.
- Supports online content backup and synchronization with online data storage facilities like Grive and Myackup.
- Future ready for 3G and it can also handle multiple video streams in unicast and multicast mode
- Includes a content manager to create marketing campaigns on SMS, MMS and Voice which can be a great marketing tool
- Has in-built support for multiple billing connectivity.