



*Innovative software solutions you can trust*

## Technology Tip

October 2009

### Are Web Content Management Systems Everything They're Cracked Up To Be?

Earlier this year we began the process of updating our website and decided to incorporate a Web Content Management System (WCMS). Why? We were looking for a better way to create, edit, and manage our large, dynamic collection of material – and change or add to it whenever we wanted.



Here are 3 reasons we decided to implement a WCMS:

1. Many WCMSs are open source, meaning the source code is freely available – and that means saving time and money compared to creating a program from scratch!
2. You don't have to be a programmer or html expert to use a WCMS. Once the system has been set up, and with a little training, updates can be managed in-house – and that means reduced costs and increased efficiency.
3. Changes can be made in seconds rather than days or weeks. This is especially important when working in a fast paced environment (like the produce industry) where change is the only constant.

We've experienced impressive results with our WCMS and we highly recommend one for any business in the produce industry that's looking to improve their bottom line. Because at the end of the day, that's what it's all about!

This Technology Tip was proudly provided by the award-winning folks at WaudWare, creators of the Produce Inventory Control System - **PICS** and **WebPICS**. Contact: 905.846.9737 - [www.produceinventory.com](http://www.produceinventory.com)