BEST CONTENT MANAGEMENT PRODUCT: WEBTREEPRO CMS

PRIMERO SYSTEMS

Company: Primero Systems Inc.
Name: Steve Press, president
Email: explore@primerosystems.com
Web Address: www.primerosystems.com
Address: 11440 West Bernardo Court, Suite 300 / San Diego, CA 92127
Telephone: (866) 426-0779

Drawing on more than two decades of experience, Primero delivers software to help businesses achieve their goals. We showcase Primero's flagship solution Webtreepro and examine how the company aims to provide the most up-to-the-minute solution to meet the needs of its clients.

Companies that manage multiple locations under one umbrella face unique challenges – from maintaining brand consistency across websites to managing vast amounts of content. In fact, the ability to control the brand experience across multiple sites while allowing for local personalization is a consistent need found in multi-site companies such as franchises and associations – yet surprisingly there are few options available to meet these needs. San Diego-based Primero Systems is on a mission to provide these companies with the tools they need to make multi-site marketing management simple and effective.

Founded in 1994, Primero has established an impeccable software development track record; from developing content management software to designing mission-critical, enterprise-grade custom software that helps businesses improve efficiency, accuracy and contribute to the bottom line. The company's flagship product, Webtreepro, is a powerful web content management solution for marketers seeking to maximize brand presence throughout a network of websites.

Webtreepro fills the gap in what has been an underserved market segment. While most CMS platforms support many contributors all feeding one site ('many-to-one') publishing, Webtreepro takes a different approach. Using Webtreepro, a single user can publish to many sites simultaneously ('one-to-many'). This is especially important for multi-site companies that need to funnel content to multiple websites to maximize their overall web footprint, local search visibility and local relevance.

In addition, Webtreepro is distinguished by its ability to deliver relevant, localized content based upon a nearly unlimited set of criteria. It enables companies to seamlessly create and manage web content, maintaining the corporate brand universally while still being relevant locally. Companies can instantly serve up dynamic content – based on predetermined criteria – to one site or thousands at the push of a button. With Webtreepro, content is pulled from an external source, enabling the company to tap into these content sources and serve targeted, dynamic information to the appropriate people. Through Webtreepro's series of roles and permissions, information can be filtered and fed to the person(s) responsible for managing the external content. Then, every time a web page is displayed, it's populated with content that is relevant to its intended audience.

The power of localized dynamic content cannot be underestimated for multi-site companies. While the concept of localized dynamic content is certainly not new, Webtreepro allows these multi-site companies to automate the distribution of their marketing programs by creating a localized landing page per location. Imagine a landing page that is rendered uniquely for individual locations – including information such as address, hours of operation, phone number, directions, employee bios, graphics, pictures, store logo, etc. Rather than competing with existing promotion management and CRM solutions, localized dynamic content can complement marketing software by providing relevant consumer-to-store engagement and enhanced user tracking – all the while eliminating costly web page development.

Dynamically served information is not only beneficial in external-facing websites – it can also be useful in the intranet portal world. Based on criteria the company sets, Webtreepro's roles and permissions allow information to be seen by only certain employees that need access to that information. From travel franchises to insurance agencies with multiple offices, and everything in between, dynamically served content is a must.

Beyond dynamically served content, Webtreepro provides companies with a number of other tools to achieve success. From capturing data to content editing and workflow capabilities to creating enterprise-grade roles and permissions to extensive dashboard and reporting features, Webtreepro has something for everyone. And because it's 100% cloud-based – unlike installed, on-premise CMS solutions – Webtreepro requires no hardware investment or software maintenance that tie up staff and capital resources. Companies can therefore harness the power of the cloud to reduce costs, stay agile, grow revenues, and more.

One of the biggest trends in website usage and development is mobile. With a responsive design that enables visitors to find and navigate websites on a mobile device with ease, Webtreepro is optimized to provide a seamless mobile experience for the end user – with the same look and feel they're accustomed to seeing on a computer.

Beyond the software itself, Primero offers a full suite of professional services – including design, project management, implementation and training – that allows Webtreepro

to be fully customized and configurable. Additionally, Primero hires top-tier personnel who are put through a vigorous screening process, where candidates go through several interviews and a test project in which their work is assessed for quality. Once hired, Primero provides their employees with continuous education and training. This investment in training proves beneficial to its customers in the long run. Customer service has also played an integral role in Primero's strong reputation – with consistently high ratings given to Primero's support teams by its client base.

Looking to the future, in order to stay ahead of the rapidly-changing world of software development, Primero continues to invest significant resources in developing and applying proven methodologies and technologies both for internal use and for the benefit of its customers. Primero believes there are additional areas of opportunity to make a technological difference, including the incorporation of emerging technologies – such as big data, the Internet of Things, artificial intelligence, and virtual reality – into their base product.