

With more and more companies seeing the potential that delivering content to a mobile audience brings to their business, the need to provide content fast, reliably and above all else accessible across the vast number of mobile handsets on the market is more important than ever before.

In the past designers and developers have had to endure making web sites compatible across three or four browsers but the mobile audience has the potential to access this content across 100's of different handset devices. The number will increase as more handsets are introduced each year from all the key manufacturers in the mobile market, therefore it is imperative that your content is accessible by the widest audience possible.



This is where the Brand Attention mobile CMS solution stands head and shoulders over the competition. Our expertise and knowledge within web development has enabled our team of developers to provide a bespoke web-based Content Management System designed specifically for mobile sites.

With accessibility at the very core of the ground-breaking development programme, the team at Brand Attention has designed a system that provides you with an easy to use web-based interface that empowers you to deliver media rich and dynamic mobile content that is compliant to current W3C coding standards to ensure content can be accessed across the 100's of phones in use today. The mobile CMS system enables you to take control of your mobile content through a series of modules:

- Account Manager
- Template Manager
- Module Manager
- Content Editor Manager
- Form Manager
- Menu Manager
- Surveys
- 2D Barcodes
- Image uploading



Account Manager

As with all CMS solutions developed by Brand Attention, the account manager module enables you to create and edit individual user accounts. There are levels of control that enable some users to edit without publishing, while others can publish content to the live mobile site. For those who can't publish, when content is added or edited, an automatic email notification will be sent to those users who are able to publish, enabling them to review content before putting it live.

Template Manager

The template manager module enables you to change parameters within the main cascading style sheets (CSS) that control the overall design of the site, be that font sizes, colours or other elements controlled through the CSS.

Module Manager

Brand Attention has also developed the module manager which controls parameters within the web-based CMS solution. The benefit of this level of control is the ability to change parameters of the modules which make up the CMS solution. For example, within the survey module you can change the parameter which limits the number of questions, or within the imaging uploading module, the parameter which determines the maximum file size.

Content Editor Manager

The content editing module enables you to make page content changes across your entire mobile site. Primarily this will be for pages that are not generated and updated from other modules such as the survey or forms modules. Content on those pages can be edited using specific CMS modules. The interface for editing content is very user friendly, providing simple editing tools which anyone familiar with MS Word or other word processing packages will be familiar with. Minimal training is required, which increases productivity for you.

Form Manager

Contact forms, feedback forms, any type of form can be created through the forms module. This module enables you to create any number of forms to appear on your mobile site. Features that can appear within these forms include drop-down menus, radio buttons, check buttons and other features you would normally expect to see on web-based forms. All content submitted in a form is captured in a database and an email is automatically generated and sent to the email address of your choice to confirm submission of the mobile form.

Menu Manager

As new content is added the mobile CMS solution automatically updates the site's menu structure. The menu manager module enables you to edit these menus by adding links to each menu option. In addition, the text that appears within the menu can be edited to suit your individual requirements.

Surveys

Brand Attention has developed a survey module that enables you to create surveys to be displayed on the end users mobile phones. These surveys require simple interaction by the end user, either a yes / no, drop-down menu, or multiple choice answer to questions you create. There are no limitations to the number of questions you can add to a survey, although Brand Attention recommends that they are kept as short and precise as possible. Results for surveys are automatically entered into a database which can then be reviewed through the CMS web-based interface, enabling you to analyse responses from your customers quickly and effortlessly. Emails can also be sent automatically to a chosen recipient to be informed when a survey has been submitted.

2D Barcodes

Brand Attention are leaders in 2D Barcode technology. With this knowledge and understanding comes the 2D Barcode mobile module. When fresh content is created, be that a form, survey or a new page, the web-based mobile CMS solution automatically creates a 2D barcode which can be downloaded from the CMS system and used in your off-line marketing to assist in promoting the benefits of the mobile site. Utilising the power of 2D Barcodes means your target audience can access content without having to remember long URL's.

Image uploading

Handling images is a critical aspect of any mobile site as size really does matter. Brand Attention's image handling module takes the stress out of worrying about image file size. Simply upload an image to the CMS and the system will automatically resize and optimize the image specifically for use on a mobile site. This enables you to focus on the content rather than worrying about how images will be displayed on your mobile site. The CMS solution has been designed to handle images of up to 4MB, automatically reducing them to a file size that is acceptable for mobiles.