



# Web Content Management



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OnX deploys best-in-class Web Content Management platforms to deliver an outstanding customer experience to your online audience.

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## Turn Interactions into Transactions

Precision content marketing is integral to attracting an audience, bonding with customers and converting your online interactions into cash flow that strengthens your bottom line.

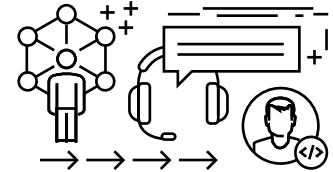
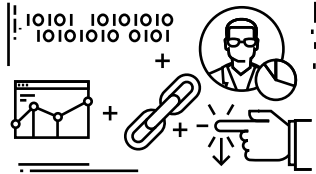
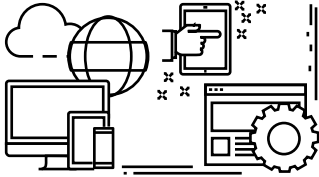
OnX can help you deploy an omnichannel Web Content Management (WCM) platform carefully customized for your specific business needs — empowering your marketing team to seamlessly manage a web presence that integrates your social, digital and mobile initiatives.

OnX uses best-in-class WCM platforms to deliver outstanding customer experience to your online audience. We know savvy content strategy is key to your success, so we help you find technology, tools and support tailored to your business and your budget.

- > Technology. Choose from first-class content management technology like Sitecore, Drupal and Episerver.
- > Strategy. We make sure your WCM system enables posting to blogs, social media, email and more.
- > Platform. Let us help you develop a unified digital platform that streamlines your process of connecting with customers.
- > Poor technology choices can easily derail a content marketing program. Let OnX help you choose the best tools for your strategy and tactics.

# When you work with OnX, you get experienced technology professionals who understand the full breadth of your content marketing challenges.

- > We connect you with technology that enables your digital strategy and helps ensure your tactics deliver a measurable return on investment.
- > We make sure you have robust technology support for all your content marketing efforts on any device: mobile, tablet or desktop.
- > We help simplify your technology choices so you have an easy-to-manage system that dovetails with your ecommerce platform.
- > We deploy a system that's flexible enough to change as your business evolves.



## Deploy the Right Technology

OnX supports these industry-leading WCM systems:

- > **Sitecore.** This multi-channel web content and marketing automation platform includes ecommerce.
- > **Drupal.** This open-source platform allows you to develop sophisticated websites for a powerful, robust digital experience.
- > **Episerver.** Formerly known as Ektron, this platform is optimized for B2B/B2C content, digital publishing and ecommerce.

## Build Digital Engagement

Let OnX deploy technology that:

- > Connects your company blog to Facebook, Google and Instagram
- > Measures your ROI
- > Monitors social media conversations
- > Connects with mobile, tablet and desktop users
- > Delivers customized content based on user behavior

## A Unified Digital Platform

Streamline and simplify your marketing technology to build connections with customers while drawing them deeper into the buying process.

- > OnX can help your team choose an excellent WCM system that suits your needs and customize it to integrate with the rest of your technologies and sites.
- > Your marketing team effectively controls website content and manages day-to-day operations with full confidence they are using a secure, optimized and technically validated platform.
- > Our cloud and managed services solutions give you the option to take advantage of a private, secure and dedicated cloud-based model delivered as-a-service.

## Why OnX?

As one of the top technology integrators in the U.S. and Canada, OnX can make sure you work with experts who have a proven success record in digital strategy, creative development and Web Content Management. We also have one of the largest and most experienced Sitecore services teams in North America.

OnX can help with ongoing managed services to monitor, measure and adjust your digital content efforts as your business needs change. We also can integrate your digital experience into an ecommerce solution fully enabled in the cloud.



To get started:

Visit [onx.com](http://onx.com), contact your OnX Account Executive or call 1.866.906.4669

Inspiring innovation through technology.

