



Harvest Manager MX: An Overview

10 Reasons Why You Should be Using Harvest Manager MX

Improve the Bottom Line with Goal Achievement

As web sites evolve from electronic brochures into strategic cornerstones, there are often are web efforts that are not linked to current goals. This excess baggage drains valuable resources, produces minimal results, and confuses audiences. Harvest Manager MX comes with a Goal Achievement Module which allows you to document, manage, and track your goals from conception to completion.

Gain Control with Content Management

In typical information lifecycle, content is Conceived, Created, Published, Revised, and Archived. The challenge for most organizations is to keep this lifecycle current for their growing collection of online information. Neglecting to post timely information or maintain existing information can diminish the value of your web site. Harvest Manager MX has a content management feature that prompts you to review documents and can automatically remove expired content from your web site.

Manage Your Own Content

Manage your web content with Harvest Manager MX's new Online Editor+. You have the power to make changes to your content whenever you wish and Online Editor+ is available on any computer connected to the web.

Greater Cincinnati Office:

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Florence, KY 41042

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Use the HTML Editor of Your Choice

If you already have an HTML editor such as Microsoft® FrontPage® or Macromedia® Dreamweaver® you can continue to use these editors to manage your content. If you choose to use an external editor, we recommend that you use FrontPage® 2003 which will allow you to take advantage of server side processing to enhance your web site.

Enhance Functionality with WebGems

Harvest Manager MX supports the use of Web Gems. A Web Gem can be something that adds direction to your site, such as a search box or a news box. It can provide information about your visitors, or it could be streaming audio or video. There are many gems that are available to add functionality or fun to your web site.

Improve Navigation with Cross Browser / Cross Platform Power Menu

Is your current web site a wicked labyrinth of links that makes it impossible for visitors to find the information they want? Harvest Manager MX's Power Menu provides a clear and clean means of navigating through your site, allowing your visitors to get to the information that want quickly and easily.

Deliver On-The Fly Page Views with Dynamic URL Syntax

In contrast to static URLs, in which the contents of the Web page do not change unless the changes are coded into the HTML, dynamic URLs are generated from specific queries to a site's database. What this means for you is that it is possible to quickly and easily make changes to your menu structure without having to change each page individually. Menu changes that could take days by changing static HTML code, take minutes with Harvest Manager MX tools.

Personalize Content with the Member Management Module

One of the ways to both increase your organization's brand strength and drive visitors to your web site is to build an online community of users. Harvest Manager's Member Management Module allows you to customize your web site to individual members and provides a directory of members where individuals can maintain and update their personal profile. Other associates can also look up fellow a fellow member's profile and view personalized contact information, allowing members to contact with other users of similar passions and interests.

Create and Manage Your Own Templates

Your organization changes every day in response to customer needs and marketplace forces. Your web site is a reflection of your firm — it needs to change as you do. Harvest Manager MX gives you full control over development and modifications to your site's templates.

Continually Enhance Your Web Site with WEBccessories

Once your site is up and running, we can assist you in adding a variety of web accessories to your site such as multimedia, counters, and marquees among others, to keep your site fresh and interesting to your visitors.