

OSCAR

ONLINE SYSTEM FOR CONTENT
ADMINISTRATION AND RELEASE

Your website is your shop-window for the world. Managing your own content is the best way to make sure your website is always up to date. **OSCAR** is a fast, cost-effective and proven framework for building and running commercial or corporate websites, intranets and extranets.

OSCAR – Online System for Content Administration and Release – brings you critical business benefits:

- keeps your website fully updated at all times – and in an instant
- **OSCAR** can manage images, video and linked downloads (including PDF), as well as text
- simple web interface and minimal learning requirement – no technical knowledge required, although full training is given with each installation
- close integration with reporting and analysis facilities, including Google Analytics™.

OSCAR is totally customisable. As your business grows, **OSCAR** can grow too – with a range of fully-tested upgrades from e-commerce integration to e-mail newsletter management.

OSCAR – from total content management to total contentment.



Virtual Viewing,
Luminous House, 300 South Row,
Central Milton Keynes MK9 2FR
01908 933933
sales@virtualviewing.co.uk
www.virtualviewing.co.uk

Easily configured to meet your needs, **OSCAR** comes complete with a range of high-end features:

- cut and paste directly from Word or PDF – **OSCAR** will handle the formatting
- rapidly change the look and feel with tailored design templates and style-sheets
- multiple access levels (including administrator) to securely manage staff and users
- manage your own banner ads and even whole advertising campaigns
- scheduling of automatic content additions and removals, including articles and special announcements, depending on the time and date
- workflow engine
- multi-lingual content integration.

And additional specialist modules – including database and third-party application integration – make **OSCAR** the complete website content management solution.

And once we have introduced you to **OSCAR**, you can meet the rest of the Virtual Viewing family, adding e-commerce (**ERIC**), e-mail marketing (**EMMA**), search engine advertising (**ADAM**) and optimisation (**SUE**) – all working together to enhance not just your online presence but your whole business.

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Now you've met **OSCAR**,
why not meet the family...



Call on 01908 933933
or e-mail sales@virtualviewing.co.uk