



## WHY MULTI-SITE CONTENT MANAGEMENT REIGNS SUPREME

### THE PROBLEM

Content is no longer just text on the web. It's a 24/7 experience that dictates how consumers interact with brands from dynamic photos to videos to event pages. With legacy multi-site content systems, small changes can take weeks or even months to implement due to rigid infrastructure and workflows stagnating speed and preventing progress.

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### HOW CUSTOM MULTI-SITE MANAGEMENT SYSTEMS CAN HELP

Custom Multi-Site content systems are built to support change by design—allowing for flexible feature development, seamless site migration, and quick content delivery. While many companies may try workarounds or adding to existing technology, this type of approach raises costs, complexity, and expectations without delivering results.



## WHICH COMPANIES SHOULD EXPLORE CUSTOM CONTENT SOLUTIONS

- Mass media companies with multiple brands who rely on constant content delivery to engage their audiences.
- Event companies that host hundreds of live events that require last-minute updates and a central place from which to personalize microsites.
- Education companies that need the ability to publish and update diverse content including eBook, textbooks, ancillary materials, and apps across multiple sites.



### WHAT YOU'LL GET WITH THIS SERVICE

From a brand new multi-site CMS to expanding and optimizing existing content capabilities, our CMS team will ensure that your cross-site content delivery is consistent, flexible, and fast.



### KEY BENEFITS

- Streamline content across 100's of sites.
- Create content modules for dozens of types including articles, evergreen content, image, and video galleries.
- Increase the speed of content updates by up to 35%.
- Reduce infrastructure cost by up to 30%.



### TECH STACK

We build applications on Django/Python based CMS frameworks with React.js front ends and Elastic-Search, but can accommodate other stacks as needed. Pricing to be provided on a case by case basis.

## TIMELINE AND COST



### A. Brand New Multi-site CMS

- Unified content management across an unlimited number of sites.
- User-friendly content editor for all content types including Live Preview.
- Robust content publishing scheduler.
- Powerful scalable architecture including ElasticSearch.
- Migration of Legacy Content.
- Deployment (including one-button deploy for newly created sites).

**Cost:** \$400,000

**Timeline:** 6 months



### B. Expand your own Multi-site CMS with content types and shared site content

- Add new content types like video gallery.
- Improve content search.
- Shared automatically branded content across sites.

**Timeline and cost dependent on the current stack and expansion and optimization goals. Request a quote.**

## WHY IT MATTERS

Workarounds on out-of-the-box platforms and legacy systems simply don't work.

**Companies spend about 72% of their IT budgets on keeping legacy systems running.**



## CASE STUDY

### **How a Premier Global Mass Media Company Achieved Success with Custom Content:**

A Global Mass Media Company was struggling to maintain consistency while distributing editorial, creative, and video content to its 10+ brands in real-time. To make matters more complicated, two divisions of the company (U.S. and International) were merging. The global media company decided to adopt Verso—a centralized, custom-made content system—to keep up with consumer expectations. Lineate helped create regular improvements to code, process, delivery, and QA checks within the Verso System. In light of our experience building custom content management systems from scratch, we quickly expanded site content while avoiding major legacy data migrations. By midyear 2019, Verso page views jumped to 25% due to better UX, relevant features, and more. Plus, as of December 2019, 35% of all network traffic they received was linked to Verso-built pages.

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Start delivering content on your terms and timeline.

**Contact one of our expert developers today.**