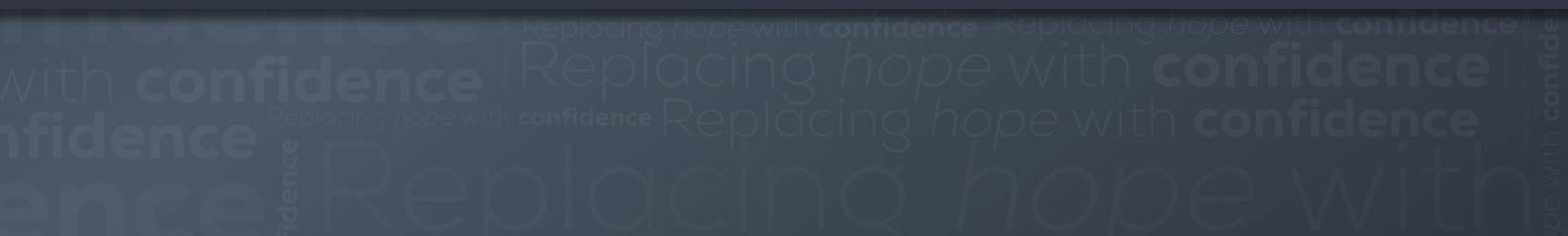Replacing *hope* with **confidence**

From digital discovery and landscape mapping, to standards monitoring within your CMS that can immediately improve agility we offer a unique INSIGHT to drive more informed decisions. With workflow powered by SMART Content™ to manage inevitable, continual change – Sitemorse really is disruptive innovation making weekly reporting redundant. Timely, appropriate and accountable action will maximise online investment, minimise risk and continue to deliver the best possible online experience.

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Replacing *hope* with **confidence**

Sitemorse® is about removing 'I *hope*' - wondering if everything is as good as it can be across your digital communications - and asking the question: are current individual, often manual and sporadic processes sufficiently effective, timely and accurate at all times? Is the brand really being delivered consistently, is it always optimised and are risks minimised?

To consider… when a change comes about (externally, say a regulatory change or new accessibility rules, a brand update or product removal) it is no longer a case of hoping that you have effectively communicated the change for new content production, but has live content also been updated? Sitemorse is the **confidence** that the change was applied within a process-driven, individually accountable and demonstrable way – with the detail of what happened and when, all managed in a time efficient and consistent manner.

With our independent monitoring as the backbone to your Digital Governance, *hope* is replaced with **confidence**. The **confidence** that across every digital touch point (web, social, mobile and email) you offer the best possible, fully compliant user experience; **confidence** that is supported with tangible and accountable results and enhanced with efficiency gains and cost savings. You have greater control and the knowledge that your digital investment is being maximised and the brand is protected.

Four of the key issues we address for
DIGITAL LEADERS

01

Building and maintaining an accurate map of what is really out there in your 'digital landscape' – the digital properties owned or operated by you, or operated by a 3rd party supplier and / or content distributed by others.

02

Publishing Agility - getting it right first time, faster. The removal of 90% of training and support costs with the consistent application of standards for confidence across every digital touch point.

03

Accountability – ownership and responsibility across editors, publishers and service providers. Providing independent reports against KPIs, ensuring you can monitor the detail to improve management.

04

Managing inevitable and continual change in an effective time efficient and process driven way – with scalable and continual auditing.

The
BENEFITS

12%
Overall cost saving across Digital Management

Benefits from investment in Sitemorse are numerous, key being consistency across digital – yet simultaneously reducing cost, removing risk and improving agility.

86%
Improvement in publishing efficiency

91%
Reduction in resources

Managing change – down from 15 months to
3 days

Sitemorse
MISSION

To replace the time consuming, costly and sporadic manual checking of online content with scalable, secure automation as the foundation of your Digital Governance.

To empower and provide accountability, from a position of independence - to those looking to drive disruptive innovation efficiencies across their organisation in so ensuring every digital touch point is continually optimised for search, compliance and the best visitor experience.

To enable clients to maximise and protect their online investment; ensuring their brand is delivered across all digital channels with minimal risk; replacing *hope* with **confidence.**

OUR PRINCIPLES

01
To improve the digital experience for all with the introduction of automation, saving time and reducing cost.

02
To ensure accountability across Digital Service Providers - internal or external.

03
To operate profitably, allowing us to grow successfully, break digital boundaries and continually invest in disruptive innovation to reduce digital management costs.

In supporting your journey to Digital Governance we endeavour to deliver a first-rate service and to continue to exceed expectations. It is important that commitments are continually met by you as much as by ourselves. **To us it is about doing great things with great people.**

About
Sitemorse

Sitemorse automation replaces sporadic and often manual assessment and searching of digital content - removing inefficiency and reducing costs by up to 12%.

Across every digital touch point we enable SMART Content™ and with our unique INSIGHT offer unrivalled immediacy in improving online user experience - whilst simultaneously increasing agility, improving optimisation and reducing risk.

Our 'Disruptive Innovation' seamlessly integrates with and enhances existing Digital Asset Management (DAM) and publishing (CMS) technology, establishing consistency and accountability across web, social, mobile and email content. As the backbone to your Digital Governance, Sitemorse streamlines management and enhances control - replacing *hope* with **confidence.**

Sitemorse®
digital confidence