

# SAS<sup>®</sup> Marketing Operations Management – Site Builder

Easily build informative websites without having to know HTML

## What if you could ...

### Easily create information sharing sites

What if you or any marketing team member could quickly and easily set up comprehensive and informative sites – on brand identity, marketing intelligence, customer support, etc. – without having to know HTML?

### Ensure proper access control

What if you could control who had access to certain topics and could ensure that only information relevant to specific users would be displayed?

### Enable user interaction

What if you could create internal websites that enabled two-way interaction by integrating discussion forums into the sites you develop?

## You can. SAS gives you The Power to Know<sup>®</sup>.

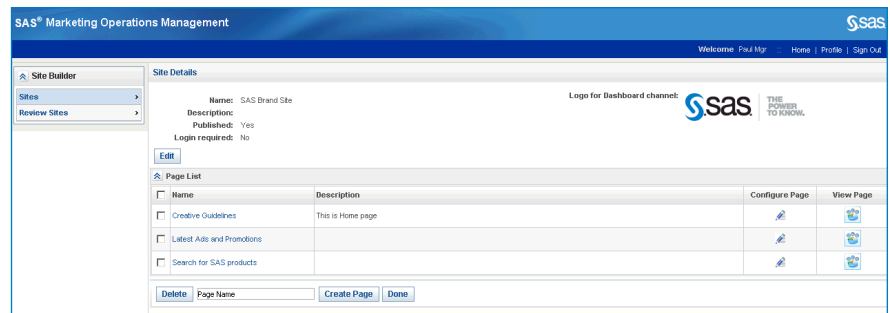
## How SAS<sup>®</sup> Can Help

Sharing relevant information is important to the success of any marketing organization. The Site Builder module of SAS Marketing Operations Management facilitates information sharing by making it easy to build internal websites packed with valuable information related to your brand, products, customers, etc. – without having to know HTML or any Web editing tool (FrontPage, Dreamweaver, etc.). The Site Builder module enables:

- **Easy site development.** Create, maintain and publish websites for marketing groups, sales teams, etc. – no HTML required.
- **Flexible content and layout management.** Categorize content via user-defined tabs and topics, and clearly specify access and usage guidelines.
- **Access control.** Grant team members access to information relevant to their

roles, while ensuring the confidentiality of proprietary information.

- **Collaborative site management.** Enable multiple authors to work together to develop and maintain a site without overwriting each other's work.
- **Easy search and retrieval.** Help users retrieve relevant information using guided questions and suggested look-up values to narrow search criteria.
- **Support for multiple content types.** Upload a variety of content – formatted text, images external links, etc. – and eliminate reliance on costly design agencies or the need for specialized graphical tools or Internet technologies.
- **Complete integration with other SAS Marketing Operations Management modules.** Take advantage of additional functionality, such as access to digital assets and the ability to incorporate discussion forums.



## Learn more

To learn more about SAS Marketing Operations Management, visit us online at: [sas.com/marketingoperations](http://sas.com/marketingoperations)

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