



## The CrownPeak Online Marketing Suite

| A Web site management guide for agencies to create value for their client's online marketing programs |

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## Introduction.

First and foremost, thank you for your interest in the CrownPeak Online Marketing Suite.

As an interactive agency, you serve as a trusted advisor for your clients. They depend on your expertise to help them develop their internet strategy, define the requirements for Web site management solutions – and then, of course, to design and support the ongoing management of their Web presence.

As we all know, priorities and strategies around managing Web sites change. Today it's email campaign management driving customers to a Web site, tomorrow it's search engine marketing and Web 2.0 functionality, and next week it's providing an easy way to drive new micro sites for product launches. Just as your customers rely on you to provide them with the strategic vision to realize their internet business goals - you should be providing them with a best of breed strategy to enable these solutions with a reliable, flexible, scalable and economical infrastructure.

## Who Is CrownPeak?

CrownPeak is the first and only company to provide world-class Web content management and site search as a software service. Now in our sixth year in business, more than 300 Web sites are managed by CrownPeak software. We work with clients such as Crowne Plaza Hotels, Hyundai Motors, The ACLU, Trek Bikes, EMI Music and The State of Virginia.

CrownPeak has been named to eContent's 100 most influential companies list, has won eWeek's prestigious Analysts Choice Award, is on ASP.com's list of Top 25 ASP's Worldwide, and has been a SIIA Codie Award finalist as Best Content Management Solution and Best Software as a Solution. InfoWorld also named CrownPeak CMS Technology of the Year as Best Content Management Solution, and IDC has named CrownPeak as "the only enterprise-level content management solution delivered as a SaaS."



## The CrownPeak Platform

Because CrownPeak's solution is a software service, there is no hardware to buy or software to install. The solution offers rapid development capabilities and a full scripting-based API to enable our partners to roll-out and manage customized solutions for their customers. The interface is simple enough for non-technical business users, yet powerful enough for high-end administrators. The CMS publishes out to any Web server environment, and so is entirely platform agnostic. User access is done through a Web browser making it easy for companies with remote users to manage multiple Web sites with a single solution.

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## What is The CrownPeak Online Marketing Suite?

A recent study published in multiple trade and industry magazine such as AdAge and B2B has issued a challenge to online marketers and advertisers: "Help Wanted: 21st Century Agency." What makes this unique is that this is a technology and services driven problem, because as these technology patterns continue to evolve and shift in media consumption they are beginning to expose major weaknesses in the traditional agency skill sets. So today's agencies must deliver technology and technology expertise as well as services (creative) to respond and help their clients capitalize on emerging channels and technologies.

This is why we created the CrownPeak Online Marketing Suite. To arm agencies with the technology and the expertise to help their clients navigate their online marketing landscape. Obviously the requirements, processes and specific uses will vary by industry, medium and each individual clients, but they all serve a purpose of moving the needle on some metric, be it leads, revenue, awareness, subscriptions, page views, etc.

To do this we quite simply bundled what we considered core technology and services for all online marketing programs and offer them to our agency partners as the centerpiece of our CrownPeak Partner Program. As this core it offers agencies a single solution to enable you to provide the customized and unique Web site management solutions that your clients demand. All without the overhead, time constraints, and worry about technology and resource limitations.

With the CrownPeak Online Marketing solution you get:

- ▶ Web content management
- ▶ Web site analytics
- ▶ Landing page management and optimization
- ▶ Web site search
- ▶ Email campaign management
- ▶ Search engine optimization
- ▶ Web 2.0 capabilities

## What Is The CrownPeak Partner Program?

Bill Gates, Larry Ellison and every other major software executive has announced that all software will be delivered as a Software as a Service (SaaS) in the future. As the technology delivery model evolves, it is critical for developers of all types to evaluate SaaS as an option. CrownPeak offers Web content management and related online marketing technology and services as a SaaS, and our Partner Program has been created to enable our partner Web agencies, ad agencies and system integrators to implement and manage the CrownPeak software for their clients.

Unlike most software services, the CrownPeak solution is both full featured, fully customizable, and completely open for developers to work with. It's straightforward for developers to learn how to implement the system. In fact, we provide free training, free developer support, and a complete set of developer reference documents and "how-to" documents.

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Our agency partners benefit by capturing all of the services revenue from implementing, customizing the CrownPeak Online Marketing Suite. They capture services revenue from integrating content management with other tools such as analytics, email campaign management, e-commerce, and CRM. Agencies work with their customers to get the content imported, which is often a large project in itself, training the end-users, and project managing the work. Agencies also do their traditional work on the site, of course, including design, information architecture, strategy consulting, and custom application development. And finally, any Agency Partner can choose to sell a support agreement to the customer, to provide ongoing services and support for the technology infrastructure.

The advantages for our Agency Partners are many:

- ▶ Provide your customers with a world-class, highly reliable platform from the market leader
- ▶ No software to purchase, write, or support
- ▶ In the unlikely event the system goes down, we get the call at 3:00 AM not you
- ▶ All infrastructure is provided – hardware, network, power, rackspace, supporting hardware
- ▶ All management and maintenance is provided – backups, disaster recovery, security management, 24/7 monitoring and response, guaranteed performance and uptime, and so on.
- ▶ Integrated offerings in related areas – search, email, analytics, CRM, Web hosting
- ▶ Simple contracting process – customer simply fills out an online form and off you go

Typical customer engagements will bill \$40k to \$100k, but we have had agency partners bill clients as much as \$350k for larger, more complex projects. A typical support agreement sells for between \$600 and \$1,200/month.

## How Does The Program Work?

By signing up for the CrownPeak Partner Program, you and your team will be delivering world-class Web site management software and services to your clients.

Your clients are currently coming to you seeking one or more of these kinds of solutions:

- ▶ They need to manage the content on their Web sites using an easy-to-use system, that's flexible and powerful – and empowers them to manage all of the content on their site.
- ▶ They need a system to index and provide search for their Web site
- ▶ They need a Web hosting solution in a managed and secure infrastructure
- ▶ They need integration with other elements of online marketing/site management applications such as email campaign management, Web site analytics, advertising, authentication, ecommerce or other custom elements.

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To solve these challenges for your customers, you've likely considered a number of solutions including installed software, open source software, hosted services and, of course, developing custom solutions for your customers. Each of these has their own merits, limitations and unique requirements.

But the key with the CrownPeak Partner Program is to enable you to provide the customized and unique Web site management solutions that your clients demand, without the overhead, time constraints, and worry about technology limitations.

**Put quite simply; if you're looking to outsource a complete Web site management platform – CrownPeak provides you with a turnkey way to manage your client's sites.** But, if you're like most interactive agencies, and have developed custom or have deployed other solutions to manage specific areas of their sophisticated sites. CrownPeak's approach is to integrate with your solutions – without making you recreate the wheel.

So, whether you are interested in simply driving revenue by referring customers to CrownPeak (the Partner Agency) or whether you're interested in using CrownPeak as an enablement platform to provide those solutions yourself – we are happy to have you as a partner.

The next section document is the anatomy of a Web site management project, and how you can use CrownPeak's Online Marketing Suite to enable your agency to make more, highly profitable revenue using either model. This certainly is not a definitive list of what you can accomplish with the CrownPeak Online Marketing Suite. In fact, it's just a starting point. This is a "field guide" that you can use to see if CrownPeak's Partner Program is right for your business.

## PROGRAM LEVELS

### CrownPeak Partner Agency

Become a CrownPeak Partner Agency and you will learn more about how CrownPeak solutions will help your customers. Plus, receive leads from CrownPeak when we have customers asking about Web site design, strategy and/or other services you provide.

### CrownPeak Enabled Agency

Become enabled to sell and support CrownPeak software for your customers. Every CrownPeak Enabled Agency receives:

- ▶ An instance of the CrownPeak Software to use for your own Web site or for a demo to prospective customers.
- ▶ Free Introductory Developer training - and access to documentation for your development team.
- ▶ Access to a dedicated CrownPeak Partner Representative who will be available through email to answer questions.

All we ask in return, is that you bring at least one customer to CrownPeak within the first year of becoming a CrownPeak Enabled Agency.

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## CrownPeak Certified Agency

In either of the above programs, you're eligible to become a CrownPeak Certified Agency meaning you'll receive leads from our sales team. This will not only include CMS related projects - but Web site design, and other types of Web projects that our customers often ask us about.

# ANATOMY OF A WEB SITE MANAGEMENT PROJECT

## Getting Started

For the moment, we'll start by assuming you are a CrownPeak Enabled Agency, and that you are interested in providing your customer with direct support and management of the applications.

As a CrownPeak Enabled Agency, you already have a distinct instance of the CrownPeak Software for your use. You may use this instance as a demonstration and/or development sandbox or to manage your own Web site, whatever makes the most sense for you. In order to become accustomed to developing within the software, you've received free developer and sales training from CrownPeak – and now you have a customer who's looking for a content management system for their new Web site. So, you're ready to enable this client. What next?

## The Project

The CMS implementation project will typically fall into the following four-step process:

1. Decide and Buy
2. Implement and Integrate
3. Manage and Maintain
4. Upgrade and Enhance

### 1. Decide and Buy

Based on the size of your customer and their project, you already have a number of options using CrownPeak Online Marketing Suite.

Chances are, your customer isn't too familiar with content management systems – and before you define the solution for them, you'll want to engage with them to develop the Project Definition document. This "project definition" will be your requirements as you gather all of the desired outcomes and new capabilities, and start to map them against a set of functions that you'll need to implement using the CrownPeak CMS.

At this point, you can engage with your Dedicated CrownPeak Partner Rep, who can help you scope the project, recommend the level of effort you'll need to deliver the implementation, and provide initial pricing for the software licensing. If you ask nicely, they may even help you put together the solid statement of work that will deliver success for your customer.

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Your Dedicated CrownPeak Partner Rep will also help determine what role you want to play in the coming implementation. If this is your first project, you may want CrownPeak to help substantially with the implementation and development. Or, if it's your tenth project, or your team is well versed in the CrownPeak system, you may elect to only have CrownPeak provide the software licensing, and you can capture all of the implementation and customization revenue of the project.

Once your first customer is ready, and we're clear on our role, you're then ready to move to the next phase:

## 2. Implement and Integrate

Entire books have been written about this next phase, and we certainly won't try to capture all the detail here. Additionally, as an interactive agency you're already well versed in delivering technology based projects to your customers. But depending on CrownPeak's role on the project, your project plan will largely look like this:

1. Site HTML and Design
2. Content audit, both current and retired (concurrent with implementation)
3. CMS implementation and integration
4. Develop workflow and approvals
5. Review initial implementation (initial Q/A)
6. Make iterative changes and critical initial launch path
7. Content migration (existing site) or creation (new site)
8. Training
9. Test publish
10. Publish to the live site
11. Q/A
12. Launch

The key here is that with CrownPeak Partner Program, you have a dedicated resource available to you at all times to help with any or all of these steps.

As a CrownPeak Enabled Agency, you have a ton of flexibility here. You can take on all development and implementation where you simply call your CrownPeak Dedicated Partner Rep and say "set me up with a new account", or you can simply facilitate the introduction between your client and CrownPeak. The choice is yours.

## 3. Manage And Maintain

Helping your client implement the right Web content management software, but developing the right plan for services and support of that application is even more important. Remember that content management is different from almost every other type of application. It's whole purpose is to facilitate change. And that means NOT ONLY facilitating content changes, but facilitating changes to templates, structure and integrations with new applications.

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This is one of the key benefits to offering CrownPeak to your clients, as opposed to a custom built solution or an installed product. Using CrownPeak you will be able to deliver new features, integrations and enhancements to their existing implementation – in a fraction of the time that it takes you to develop custom software. Whether you choose to pass these savings on to your customer is your choice – but you're delivering those same services much more efficiently.

As part of the ongoing relationship with your customer, we recommend developing a support and maintenance agreement with your customer. This agreement will typically identify an application owner. Often this may be your Account Manager, who manages the project implementation and later could train new users, plan application changes, etc. This may also be the person who will interface with CrownPeak for additional integrations for complete Web site management such as Email Campaign Management, Analytics, Hosting, Ecommerce etc...

So the bottom line is this; don't skimp on building post-launch services into your project plan and budget as you start your next project. Define the players and responsibilities in the immediate post-launch "tweaking blitz" and for the multi-year maintenance, upgrade and modification program.

Then, once you have a handful of projects under your belt, you'll have complete domain expertise and capability to provide both the implementation AND the ongoing support and maintenance. Getting them both right is the key to a successful CrownPeak agency partner.

#### 4. Upgrade & Enhance

So, of course, one of the key benefits of a CrownPeak Enabled Agency, all software upgrades, management and infrastructure is managed for you 24/7/365. New features and enhancements to the software are all included in your and your client's contract.

This is a huge benefit to your clients, because now when they call and ask for that feature they forgot about you don't have to say "give us six weeks and we can add it into the project". If it's an existing feature, you may just be able to "turn it on" for your customer. Or, if it's a custom feature, most times it's simply a matter of a quick customization and some template work and you can roll it out to your client. And of course, it's all fully managed and secured from that point forward. No more figuring out how to roll out new development versions of a customized application.

But, as with any project, and because you're providing such an effective management and maintenance support plan, you'll soon be called upon to add a Web site, change the design or just add features. This is so much easier with CrownPeak. Instead of rebuilding the site, you simply focus on the primary aspect - the new design. These new templates can then be added in, and published.

The key here is to approach these projects as just mini-versions of how you approached the initial project. So, you can go right back to the beginning of this document and start the process all over again.

# Conclusion

As a CrownPeak Partner, you're getting much more than world-class software and services. You're getting a partner that is an expert in Web site management - your CrownPeak team is there with you each and every step of the way to make sure your delivering value to your client.

Choosing the right Web content management solution will truly strengthen your business. It will put an end to the constant "leakage" from fixing issues. It will put an end to security concerns from under-supported applications. It will give your developers the flexibility to continue to expand and modify the solution for your customers quickly and easily. And it will keep you in constant touch with the customer, so you are able to keep that customer for many years of related design and strategy work.

# Next Steps

Remember, no matter what level of partnership you choose, you get FREE OF CHARGE:

- ▶ A Free Instance of the CrownPeak Software – to use as your development/sandbox for testing or to manage your own Web site.
- ▶ Free Developer level training and documentation for your development team.
- ▶ Access to a dedicated CrownPeak Partner Rep who will be available through email to answer questions.

All we ask in return is that you bring one customer to CrownPeak to be established as a CrownPeak partner.

And remember, once you get three projects under your belt, you're eligible to be CrownPeak Certified – meaning you'll receive leads from our sales team. This will not only include CMS related projects – but Web site design, strategy and other types of projects that we are often made aware of.

To get started, just email us at [partnerships@crowpeak.com](mailto:partnerships@crowpeak.com) or visit [CrownPeak.com](http://CrownPeak.com) and sign up through the Agency section of our Web site.

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