

# Fusion

## Elegantly simple power

You need the Fusion CMS integrated into your new site because:

### It is easy

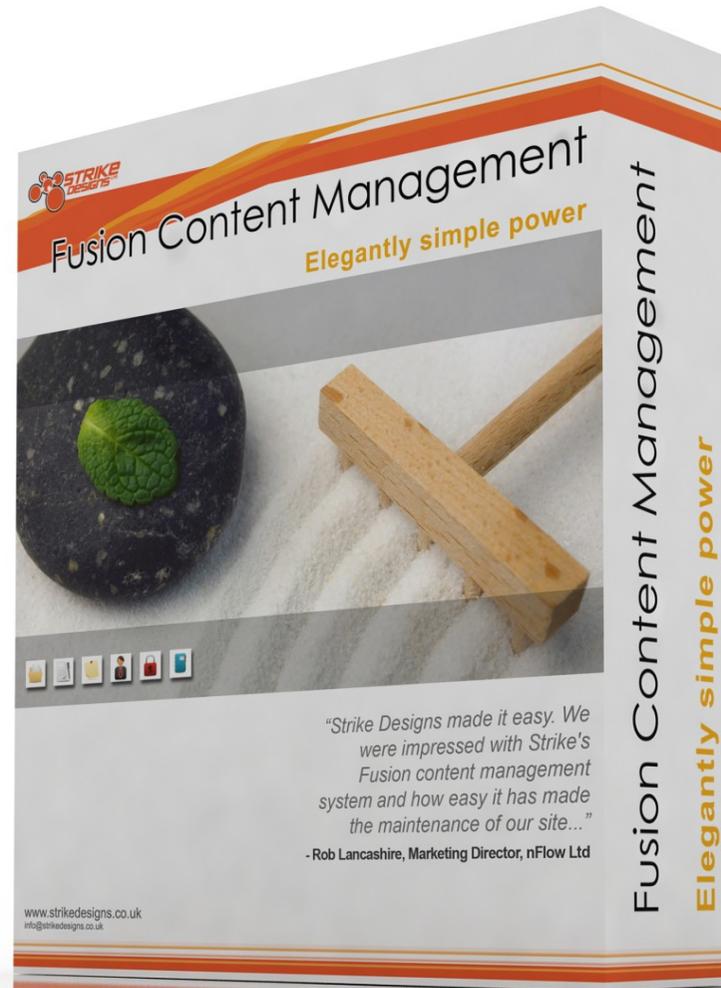
Adding a new page or product to your site can take less than two minutes.

### It is proven

The first release was in 1999 and since then has been continually refined and used in over 100 sites.

### It is powerful

It is built and tailored with your organisation and your strategic goals in mind. Fusion is feature rich for you to drive your on-line presence.



# Easy to use, powerful web site management

## How it works

The Fusion CMS allows you to manage and design all content within your website. This is all done on-line, quickly, easily, and with no specialist software. Your website can be updated by your staff as fast as your business moves.

Once your staff have securely logged in they can then add, edit, manage and remove content on your site, upload and manage documents and images and produce and export reports.

## Examples of companies using Fusion:

- County councils
- Solicitors
- Retail outlets and on-line stores
- Publishers
- Networking and community companies
- Consultancy firms
- Awards and events
- Travel firms
- Property developers
- Software development houses

## Uncomplicated content management

We know that not everybody has Bill Gates' level of expertise so we've designed Fusion from the ground up with two core goals:

1. To make it as easy as possible for your staff
2. To provide a rich functionality set to give you and your staff everything you need to drive your on-line presence.

## Powerful design features

The Fusion Content Management Systems provides one of the most powerful on-line content design systems that is as easy, if not easier, to use than Microsoft Word.

### Some of the many features include:

#### Full range of wizards

A full range of wizards which allow you to insert content such as images, tables, documents, text-areas, email and Internet links, video, audio and Flash animations. Each wizard contains a set of easy to understand stages that when used by your staff provide all the formatting options you would ever require.

### What our clients say about Fusion:

*"We were impressed with Strike's Fusion content management system and how easy it has made the maintenance of our site."*

— Rob Lancashire, MD, nFlow Ltd

*"Our site is stylish, high quality and surprisingly easy to update using the Fusion CMS."*

— Simon Whitely, Partner, Kingsmead Homes LLP

*"The Fusion content management system gives me complete control of the content and is extremely easy to use."*

— David Osrin, MD, Music Makers Ltd

*"The Fusion content management system is easy to use, and when occasional assistance has been required it has been provided promptly and efficiently. We look forward to working with Strike Designs in the future as our business and website evolves. "*

— John Ord, MD, Dynamic Energy Products Ltd

### Inline edit mode

Edit and review your web page directly as it appears within your website. This obviates the need to switch between the CMS and the front page and allows you to see the actual changes as they go in.

### Full range of text editing facilities

The full range of editing facilities are supported including bold, italic, underline, strikethrough, superscript, subscript, indent, bullet points, lists. This makes it extremely simple to edit text.

### Full auditing facilities

Full auditing facilities are saved when adding, editing or reviewing content so you know exactly who has done what and when. At any time you can roll-back to a previous revision allowing you to track the changes made or to re-publish an earlier version.

### Comprehensive help and tutorial system

A full range of help and tutorials are available right when you need them. Want to know how to get your company's latest performance chart from an Excel spreadsheet onto your website? Simply follow the steps within the tutorial.

### Can't find an answer to your problem?

Send an email directly from the system to the support desk at Strike Designs. We will aim to get back to you within 24 hours with an answer, alternatively you could simply ring us!

## Five easy steps to add a page to your new site using Fusion:



1. Once you've securely logged-in click Add Page from the dashboard.



2. Add a page title and enter the body of your new page.



3. Enter the page summary to help boost your search engine placement.



4. Click the Publish button.



5. Your page has been created.

# Why you should choose Fusion over other content management systems



## Tailored to suit you

Fusion isn't a bespoke CMS. Version 4.0 is in use on fifty or so websites but appears different for every client as each instance is tailored to meet their exact requirements. This means that, unlike most commercial CMSs and open source systems it's not laden with unused and irrelevant functionality. This 'one size fits all approach' makes these types of CMSs difficult to learn and a lengthy process to add content.

Being completely tailored means that Fusion is built around your designs / site functionality and layout and not the other way around. With some CMSs there are a finite number of templates / content types which is both limiting and makes each site appear similar to the last.



## More secure than Open Source

Open Source CMSs have very obvious security issues because all of the source code can be downloaded and inspected by anybody. Details of security holes are then published, either with good intention so that a fix can be made, or with malicious intent.

Once details of security holes or poor programming are made available all sites using the Open Source software become vulnerable. The security holes can then be exploited easily by somebody with little or no programming knowledge. It is therefore a routine job of the site owner to regularly apply security patches to their Open Source content management systems as the details of the security holes remain in the public domain.

## Distributed infrastructure

You know the one about putting all of your eggs in one basket? With some content management systems the login area for all sites is hosted in a single location so all website owners login to this one area. The problem with this is that you are then tied in to that one server hosted by the one company. If the server crashes, the software goes wrong or even if there is heavy network traffic all of the site owners cannot login. This also means that it becomes impossible for the sites to be split down individually and hosted elsewhere so it will more than likely mean that if our competitors go bust all their sites will disappear or their CMS will become inaccessible.

With Fusion each site is created with its own instance of the CMS. This means that we can take any site and host it on any server. Whilst we prefer, and encourage our clients to host their sites with us (it's easier and better for the both of us) we can host the site on their servers or even on a simple shared hosting account. Because our sites are an instance of Fusion there's no danger that an automatic or manual update will cause the corresponding sites to come crashing down.

## No ongoing payment

With Fusion there's no ongoing payment and so no worry about being 'cut-off' for a late monthly payment.

## It is incredibly easy

Don't take our word for it watch our on-line tutorial and see just how quick and easy it really is to add a page to your site using Fusion.



[www.strikedesigns.co.uk/make\\_it\\_easy.php](http://www.strikedesigns.co.uk/make_it_easy.php)

## Fusion: The history

We've been refining, updating and growing Fusion since 1999. It was originally developed alongside publishing companies to support their magazine websites. It wasn't long before the immense power of Fusion was realised for the majority, if not all, business sites.

In recent years the term Content Management System has been coined and a number of competing systems emerged. The un-complicated approach to the publishing system combined with the powerful page design facility means that Fusion has remained at the forefront of the competition.

In 2007 Fusion 4.0 was released offering elegant, easy to use site administration and management with almost unrivalled power at a low, one-off cost.

# Why choose Strike Designs

**We build long term relationships with all of our clients. Our clients value us because:**

## **Never any hidden costs**

Our costs are always transparent and always broken down for you, costs for any additional work will be explained to you prior to starting the work and there are never any hidden or unexplained costs.

## **All of our work is done in-house**

We never outsource any of our work, we aren't re-selling somebody else's software and we never use stock templates or designs. This means we always produce work of the highest quality, we can always tell you exactly where we are through your project, we are free to tailor and rewrite our software to meet your exact business requirements and you won't see your site design in use on another site.

## **We are focused on your organisation**

We are focused on your organisation. We are dedicated to providing you with a product that can add real value to both you and your customers. We apply the latest technologies when they support your business, not because we want to experiment with them.

**We are a dedicated, innovative design agency, focused on empowering you and your business.** Our experience and expertise means we get it right, first time.

**We form long term, supportive and mutually beneficial relationships with all clients.** Our prices are always transparent, with no hidden costs or nasty surprises.

We always look at ways in how we can raise your profile, reach a much greater target audience, engage that audience and increase the conversion to customer.

### **Proven processes**

We've been tailoring our processes for the best part of ten years and we've got it to a fine art. Our processes always ensure success for every one of our projects.

### **Above all we are dependable, available and personable**

We don't employ ticket support systems: the "Do not reply to this email, your question is in a queue" systems. If our clients have any questions at all they know we're at the end of a telephone line even if it's completely unrelated to the project.

We value face to face communication because we understand that our clients' time is precious and what can be succinctly discussed in a thirty minute meeting can take hours of typing, miscommunication and frustration.

# Further information

Contact us today for a demonstration or to discuss your commercial requirements:

**Telephone:** 0845 257 0529  
**Email:** [info@strikedesigns.co.uk](mailto:info@strikedesigns.co.uk)  
**Web:** [www.strikedesigns.co.uk](http://www.strikedesigns.co.uk)

