

Content Management and Database Publishing Services

Cost-effective Solutions

echnical products often have time-sensitive information that creates a challenge for companies to keep their communications up-to-date in today's fast-paced consumer environment. Large product selections or with pricing tied to volatile resources make it burdensome and expensive to update user manuals, catalogs and web sites as frequently as the market demands. This burdens tech support and other staff without generating sufficient additional sales. To address this, systems and services to make information management and publishing more efficient have grown in popularity.

Content Management Systems (CMS) store descriptions, pricing and other product details in a database, making it easier for staff to keep this information current. There are several commercial CMS products on the market, and while they offer excellent management options, most are designed for a much larger volume of information than small to medium-sized companies require. This may create the impression that the CMS approach is unsuitable for those with limited needs or budgets, but all that is needed is to scale the application for managing a smaller data set. Our approach is to create the CMS using the office applications that your staff already know and use, reducing high initial product costs and the need for extensive training.

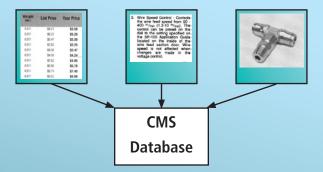
Our **Database Publishing** solutions tie CMS product information directly to the applications used to create documents. Documents requiring frequent updating, complex formatting and multi-format presentations can be maintained and published with minimal input from staff, and using previously validated data reduces the overall workload and increases accuracy.

Terra Tu has provided database applications and publishing services for over 20 years. We can provide your company with the tools to easily maintain your product information, allowing you to publish your documents more frequently, with predictable costs and shorter production time. Savings realized by using our systems and services quickly recover the development costs.

We Offer:

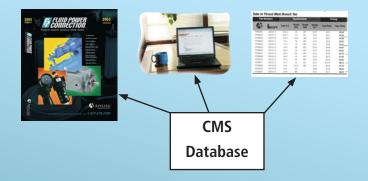
- * CMS database design and development
- * Database publishing program development
- * Training and support
- * Print and web design and implementation
- * A complete range of publishing services

Content Management Systems



Content Management Systems (CMS) provide an easily maintained integrated database for your product information. CMS solutions from Terra Tu are based on office applications that your staff use daily, reducing the need for special training. Our easy-to-follow user manuals provide step-by-step instructions for maintaining your database and using the CMS.

Database Publishing Systems



Database Publishing uses the CMS as the primary source for producing and updating your catalogs, web sites and other communications. Our systems are designed to allow your staff to quickly and easily generate content and materials for use by your publication designers. Some solutions can create documents directly from the CMS with little or no additional user involvement.

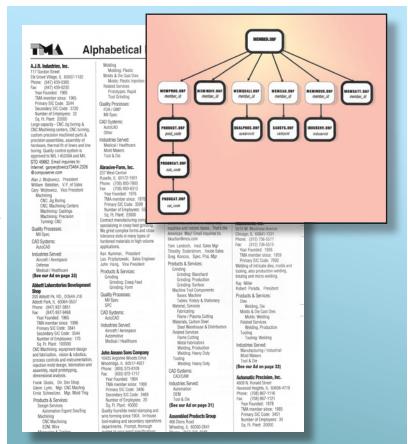
Proven Results

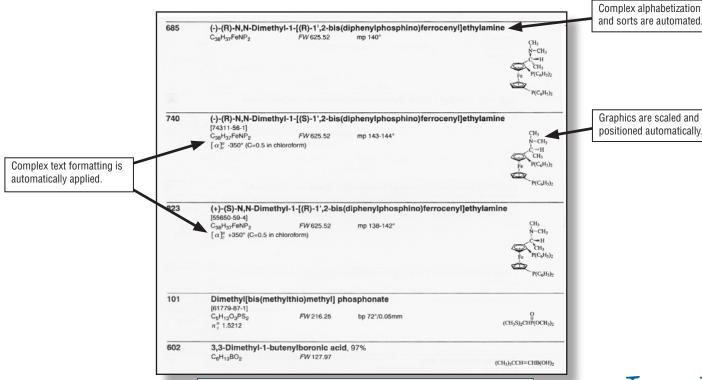
Users of our publishing systems have experienced

- ***** Easier management of product information
- * Faster publishing turn-around times
- * Significantly reduced publishing costs

hicago's Tooling & Manufacturing Association has been serving regional industries since the early 1900s. Their legacy database had been ported from their mainframe computer to a PC network, and they desired an automated publishing system based on commercially available software. Terra Tu was chosen to develop this system because our experience in database development as well as publishing allowed us to evaluate their options and create the best-suited system for their needs. The solution we provided allowed their staff to publish the various sections of their Manufacturing Guides simply by clicking on icons.

igital Specialty Chemicals' catalog has over 12,000 formulations aimed at professional chemists. The page layouts contain terms and formulae that would be difficult for a graphic designer to set and proof-read. A database maintained by their expert chemists was used as the source for our automated publishing process, assuring accuracy and efficiency.





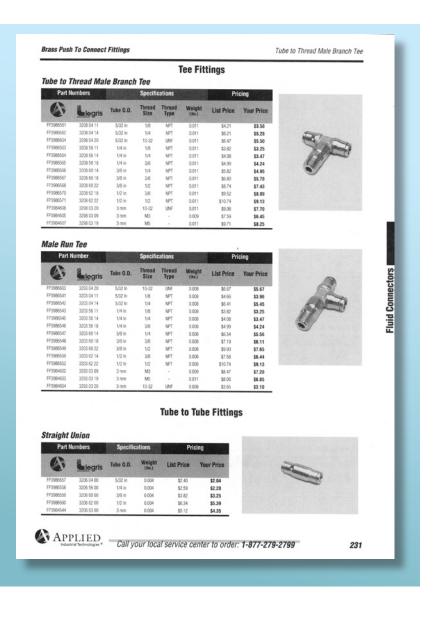
Done manually, this layout required over 1 1/2 hours **per page**. Our database publishing solution was able to lay out the entire book with over 12,000 product listings in **under 4 hours** without requiring any manual input!

Terra Tu Technical Graphics & Media Additional Benefits

he Fluid Power division of Applied Industrial Products was in need of a products catalog, but the commercial Content Management System that Applied would use for all their divisions was still being developed. Terra Tu was brought in to create the original 500 page catalog with the idea that their CMS would be available for subsequent publications. The catalog was completed on-time and on-budget, and the result was that the Fluid Power division became profitable within two months of its introduction.

Since the catalog contained prices for its thousands of products it was necessary to update the catalog the following year, but their CMS was still unavailable. Because Terra Tu undertakes most technical products publications with applications compatible with custom programming, we were able to revise the catalog by writing programs to update their pricing from the office applications used by their staff to manage their product information. The revision was completed much faster and at a far lower cost than a manual process could provide.

Let us bring speed and economy to your technical publications!



Expertise in the creation of:

- Information management applications
- ***** Data reporting tools
- * Automated publishing solutions

