

## Feature Overview

# Banno Content™

## Updating your website with relevant content has never been easier

Supplying a website with the amount of fresh content users expect is a huge task, but we believe that many hands – and great tools – make light work. With Banno Content, it's easy for anyone to hop on and help out with creating and implementing web content.



### Intuitive Content Creation

Word-style text editing, built-in ad placement and image modification, easy-to-build tables for layout control, and simultaneous access to stored assets make it easy for the whole team to contribute to your financial institution's web content creation efforts.



### Efficient Approval Process

Ensure the right people see newly-created or updated content before it lands on your website with a built-in approval system – guaranteed to simplify the process for stakeholders and the marketing team alike.



### Enhanced Publishing Workflow

Take charge of sharing new content or updating existing content with flexible publishing tools, whether updates need to go live instantly or be scheduled for sometime in the future.

# Banno Content

You know that supplying a website with the amount of fresh content users expect is a huge task. We believe that many hands – and great tools – make light work. So call in the team and get ready to work smarter, not harder, with Banno Content. create content intuitively

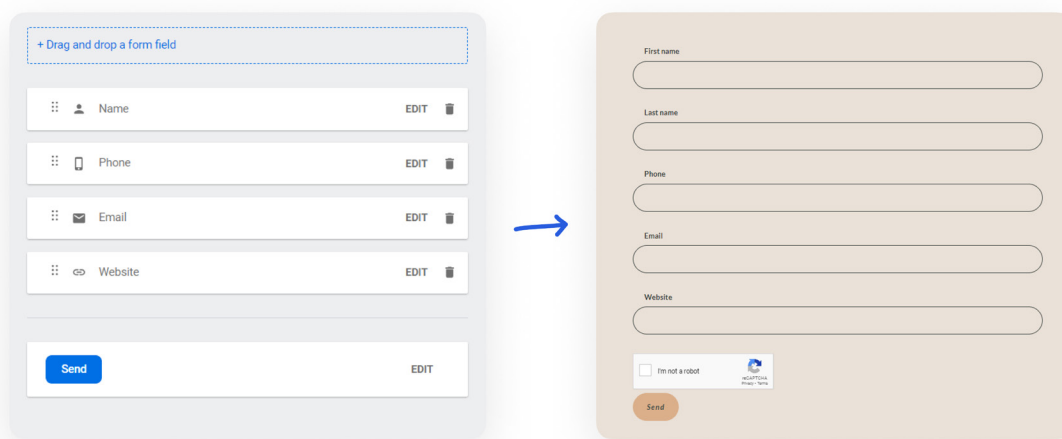
Gone are the days when your financial institution had to wait for the tech guy to get a spare moment before content could be updated on your website.

## create content intuitively

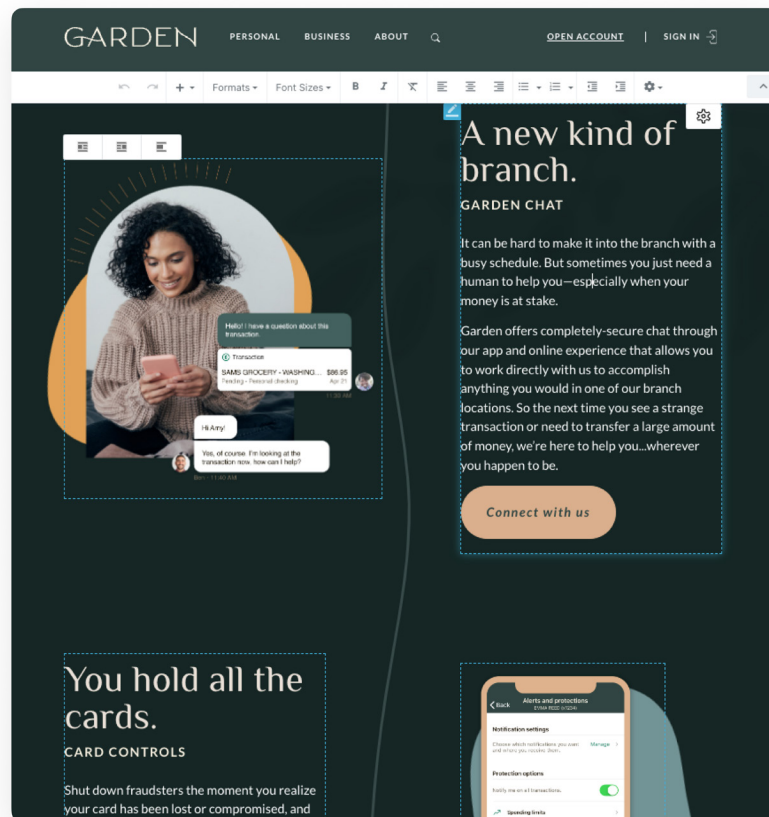
Gone are the days when your financial institution had to wait for the tech guy to get a spare moment before content could be updated on your website.

### Add It All to Have It All

New website pages. Additional navigation. Ads. Forms. Rates. Locations. Image editing and placing. It's all there, and anyone can contribute because it's so intuitive.



Banno makes it easy to add content and make it look good. Our page layouts are specifically catered to the needs of financial institutions – simply add text, place photos, and format everything as you would in a Word text editor. Everything you build in Banno Content is WYSIWYG (what you see is what you get).



## Keep It Together

Everything you add to Banno Content stays in Banno Content. Think of it as a secure library of all the content assets you've ever used – and your entire team has direct access to it. No more wasting time re-creating content or digging through old files to find what you're looking for – it's always there in an easily-searchable interface.

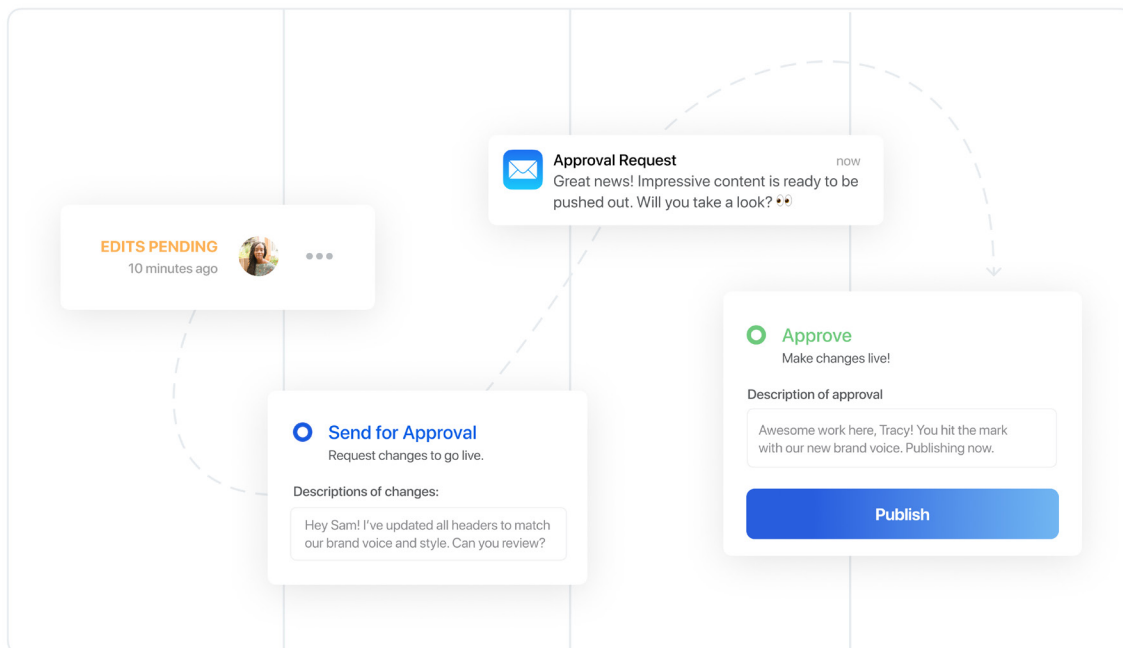
Banno Content even makes site-wide changes a breeze. Make edits to forms, rates, or location information in one place and they'll be updated instantly wherever else that content exists on your website.

# streamline your approval process

It's important that everyone is on the same page before new content launches into the world. Banno Content makes it simple to share completed work and receive approval without adding extra meetings to your busy schedule.

## No Change Left Unchecked

Banno Content has a built-in approval chain process to expedite the internal feedback loop. Website changes might start with the marketing team, but they often need sign off from other stakeholders before they can be implemented. Our Content Management System (CMS) feeds website changes to all the right people before they go out.



Access to a full audit trail holds content generators and approvers accountable for how your institution is being represented online. All changes are tracked via Activity in the back office, providing you essential documentation in case of an audit. You can efficiently sort changes by user and page, find detailed notes of changes, and access snapshots of the site, ensuring you're prepared when an audit arises.

Finally, you can rest easy knowing that you're protected against unauthorized content changes. Each user has secure access to the system with unique credentials, and with permissions, you can grant access to different features and data depending on individual user roles.

# enhance your publishing workflow

You've spent time creating new content and getting proper approval. Now comes the exciting part: sharing it with your users.

## Publish on Your Time

Publish now, or publish two months from now. With instant and scheduled publishing, content is pushed on your time – whether you're flying by the seat of your pants, or doing December's work in October because your marketing team vacations hard around the holidays.

Not only does Banno Content make it simple to keep your user-facing content up-to-date, it also gives you the opportunity to update search engine meta information – which is key to users finding the information they are looking for.



## ready to change the way you manage content?

Let's talk about this together. [digitalexperience@jackhenry.com](mailto:digitalexperience@jackhenry.com)

For more information about Jack Henry, visit [jackhenry.com](https://jackhenry.com).