

# Web Driver™

content management system (CMS)

# Data in Web Driver™

## - ERP Data / Information

example: products, inventory, customers, pricing  
visible in Web Driver (as fyi only)

automatically sync'd with ERP / financial software

goal is to eliminate 100% of re-keying of data

ERP system is and will continue to be the system of record

## - Website Data

example: web pages, nav links, categories, seo meta data

add, edit, view, delete in Web Driver

individual changes through interfaces

bulk changes through excel / CSV uploads and downloads

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