

## New Content Delivery System Saves Time and Increases Efficiency

Written by Australian Business

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LOS ANGELES, Oct. 23, 2013 /PRNewswire/ -- Set It & Forget It is a new sales and marketing content delivery system which provides users with supporting documents and multi-media assets at their fingertips. In fewer than six hours, its computer-based system and service alerts the end user to updated content. Offline accessibility, light-weight architecture, and simplicity are what set it apart from other document management systems.

Customizable content delivery tools include desktop and iPad-based systems. Once the service is set up, end users can easily and quickly access content in just a few clicks; they can essentially Set It & Forget It.

"While there are many programs that focus on customer relationship management (CRM) tools, after working in the life science industry for more than 30 years, I realized there was an unmet need in the area of content delivery and management; it was either missing or inefficient. So, I created a tool that places content of any type at the user's fingertips," Mike Troutman, founder and CEO, Set It & Forget It, says.

Set It & Forget It's customizable content delivery tools are ideal for sales and marketing teams working internally as well as in the field. Sales tools are the materials that personnel need to sell and support their products. Items may include: marketing brochures, presentations, videos, troubleshooting information, specifications and competitive information. This content needs to be current, consolidated and easy-to-use to increase efficiency of the sales cycle.

Troutman's six-step solution includes: content collection; revision control; delivery as localized content; updating; notification; and ease-of-use.

An easy-to-use user interface for the Custom Content Tool Box is where existing revisions can simply be dragged and dropped, saving time for the user and contributor. This user interface can also be easily customized.

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And, as the old adage goes, "time is money." Consider these cost savings: A piece of content takes 70 seconds to access. Now, it takes 10 seconds. That saves one minute of time per piece of content. So, if an employee makes \$60 per hour and accesses one piece of content per day, that's \$1 per day, \$25 per month or \$300 per year. 100 employees accessing one document per day over the course of one year would total \$30,000 in savings.

The bottom line is that this is a simple, low-cost, custom content delivery system which can be initiated without the need for an expensive CRM system. Once installed, the user can Set It & Forget It while resting assured that the most current content will be there when they need it.

About Set It & Forget It, Inc.:

Founded in June 2013, Set It & Forget It, Inc. is a consulting firm that specializes in sales tools for customized content delivery systems.

View a video: <http://youtu.be/JgoEgxNPWYM> ; and get more information: <https://www.setit-and-forgetit.com/>

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