

User management

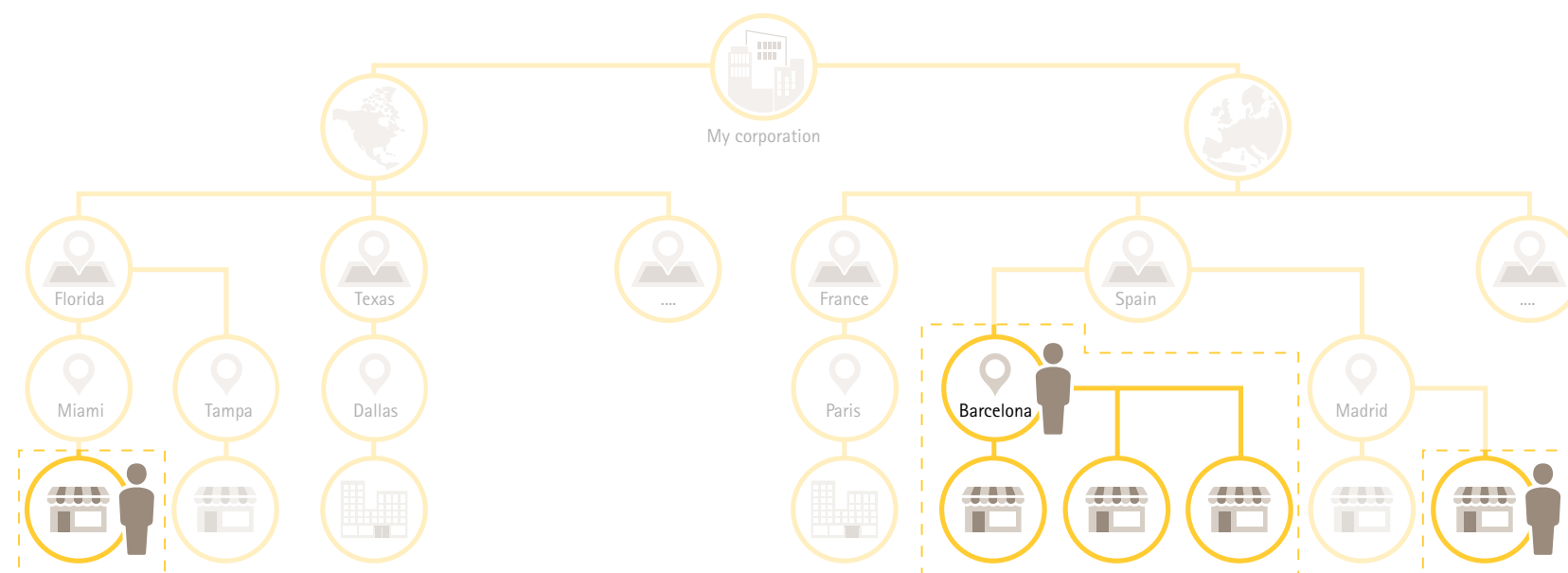
The **right** experience

When audio across an organization isn't unified, user management becomes complex. Not only do user accounts need to be duplicated in all the separate systems, but individual users must sign on separately to each and every site they manage. Unifying the systems – so there's a single user account database and single sign-on for users – is a game-changer when it comes to efficiency. Furthermore, central control reduces the risk of configuration mistakes that can create security risks or other points of failure.

User management

Hitting the **right** note

Central control lets you determine core content at HQ, so you maintain consistency across sites – for example, securing a specific brand experience for retail stores. At the same time, by assigning access rights and permissions to other users in the organization, you can ensure the right people can localize a global campaign, or schedule workplace announcements required by local law.

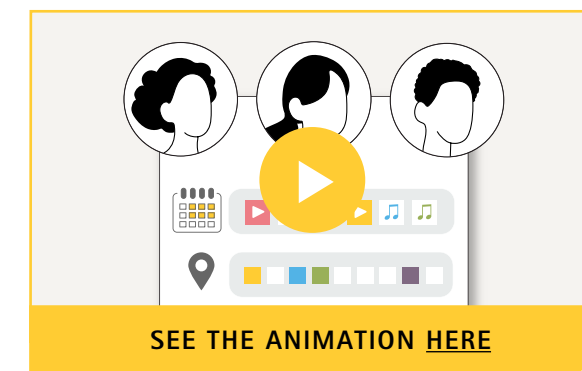


Access rights

Groups or individual users can be given access rights to specific sites. You might give an administrator access rights to all of South America, but a content manager for Chile would only have access to sites in that country. Meanwhile, a local site manager might only be authorized to access her specific site in Santiago.

Permissions

Each user can also be assigned specific permissions. Your head of IT might have administrator permissions for all sites, while a regional marketing manager is restricted to sites in her region and with permissions relevant to her role – for example, content management.



SEE THE ANIMATION [HERE](#)