



CONFIGURED CONTENT OPERATIONS

Bellbird Enterprise

# Turn the content plan you already have **into** **a working system**

Bellbird Enterprise takes the spreadsheet a business already relies on and turns it into a structured workspace for planning, drafting, review, approval, scheduling and reporting — without asking the team to re-enter a year of work.

COMMERCIAL OVERVIEW

THE STARTING POINT

## Bring the spreadsheet your team already uses

Its useful structure becomes the foundation of the workspace, with gaps and inconsistencies resolved during onboarding. Bellbird Enterprise preserves the dates, channels, campaigns, content pillars and the content work the business has already invested in.

This is assisted migration, not a generic upload-any-workbook promise. Each source file is reviewed and mapped so fields, statuses and dates arrive correctly in a workflow configured around the organisation.

### Bellbird Enterprise is a configured platform, not a template

Terminology, workflow stages, defaults, roles, reporting and approved publishing connections are shaped around the way the organisation actually works — rather than inherited from somebody else's process.

265

CONTENT ITEMS IN THE FIRST  
LIVE WORKSPACE

6

WORKFLOW STAGES

5

CONTENT PILLARS TRACKED

2

PUBLISHING PATHS

WHAT THAT PROTECTS

01

### Keep the existing plan

Preserve dates, channels, campaigns, content pillars, ownership and the work already invested in the calendar.

02

### Improve the workflow

Connect briefs, copy, assets, feedback, approvals and scheduling in one shared operation.

03

### Bring the team together

Use one live source of truth across pipeline, calendar, week and list views instead of parallel files.

04

### Configure around the business

Shape terminology, defaults, roles, reporting and approved connections around the organisation's real process.

BUSINESS BENEFITS

## A clearer way to run content operations

Bellbird Enterprise connects the planning, production and oversight work that usually ends up scattered across spreadsheets, message threads and separate platforms.

01

### One live content plan

Replace parallel files and status chasing with one shared calendar across pipeline, month, week and list views.

02

### A workflow people can follow

Move work through drafting, review, approval, scheduling and publishing with the brief, copy, asset and feedback kept together.

03

### Review that leaves a record

Change requests are attributed, ticked off individually and kept permanently — so nothing is lost the moment a post is approved.

04

### Useful visibility

See campaign and content-pillar balance, what is due next and where work is waiting without rebuilding a report.

05

### A shared asset library

Keep campaign images available to the team, show where they are already used and apply a clear review status.

06

### Roles with clear boundaries

Give viewers, editors and administrators the access they need while keeping operational and administrative tools separate.

07

### Work that survives a hand-over

When someone is away or moves on, the brief, the feedback and the decision history stay with the post rather than in their inbox.

08

### The whole channel mix in one place

Website articles and social posts are planned on the same calendar, so the balance between them is visible rather than assumed.

### Proven on a real calendar

The first implementation runs a full year of live content for an Australian building-products manufacturer — a real operation with real deadlines, not a demonstration workspace.

ASSISTED ONBOARDING

# From business spreadsheet to live workspace

Importing well means understanding what every column, date and status means — not simply copying cells into a database.

1

**Review**  
Understand the existing workbook, the calendar rhythm, the channels, the approvals and team responsibilities.

2

**Map**  
Match spreadsheet columns and business terms to Bellbird Enterprise fields, statuses, dates, pillars and campaigns.

3

**Import & check**  
Run a controlled migration, reconcile the totals and sample records before the workspace is accepted.

4

**Configure & onboard**  
Set roles, defaults and connections, then show the team how its existing process works in Bellbird Enterprise.

WHAT THE IMPLEMENTATION RESOLVES

| AREA          | IMPLEMENTATION FOCUS                                                                                         |
|---------------|--------------------------------------------------------------------------------------------------------------|
| Structure     | Duplicate views, inconsistent columns, historical labels and which records are actually the source of truth. |
| Workflow      | The stages, decisions, hand-offs and responsibilities the team actually uses.                                |
| Configuration | Roles, default values, reporting needs, asset review and approved publishing connections.                    |
| Acceptance    | Reconciled totals, sampled records and a team walkthrough before the workspace becomes operational.          |

**Measured rollout**  
Begin with a defined group, review what works and expand only when the process has settled. Broader claims should follow sustained use, not precede it.

## COMMERCIAL USE

# A straightforward implementation and licence

Each business receives a scoped Bellbird Enterprise implementation rather than an off-the-shelf workspace filled with somebody else's process.

| PART                | WHAT IT COVERS                                                                                   |
|---------------------|--------------------------------------------------------------------------------------------------|
| Setup & migration   | Workbook review, field mapping, controlled import, validation and workspace configuration.       |
| Platform licence    | Commercial permission for the business to use its configured Bellbird Enterprise workspace.      |
| Hosting & support   | An agreed service for operation, maintenance, backups, updates and day-to-day support.           |
| Optional extensions | Additional workflows, reports and approved connections to company websites and social platforms. |

## CLEAR OWNERSHIP

### THE BUSINESS KEEPS

Its content, brand assets, source files, business data and publishing credentials, with a clear route to export the calendar at any time.

### BELLBIRD ENTERPRISE PROVIDES

The software, configured workflow, implementation, maintenance, support and agreed commercial licence.

## BUILT AS A REAL PRODUCT

### Modern web app

A responsive production interface, not a spreadsheet with a new skin.

### Real database

Managed Postgres with authentication, file storage and activity history.

### Enforced roles

Viewer, editor and administrator boundaries applied in the data, not the interface.

### A route out

Excel-compatible and CSV export of the whole plan, at any time.

## A PRACTICAL FIRST CONVERSATION

### Start with the spreadsheet you already use

A short review can identify what should be carried across, what needs cleaning and how Bellbird Enterprise should be configured around the business. The Technical Data Sheet covers the platform, security and integration detail in full.

#### PRODUCT

[harmonics.au/content-calendar](https://harmonics.au/content-calendar)

#### ENQUIRIES

[harmonics.au/#contact](https://harmonics.au/#contact)