



CONFIGURED CONTENT OPERATIONS

Bellbird Enterprise

The questions a team **actually asks**

Straight answers about what Bellbird Enterprise is, what happens to the calendar you already have, how the team works in it day to day, and who owns what. Where the honest answer is "no", it says no.

FREQUENTLY ASKED QUESTIONS

ABOUT BELLBIRD ENTERPRISE

What it is, and what it is not

01 What is Bellbird Enterprise?

A configured content-operations platform. It brings planning, drafting, review, approval, scheduling, asset management and reporting into one shared workspace built around the way a business already works.

02 Who is it for?

Organisations that already run a meaningful content calendar but are losing time to parallel spreadsheets, status chasing, disconnected assets and duplicated reporting. If there is no calendar yet, there is nothing for Bellbird Enterprise to preserve.

03 Is Bellbird Enterprise a generic template?

No. Each workspace is configured for the business. Terminology, roles, defaults, workflow stages, reporting and approved connections are shaped around the organisation rather than inherited from somebody else's process.

04 How is it different from a general project tool?

A general tool tracks tasks. Bellbird Enterprise understands content: publish dates, channels, campaigns, content pillars, the copy itself, the image attached to it and the approval that has to happen before either goes out.

05 Is it actually in use, or a prototype?

In use. The first implementation runs a real full-year content calendar in production for an Australian building-products manufacturer, with the live team working in it daily.

GETTING YOUR CALENDAR IN

What happens to the work you already have

06 Can we upload any spreadsheet and have it work instantly?

No — and Bellbird Enterprise does not pretend otherwise. A useful migration starts with a review of the workbook, then maps columns and business terms to the target workflow. The import is controlled, totals are reconciled and sample records are checked before the workspace is accepted.

07 Do we have to re-enter our existing calendar?

No. Preserving the work already invested in the calendar is the whole point. Dates, channels, campaigns, pillars, copy, briefs and other agreed fields are mapped and migrated from the existing source.

GETTING YOUR CALENDAR IN

Mess, timing and later changes

08 Our spreadsheet is messy in places. Is that a problem?

It is expected, and it is exactly what the review step is for. Duplicate views, inconsistent columns, historical labels and unclear source-of-truth records are identified and resolved during mapping rather than carried into the new workspace.

09 How long does an implementation take?

It depends on the workbook and how settled the process is — which is why the review comes first. A short review of the existing file is enough to give a real answer before anyone commits to a timeline.

10 What if our process changes later?

Stages, pillars, defaults and reporting are configuration, not fixed code. Content pillars in particular are read from the live data, so adding one does not require a rebuild and cannot be silently dropped from reporting.

WORKING IN IT DAY TO DAY

What the team gains

11 What does the team gain beyond the spreadsheet?

A live pipeline, month, week and list views, shared filters, connected briefs and copy, an asset library, visible review states, roles, reporting and a clear activity record — without rebuilding the same view in another file.

12 How does review and approval work?

Work moves through drafting, review, approval, scheduling and publishing. A post needing changes is flagged inside Review rather than moved elsewhere, so an unflagged card is waiting on the reviewer and a flagged one is waiting on the writer.

13 What happens to feedback once something is approved?

It is kept. Each change request is a separate, attributed, tickable record that survives approval and follows the post through to publication — so the history of what was asked and who resolved it does not vanish at the moment it becomes useful.

14 Where do campaign images live?

In a shared library with draft, approved and rejected states, a full-size viewer, and a record of which posts already use each image. Replacing an image updates every post using it, and deleted images go to a 90-day restorable bin.

ACCESS, PUBLISHING AND OWNERSHIP

Connections, control and what you keep

15 Can everyone see everything?

No. Viewer, editor and administrator roles are enforced in the database, not just hidden in the interface. Operational views are shared; oversight, commercial detail and the build log are administrator-only.

16 Can Bellbird Enterprise publish to our website and social accounts?

Yes, where the business approves and scopes the connection. Company website articles and company-page social posts, articles and carousels are supported, each as a separate path with its own credentials and schedule.

17 Could it publish something by accident?

A post sends by itself only when a person deliberately arms that one post. There is no bulk arming, the two publishing paths never share an activation, and an administrator-only audit lists everything currently armed.

18 Who owns the content and the data?

The business does — its content, brand assets, source files, business data and publishing credentials. Bellbird Enterprise provides the software, the configured workflow, implementation, maintenance, support and the commercial licence.

19 Can we get our data out again?

Yes. Administrators can export the current plan as an Excel-compatible or CSV file at any time, including archived work. A business that stops using Bellbird Enterprise still has its calendar, its history and its assets.

20 What does an engagement include?

Four parts, scoped per business: setup and migration, the platform licence, hosting and support, and any optional extensions. Pricing follows the review, because the workbook determines the work.

STILL DECIDING

Start with the spreadsheet you already use

A short review is the cheapest way to find out whether Bellbird Enterprise is the right fit. The Technical Data Sheet covers platform, security and integration detail; the Commercial Overview covers the model.

PRODUCT

harmonics.au/content-calendar

ENQUIRIES

harmonics.au/#contact