



Sitecore Web Content Management System

Put Your Website at the Center of Your Digital Marketing Strategy



World Leading Website Content Management Software

Today's websites are front and center of any digital marketing strategy

Yet you may have only seconds with a visitor, unless you can immediately engage them in a relevant conversation.

Does your website engage visitors by listening and adapting to their interests in real time? Does your website proactively move visitors through to a conversion with relevant content? Does your website integrate with your other digital marketing channels so you can continue the conversation across channels? If you have invested in attracting the right visitors to your website, you need to quickly optimize that engagement.

Sitecore's Web Content Management System (CMS) puts the power of personalization and conversation management right in the hands of your marketers and business users. Now your website becomes a critical engagement engine, working with all of your digital marketing channels to increase conversions, drive revenue, and meet real business objectives.



Dynamic Personalization and Experience Editing

From the moment a visitor enters your site they begin to create a digital fingerprint. With Sitecore you can harness that fingerprint to continually personalize and optimize the visitor experience in real time. Content authors and editors have full ability to easily create and edit the experience – from text, to rich media, to social media connections – right in the context of the page, and present relevant experiences in real time based on the visitor's behavior.

In addition to providing easy tools to help editors keep content fresh and up-to-date, Sitecore goes one step further in the evolution of creating an engaging and targeted site experience for your visitors with personalization and experience optimizing capabilities within the in-line editor.

Your marketing team can:

- * Create display rules and content as part of a single integrated process
- * Score any content item or page component as being of particular interest to a designated persona or visitor type
- * Preview personalized user experiences and content variations right on the page
- * Assign detailed profiles to guide targeted content development

Today's Optimized Mobile Experience



Your Site, on the Go

Mobile visitors aren't just on the go; they have different goals than visitors who are on a PC. With Sitecore you aren't limited to merely shrinking and re-displaying content for a mobile device: you can optimize the mobile experience in the context of that visitor's unique goals.

Sitecore automatically detects and serves content based on whether the visitor is using an iPhone, iPad, Blackberry, Android or other mobile devices. But your business users also have the power to serve content that's specific to a mobile visitor. For example, using Geo-IP lookup, you can serve location-specific offers in the context of where the visitor is located. Or offer a simplified version of your shopping cart, making purchase and checkout easier.

Social Media Engagement

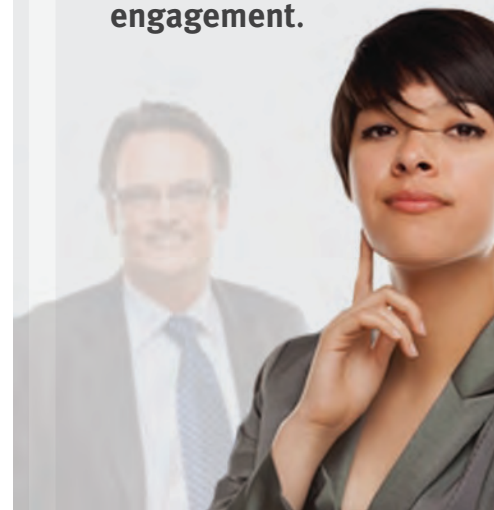
Whether you want to host your own community with Sitecore, integrate with a leading social platform like Telligent, or plug your site into major public network like Facebook and LinkedIn, with Sitecore you can easily continue the conversation across social media.

Sitecore has multiple options for blogs, wikis, forums, polls, surveys, web forms and more. Options range from simpler pre-built components available in the extensive Sitecore Shared Source Library, to fully defined integration with best-of-breed social media platforms.



Make your site a truly unique experience by sensing and adapting to the particular needs and interests of any visitor.

Designate page elements and other content to appear or change based on visitor behavior, profile patterns, location and other criteria. With power like this in the hands of your content editors, you'll be able to serve up the right offer at the right time, to increase conversions and maximize customer engagement.



Regionalization and Localization

- * **Build your websites, intranets and extranets** in any language and ensure a consistent global message on all international sites
- * Let your content editors work in their **native language** – Sitecore supports all major languages
- * **Easily coordinate** the management of multiple language versions of your site and maintain consistency
- * **Control the translation process** by giving translators authenticated access to your site for fast and efficient translation

Buyers prefer to be engaged in their native language, but most companies struggle with localization and management of multilingual content. Sitecore simplifies the management of many different language



versions of your site, as well as the translation processes as content changes across those sites. For organizations that outsource their content translation work, Sitecore offers integration with Clay Tablet's Rosetta Gateway and Lionbridge Technology's Freeway to automate the process, making translation more efficient and timely.

E-commerce Services

Many online retailers struggle with the weak content management capabilities of most e-commerce platforms. Not with Sitecore— you can extend your website with the power of the CMS foundation in addition to benefiting from standard e-commerce services such as catalog management. With its multilingual and multisite capability, online retailing becomes limitless. And because it's Sitecore, you can rest assured that our e-commerce services will scale and extend to meet your online retail needs today and tomorrow.

In addition, for those retailers that are looking for superior content management but don't want to leave their current e-commerce provider, Sitecore is flexible enough to integrate with any e-commerce platform.



Eliminating Unnecessary Complexity for All Users

Web technology gets more powerful but that doesn't mean it should be any harder to implement. Easy yet powerful, Sitecore's next-generation interface delivers exactly the right capabilities needed by marketing and business users as well as technical users of the system.

With its Microsoft Office-like UI, your users will feel immediately at home and comfortable navigating the system. The Sitecore Media Library provides native asset management for text, image, video and other file types with simple "drag and drop" upload.

Casual users get a streamlined interface that allows them to navigate the site naturally and edit in-line on the page. More sophisticated users can use a more robust interface that includes workflow control, metadata management and page design capabilities.

This means your content editors can create and modify page layouts without waiting



Edit text inline and say goodbye to HTML hassles.

for busy developers, and incorporate text, images and pre-built interactive features like polls and multimedia without coding.

Business users and marketers won't need to wait for an overbooked IT department or development team to make simple site changes and modifications, keeping marketing in control of the day-to-day management and upkeep of site properties.

Digital Marketing Tools for Customer Engagement

The website is the foundation of a connected digital marketing strategy. The Sitecore Digital Marketing System integrates your website with all your digital marketing channels and leverages the powerfully easy Content Management System to manage all your digital content.

Highlights of the Digital Marketing System include:

Engagement Analytics

Provide in-depth insight into site and campaign performance. The Executive C-level dashboard shows at a glance how well your site is generating conversions, driving new and returning traffic and how relevant visitors are finding your site by measuring their level of interaction with your company.

Engagement Automation

Go beyond classic marketing automation to allow marketers to design, monitor and supervise cross-channel campaigns to effectively engage in 1:1 conversations with prospects and customers.

Email Campaign Manager

Create, manage and optimize your email marketing efforts. Design and edit emails by leveraging existing content templates and imagery, and test and personalize your message for targeted emails that result in higher open/click rates and conversions.

Other features in the Digital Marketing System include:

- * Universal Profile Connector
- * Campaign Management
- * Lead Scoring
- * Content Profiling and Scoring
- * Social and Emerging Channels
- * Personalization and Testing Tools
- * Adaptive Segmentation
- * And more!

“What we love about Sitecore is that we’ve been able to combine creativity, sophistication, and efficiency. We’re managing different countries and languages with ease, and we’re creating a community among our site visitors.”

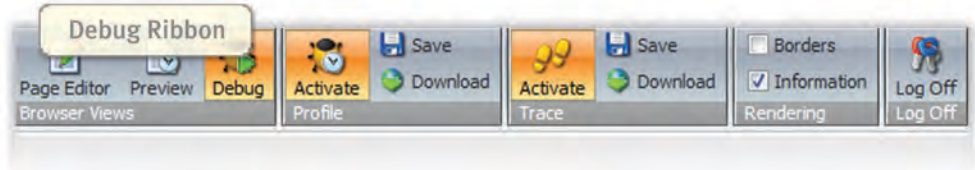
–Kjetil Aarseth
Communications
Manager, Stokke



“We have currently 15 websites running on a single instance, serving well over millions of people a year, with over 110 active users inside Sitecore.”

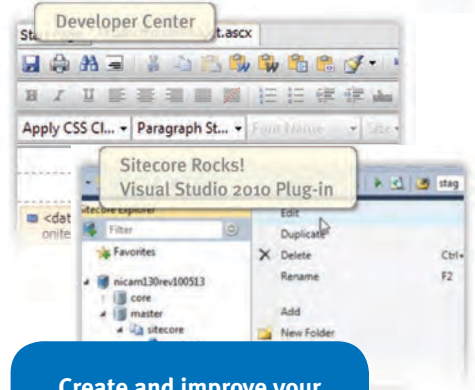
–Craig Tarr
Programmer Analyst,
International Speedway
Corporation

Development and Design Flexibility



For developers, Sitecore provides a powerful environment to prototype, develop and test your work while leveraging the rich services and functionality that let you do more with less effort. Work within the tools you're familiar with, such as Microsoft Visual Studio 2010.

Sitecore gives you the tools and flexibility to create and optimize your site design for a pixel-perfect visitor experience. Based on W3C standards, Sitecore natively supports cascading style sheets and conforms to .NET standards. Using this approach, you can develop your own page layouts using standard .NET controls, XSL, or a combination of the two. This level of flexibility lets you use the right tool for the right job, and simplifies development.



Create and improve your site more efficiently with native developer tools and a comprehensive library of optional add-ons.



Seamless Integration

Your company has already made an investment in other leading software, and you're looking for a content management system that fits in with your existing investments. Sitecore is based on the latest Microsoft technology, offering out-of-the box integration with:

- * Windows SharePoint Services
- * Microsoft Dynamics CRM through version 2011
- * and Microsoft Active Directory.

And it runs so much deeper! Sitecore solutions successfully incorporate technology for:

- * Customer databases like Oracle, SAP and many others
- * Digital Asset Management
- * Content Delivery
- * Security and Authentication
- * Search
- * Analytics



Scalability and Multisite Management

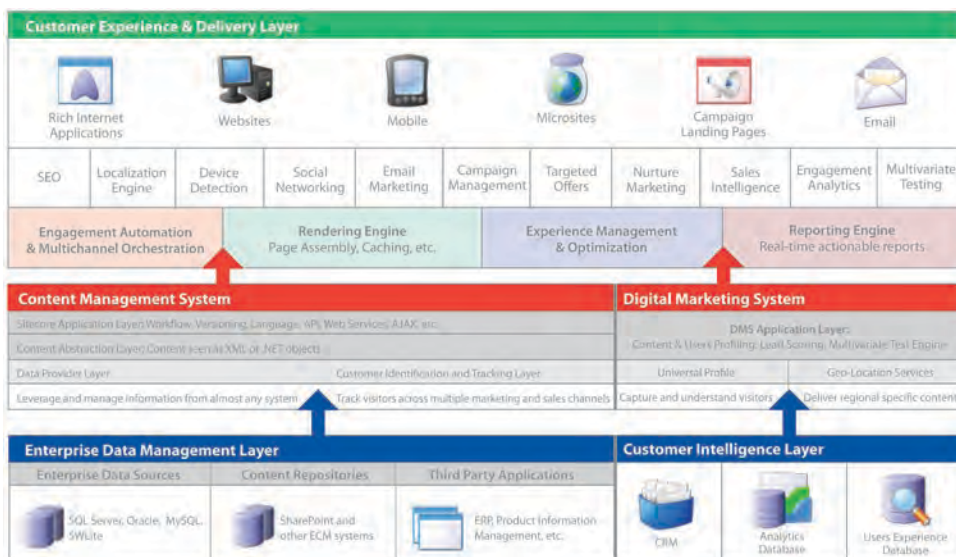
Sitecore natively provides multisite support and content sharing across many sites. This is critical for larger organizations managing an array of websites, and seeking a single management platform for all of their web properties

Traffic and load patterns can be very dynamic, making it difficult to accurately estimate the right amount of resources needed to keep your site performing well. From the beginning, Sitecore CMS has been architected to scale extremely well, allowing organizations to grow while protecting their considerable investment

in time, process and software.

Sitecore also offers a cloud-ready balanced architecture. With the Sitecore CMS Azure Edition, you can deploy to any number of Sitecore Azure content delivery instances hosted at various Windows Azure™ locations. Your Sitecore editing and core database servers are licensed and maintained on your own premises, behind your own firewall. This hybrid solution provides a best of both worlds approach- scalability and flexibility near your customers, and the security of your Sitecore editing and database servers at your location.

Open Architecture Balanced with Site Security



Sitecore's .NET-based CMS lets you modify and adjust every aspect of your site, and with our open API, you can even adapt the user interface to fit your needs. The flexible framework also provides the means to easily integrate any and all of your line of business applications using supported open standards and a full data integration and abstraction layer.

Out of box, Sitecore integrates with a number of applications including Active Directory, so you can secure content down to the component and element levels. Control access rights for internal users with customizable workflow process for versioning and content approvals, while utilizing your preferred authentication system to manage site users on your extranet or portal.

Sitecore Solution Accelerators

Extend the value of your Sitecore CMS investment for future site needs with pre-built solutions that offer additional capabilities and functionality for launching and managing your site properties.

Intranet Portal:

Launch a brand new, full-featured intranet in just one week thanks to ready-to-run features and minimal-to-no programming.

Foundry:

Take advantage of centralized management to effectively and efficiently provision and manage tens, hundreds, or even thousands of sites.

SITECORE AROUND THE WORLD



Sitecore redefines how organizations engage with their customers online, powering experiences that can sense and adapt to a customer's needs to increase revenue and customer lifetime value and satisfaction. Sitecore was the first Web Content Management system (WCM) to incorporate marketing automation, intranet portal, e-commerce, Web optimization, social media and campaign management technologies into a cohesive, integrated open platform. Sitecore's software makes it easy for businesses to identify, serve, engage and convert new customers online.

Sitecore's broad choice of capabilities enable marketing professionals, business stakeholders and information technology teams to rapidly implement, measure and manage a successful website and online business strategy.

Its powerful development platform, integrated marketing automation tools and intuitive editing workspace enables successful websites of all types.

Thousands of public and private organizations have created and now manage more than 27,000 dynamic websites with Sitecore including ATP World Tour, Austrian Airlines, Computer Associates, Ergo Insurance Group, ISS, Lloyd's of London, Microsoft, National Suisse, Nivea, Siemens and Thomas Cook.



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