



sitecore®

Sitecore CMS

Content Management Software
for Successful Internet Solutions



We provide web content management and portal software to organizations requiring enterprise-class functionality, integration and scalability when managing their websites and intranets. Our broad range of standard features combined with strong development architecture enables you to rapidly implement your ultimate online business strategy.

“Sitecore provides an ideal architecture for both content management and integration with our own web analytics solutions and CRM platform.”

David Montgomery, WebTrends



Business Agility

Our solutions empower organizations with the tools and resources needed to address critical business needs, such as information management, business stability and compliance. Organizations use these solutions to increase productivity, reduce costs and improve communication with their customers and key stakeholders.

Flexible and extensible, our platform enables the delivery of web solutions and enterprise integrations quickly. Out-of-the-box integration with Microsoft® SharePoint Portal Server, Active Directory and Office 2007 make Sitecore a natural fit within Microsoft environments.

Content Management

To maintain a dynamic, regularly updated website, it is essential that users are completely comfortable with the content management editing environment. Sitecore offers an outstanding browser-based WYSIWYG editor and supports Microsoft Word, InfoPath and SharePoint for content creation.

Many of the companies using our software are international corporations with strong multi-lingual requirements. Editors work most efficiently with a client in their own language, therefore we support all major languages. Sitecore's customizable workflow is well suited to both internal and external translation processes and our adherence with W3C internationalization standards guarantees that websites built in Sitecore support all character sets.

With the complexity of larger sites and the division of content creation responsibilities across those sites, strong security measures are necessary, and Sitecore will allow you to control authentication and authorization down to individual roles and individual fields.

Communication

We know that your website is the face of your company and corporate brand. The right content management software can take a significant role in maintaining the coherence of your site. Application of style-sheets and reuse of graphical elements guarantees presentation is consistent with your corporate visual identity. Accessibility standards can be applied directly, so legal compliance is ensured.

The quality of the content on your website also reflects strongly on your company. Sitecore allows you to customize all content creation workflow processes to match the needs of your organization and increase the value of your content.

Sitecore provides a number of features that are essential for improving communication to customers, investors, employees and partners such as online newsletters, customized forms, blogs and easily maintained online bulletin boards and forums.

Your website content is delivered dynamically, allowing the user experience to be completely personalized, on-the-fly.

Visibility

Sitecore separates the content layer from the presentation layer, delivering meaningful content to your visitors in the format they require. Content is only created once, in a structured manner, and can be reused in a variety of environments, either on the same site, or in a different format for an alternative device such as a PDA or mobile phone. This structure allows you to deliver your content to automated channels such as Really Simple Syndication (RSS) feeds.

Your site URLs are Google-friendly, improving the ranking of your site. This, combined with a simple use of alias or vanity URLs and a fully integrated site search, leads visitors directly to the information they require. You can also incorporate the third party search engines of your choice.

Sitecore CMS maximizes your visibility and presence on the Internet. The solid infrastructure ensures high quality, dynamic content so your company image and information is presented accurately.



Extensibility

A solid foundation for an exceptional website is the architecture, and this brings not only short-term, but also long-term benefits from an investment perspective. The architecture of Sitecore's award-winning CMS offers the following benefits:

Multi-site Deployment. The structure of Sitecore allows simple multi-site deployment for intranets, extranets or campaign sites. Content, design elements and functionality can be shared across the sites, while the security maintains total integrity.

Scalability. As demands on online business grow, the Sitecore solution is built to scale accordingly. Our content management solution can manage extreme load capacity with complete content availability.

Direct Access. Simple integration to your strategic systems, such as CRM and ERP, allows your customers direct access to the information they need online.

Outstanding Performance. Dynamic delivery, intelligent caching and ASP .NET 2.0 deliver your site pages at a blistering rate.

Rapid Development. Developers program directly in Sitecore, or use external tools such as Microsoft Visual Studio with code-completion enhancements which reduce errors and increase programming speed.



Service

Sitecore Partners

We are completely dedicated to our partner channel that provides customers with consulting, implementation and support services. These partners have full Sitecore certification and a proven track record in delivering solutions based on our software. We have hundreds of partners based in over fifty countries worldwide to meet diverse geography or vertical-sector requirements.

Professional Services

Our professional services team is available to give phone or on-site support for any issues encountered either during installation phases or under full operation. Professional services work closely with the partners to maximize knowledge sharing. Our helpdesk team ensures questions are answered in a timely and comprehensive manner.

You have access to extensive online resources which provide you with the most current information relating to our product. In addition, on our developer network you can find the most up-to-date downloads, enhancements, free add-ons and documentation to augment and tune your website.

Training

Five years of experience with customers and partners has allowed us to develop an extensive training program that will bring your team up-to-speed with the maximum level of knowledge in a short time-frame. We provide unparalleled training and resources for users, administrators and developers.

Developers

We provide an extensive, tiered developer training program which is obligatory for our partners and available to your company so you can choose to develop or extend your Sitecore solution in-house.

Administrators

The one day administrator training will give your team the complete confidence to manage security, workflow and advanced editorial features efficiently and productively with Sitecore.

Editors

The Sitecore user interface is architected for usability and is completely coherent with the Microsoft Office applications that are familiar to most business users. Most editors require little or no training before they are able to navigate naturally around the interface. Editor training is provided through our partners.

A content management system is just one aspect of your Internet solution; through our global network of partners we provide a training and support program that secures long-term success and return on investment. Out-of-the-box integration with third party applications enhances the strength of the total solution.

Total Solutions

Microsoft Synergies

Sitecore is a Gold Certified Microsoft partner. We work closely with Microsoft and align our product with their latest developments. We provide complete integration with Microsoft SharePoint 2007, Active Directory, Word and InfoPath, and we support content storage on the SQL 2005 server. The user interface design is based on Office 2007 and the Microsoft Vista operating system.

Best-of-Breed technologies

Maximizing the marketing opportunities of the Internet requires a combination of technologies such as search solutions, search engine optimization, statistics, behavioral analysis and translation services.

While Sitecore focuses on content management, a network of Technology Partners and Integrated Software Vendors provide best-in-class solutions for a total system delivery.

This tested combination of systems and services ensures that your solution benefits from the latest technologies, while minimizing integration efforts.

Sitecore

Sitecore is a global company; we distribute our software through a network of Certified Solution Partners who operate in over 50 countries worldwide.

Sitecore was one of the world's first content management platforms to take advantage of the .NET framework. Sitecore's dedication to the .NET framework and W3C open standards ensures both full integration with other strategic applications, including ERP and CRM environments, and total adherence to international accessibility standards.

The Sitecore CMS has a proven record in delivering enterprise-class solutions to commercial, non-profit and government organizations around the world.

Sitecore CMS. Content delivery

To contact us or to find out more about how Sitecore and our partners can help you to deliver a successful Internet solution visit:

www.sitecore.net

