



**EPISERVER**  
CMS 6



Power through  
simplicity





## – Power through simplicity All encompassing Web Content Management

“ With EPiServer  
CMS, we are  
now in control and can  
communicate instantly  
with our audiences.  
It has radically changed  
the way we work. ”

MILES NICHOLSON  
Director of Marketing  
Small Luxury Hotels of the World

We know today's web users are sophisticated and demanding with high expectations of what they want to do online. As a direct result, marketers and business owners have had to adapt their digital strategies to encompass much more than web content management to actively engage their visitors and target their audiences with content specifically tailored for them.

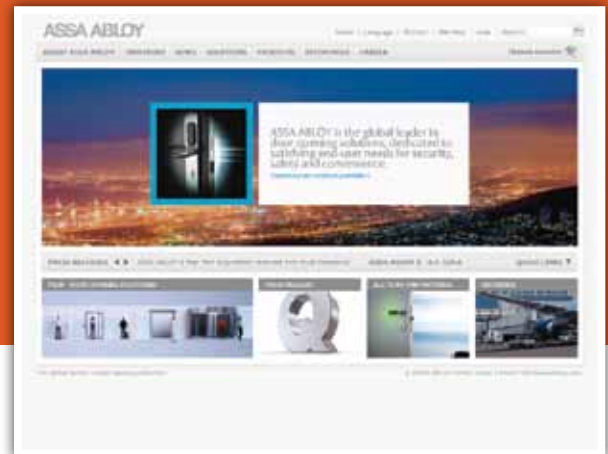
Web Content Management core functionality eases the process of publishing content to the web. It empowers editors without programming knowledge to create pages, edit, add or delete content including images. However as the internet has matured so has the software to manage it and the demands of users to have more applications and functionality. Instead of merely storing content and publishing online, users have specific business goals to fulfil, to improve sales conversion rates, deliver better customer service and create an engaged experience for their users.

Core to any online strategy is creating quality content, vital for engaging websites, however, marketers need more tools to manage their online presence. Increasingly, they want e-commerce applications, personalization, community management, mobile solutions and sales and marketing on the web.

— More than 3,500 customers worldwide and leading brands like Small Luxury Hotels, Assa Abloy, Bauer, Scandinavian Airlines, Electrolux and Mazda use EPiServer CMS platform



Small Luxury Hotels: Built on EPiServer CMS, this business boosting and engaging website provides a personalized online experience for hoteliers at any of the 500 hotels, giving them the access to dashboard reservation performance reports, industry events and roadshows, and much more.



ASSA ABLOY initiated their "OneWeb" project as they needed a cost efficient solution. OneWeb is a global web framework. Not only a new website, but a toolkit for the company's 280+ websites. A toolkit where EPiServer CMS is the key to success.

EPiServer CMS is a fast, flexible and robust Web Content Management solution where editors find it very intuitive to manage content online. It delivers extended functionality for business users to create their web presence, manage content and engage and collaborate with their target audiences.

## THE ENGAGED WEB LANDSCAPE

The engaged web landscape includes social media and community applications, e-commerce, SEO, personalization and rich internet applications where users can have an interactive web experience. For marketers, online engagement presents an exceptional opportunity to become ever more intimate with customers and prospects and to meet real business objectives. We recognize this and have developed EPiServer CMS as an enterprise platform, empowering you, as business owners and editors to work with true site management and deliver on your online goals, going beyond just managing content.

The guiding principle in developing EPiServer CMS is "Power through Simplicity". Powerful for the business owner and the editor with just a single sign-on to access the full range of EPiServer marketing tools or third party components, yet simple to ensure that organizations' digital initiatives can be brought to market rapidly. You can easily create, manage and publish online content using the easy-to-understand EPiServer CMS page-based concept. You can also create personalized content for different target audiences, ensuring that you deliver a personalized experience to each visitor. And, as always, we have powerful developer features in the release.

Finally, this generation of EPiServer CMS is also optimized for the larger enterprises, through its focus on both performance and usability.

BEHIND EVERY GREAT WEBSITE ...

— EPiServer CMS  
is the foundation  
of more than 10,000  
websites.



# – Adapted and designed for tomorrow's web

EPiServer CMS is an encompassing platform for managing your web presence. Certain features and functionality will appeal more to specific roles, business owners, editors, marketers and developers who focus on different goals and objectives but all have one thing in common, to build an engaging website. Now you can manage your web presence from one place, the EPiServer OnlineCenter. You can personalize this dashboard to easily access functions relevant to your daily work and your specific requirements. Below we list a few highlights from EPiServer CMS for each role, empowering you to simplify processes and increase your productivity.

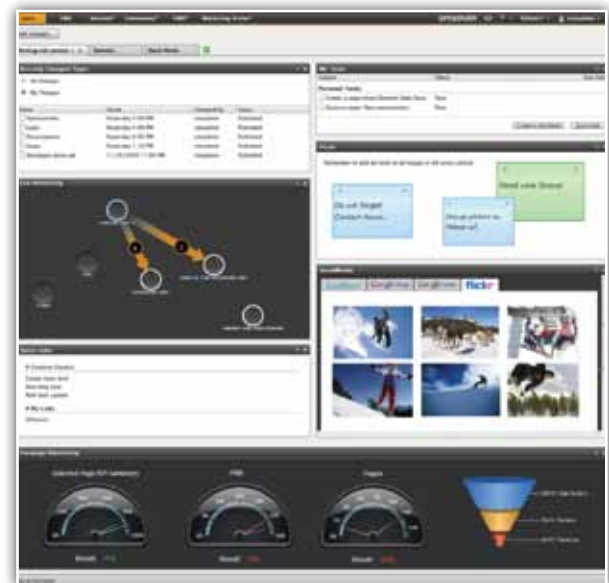
## Streamlining processes for Business Users

EPiServer CMS presents a modern user interface for today's business professionals. OnlineCenter's unified dashboard is a customizable workspace for day-to-day work. It gives an aggregated view of your website where you can track and monitor different online activities, for example, when visitors complete a form on your site, or via a gadget which monitors how your brand is being discussed daily in social media. Business users can instantly access their work from anywhere via a browser, affording flexibility and control at all times.

Improved usability lets you focus on the work for which you have responsibility and with shortcuts from the dashboard you can create new pages and manage content online quickly and easily. Compliance considerations are covered as well as ensuring standardization and consistency for publishing content. You can follow the online behavior of website visitors, and understand what pathways they are using. Additionally web forms are easy to create and publish with the further ability to immediately measure the success of such campaigns by tracking how many forms are completed.

## Empowering Professional Editors

Creating engaging and interactive sites becomes faster and easier with EPiServer CMS. Its intuitive editing environment allows editors to maintain, change and update content, text, images, pages and workflows in an instant. You can localize content for different markets and personalize the content to be shown for different audiences, such as first time visitors or returning visitors, depending on their location or based on attributes that



EPiServer OnlineCenter has a handy dashboard and a customizable workspace for day-to-day work. For example, it gives an aggregated view of your website where you can track and monitor different online activities.



“ Since we relaunched the site we have been consistently reaching new record traffic levels. Critical to this was the strategic partnership with both our digital agency and our CMS provider. ”

Colleen Higgins,  
Web Communications Manager  
Lawn Tennis Association

are important to your business. Non-technical users can build web pages and sites with a minimum of training, letting them concentrate their expertise on content creation.

With the OnlineCenter and Global Navigation, you are presented with a customized dashboard which has shortcuts to access the gadgets and applications you use most regularly. With integration of Commerce and Community into EPiServer CMS, you can switch seamlessly to work in one application from another. The different functions and features include Dynamic content, Autosave, Editor Collaboration, Personalization, Full power on-page editing, Office integration, Page comparison, Image editing, Link checking, Globalization and Localization, all of which contribute to making it a very powerful online authoring tool.

### Built for the Enterprise

Enterprises are highly aware of the necessity of brand control, keeping the brand estate consistent throughout a site. With the delegation and devolvement of work and contributions to a large website from many different departments the usefulness of high performance mirroring, controlling the access rights on page types, and workflows becomes all the more beneficial. EPiServer OnlineCenter and Access anywhere ensures that you can access your work quickly and efficiently, maintaining flexibility and control at the same time.

— EPI Server CMS is used on a daily basis by over 130,000 web editors.

## Specifically the Enterprise edition of EPI Server CMS enjoys more features than the Standard version, these are:

- A Load Balanced environment which enhances the scalability, speed and reliability of the platform. Distributing the workload over several servers, Load Balancing delivers high performance and failover protection as well as optimizing resources so system response times are significantly faster.
- Multi Site management in one place/ Site Information support where you can add new sites to your primary website and make them available immediately. Here, licenses can be created, activated and managed.
- Database support for enterprise high performance needs. EPI Server CMS uses Oracle and Microsoft databases. As widely used databases, it makes it easy for enterprises to integrate other systems with EPI Server CMS.
- Staging using high performance mirroring (testing and reviewing), where, for extra security, the content staging (mirroring) environment allows you to preview, test and review website revisions on a production server before making a page live and is automatically propagated to all servers.
- Custom Page Providers integrate external information into your website. In essence they act as intermediaries connecting an EPI Server site to an external data store. Although they appear as pages in the tree structure, the data still resides in the original store but is viewed, edited and managed through EPI Server CMS. You don't need to know where the content resides to be able to access it via EPI Server CMS.
- Open Standards, following industry standards provides important benefits by simplifying your integration efforts, future-proofing your architecture, and lowering development time and costs. EPI Server CMS provides full support for WSRP and we continue our record of tracking W3C standards.

# – Powerful web content management functions

## Accessing integrated products from one place

EPiServer CMS has a lot of functionality that will benefit business owners, editors and developers in their daily work. You can easily create, manage and publish online content using the easy-to-understand EPiServer CMS page-based concept. In addition, the site tree gives users a quick and easy overview of the whole website, its navigation and placement of all pages.

“EPiServer CMS provides us with efficiency benefits because we can, for instance, create a website for one country in less than a month, at no extra cost to ourselves. But above all, it has created a focus on what we are supplying to customers and has contributed to us speaking the same language.



Sune Nanberg  
CIO Securitas



### ONLINECENTER FOR SITE MANAGEMENT AND GADGETS

OnlineCenter is a unified workspace that you won't find in any other CMS. It is presented as a dashboard for easy navigation and integration of different products – EPiServer products or third party products. The dashboard can be personalized to your preferences and requirements, so you can access functions relevant to your daily work all from one place, wherever the function or product module resides.

The OnlineCenter dashboard aggregates site information and exposes important functions to the user via tabs, zones and gadgets. New gadgets can be easily created and plugged into the dashboard so that you can access the ones you most frequently refer to and use.

EPiServer CMS ships with some standard gadgets such as External Links which shows how many pages have links to external websites, the Forms Viewer where you can get information shown as to who has completed a form, and Recently Changed Pages which displays a list of the last ten pages changed and who edited them. It's only your imagination that limits what other gadgets you may want to develop, from an analytics gadget that tracks visitors to your website to monitoring the trend of your search phrases on different search engine. The list is endless.

Using these shortcuts containing specific functionality or linking to other products that have been integrated into the framework, you can always find what you need and what is particularly relevant to you. By creating an intuitive workspace, OnlineCenter minimizes repetitive tasks and comprehensively increases efficiency and improves productivity.



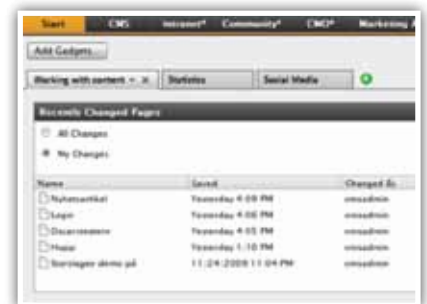
## GLOBAL NAVIGATION – ACCESSING INTEGRATED MODULES FROM ONE PLACE

Customized to your requirements, Global navigation makes it easier for you to navigate and manage your complete online presence. You can navigate different products and modules such as EPiServer CMS, Community, Commerce and Mail as well as third party products or similarly integrated modules, all from one place. The menu is designed to be oriented on products and modules, so that each top menu tab represents a product while the sub level menu contains the actual views, functions or parts of that product.

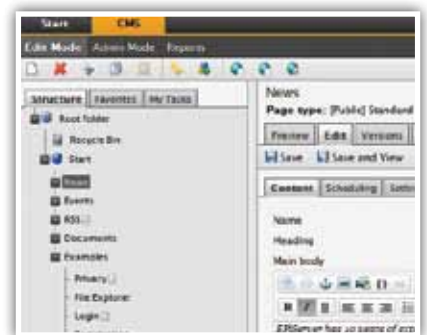
Presented in a similar way to anyone working with a browser and tabs, you no longer have to upload a separate program each time you want to switch from one product to another; in fact you only need to login once. Another time saving device, Global navigation makes it easy to move seamlessly from one module to another as all you have to do is click on a different tab.

## ACCESS ANYWHERE

EPiServer CMS includes a WYSIWYG XHTML Editor with more than 60 editor tools and functions benefitting both editors and developers. One of the main advantages of this Editor is its browser-friendliness, with support for all browsers including, for example, Internet Explorer or Firefox on both Mac and PC. Wherever you are, you will have access to manage a website, from a number of different browsers. The Editor is also extremely easy to customize, configure and extend.



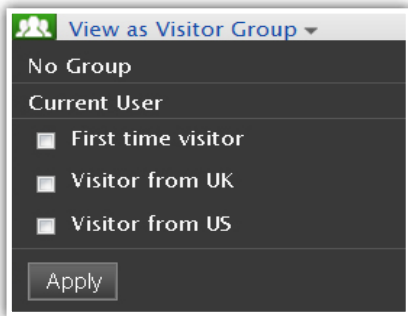
Global navigation makes it easier to manage your online presence by navigating different products and modules all from one place.



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## 02 MANAGING AND STRUCTURING CONTENT

EPIserver CMS enables you to work efficiently with your content. The CMS Editor is an intelligent authoring interface where you can reuse content, design pages and integrate dynamic content in a page. Dynamic content ensures that whenever the content is updated, it is dynamically changed all across the whole site, which ensures that the content is always up to date. In addition, you can place information blocks of dynamic content such as RSS news feeds, maps or video wherever you want on a site. Also content from other pages, as well as its associated properties, can be reused elsewhere on the site. Using the WYSIWYG editor, you can quickly add dynamic content to a page whenever and wherever you want. You create placeholders for content to be 'fetched' from elsewhere straight onto that page. This is a time saving feature, as if and when the content needs updating, it need only happen once and then it will appear wherever that dynamic content is published on the site. You can also preview the dynamic content before you publish.



Using visitor groups, you can define different audiences you expect on your site by dragging and dropping various criteria into the group.

## 03 PERSONALIZATION

Web visitors have come to expect a personal experience and more interactivity with a brand to reach their own objectives. With EPIserver CMS you can create personalized content for different audiences and deliver what they'd consider most relevant to them. Using visitor groups, you can define different audiences you expect on your site by dragging and dropping various criteria into the group. Included out-of-the-box in EPIserver CMS are criteria such as geo-IP, visited pages, numbers of visits, time of day, referring search word, user profile, landing page and much more, in addition you can also create your own.

Once you have defined these visitor groups you can use them to target content. All you have to do is select any content on a page, a banner or an image and select which groups



this content should be presented to. For example, you can show different home page content depending on whether the visitor is new or has been to your site before, another is to show the nearest sales office which will depend on their location.

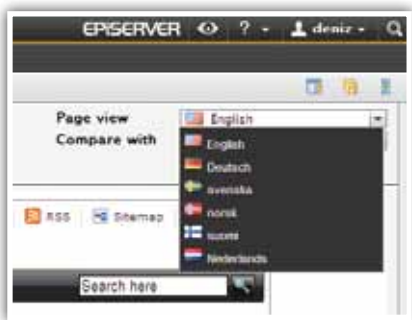
EPiServer CMS has built-in support enabling you to refine and develop your personalization strategy to ensure that you are reaching your online goals. Standard reporting features include being able to see real-time statistics related to personalization and your visitors, which allows you to immediately see how your personalization strategy is working. Using personalization you can build a more intimate relationship with your visitors to the point where they feel it's 'my' brand which helps improve your conversion rates.

04

## LOCALIZATION AND GLOBALIZATION

If you are online, your business by default becomes global. To manage your global marketing assets you will want to enforce central control over some of your brand estate but allow local flexibility for other parts of it. With multiple websites in different languages across many markets, true globalization factors in the localization requirements of different cultures, languages and market sectors while communicating a consistent brand.

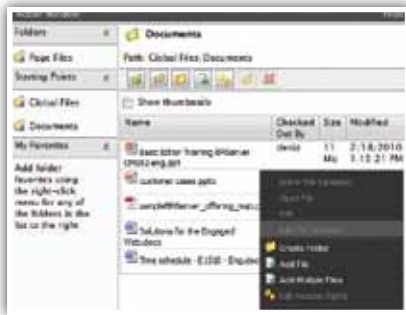
In EPiServer CMS, managing access rights to website language versions can be personalized. You can control who is doing what and where by assigning rights to different editors according to the pages on which you want them to contribute content or to edit. You will only be able to edit in languages for which you have permission. For example, as a local country administrator, you can edit and localize their language version pages or site but they may not have the rights to edit the primary dotcom site. Whatever your rights, you can still compare two different language versions of a particular page in one view.



It's easy to manage multiple websites in different languages across many markets using the multilingual support.

— More than 1,000 websites use hosting services from EPiServer Everweb.

## BEHIND EVERY GREAT WEBSITE ...



With EPIserver CMS check-in, checkout system, you can collaborate on a document in the knowledge that when you have it checked out, no one else is working on that version of it.

### 05 DOCUMENT MANAGEMENT

Fully integrated with Microsoft Office, EPIserver CMS not only manages the online content but can manage many other file formats and versions of documents. With its check-in, checkout system, you can collaborate on a document in the knowledge that when you have it checked out, no one else is working on that version of it. As in any good document management system, employees are able to access vital records from wherever they are.

With EPIserver CMS, at any one time, more than one person can access a read-only version but there's only one version of a file that is available for editing. Versioning gives a document that's been edited more than once a new version number so, if necessary, you can retrieve previous versions and continue work from a selected point. Versioning is useful for documents that change over time and require updating, and where it may be necessary to go back to a previous copy.



With EPIserver CMS, you can manage separate sites from the same user environment.

### 06 MULTISITE MANAGEMENT SUPPORT

With EPIserver CMS Enterprise edition, enterprises can manage separate sites from the same user environment. You can share content and functionality,



such as templates, files, categories and images across multiple sites. Another benefit is that system administrators can have a full overview of all sites in one place while local editors can only access their sites they have permission to edit and review.

07 FRIENDLY URLS

URLs can be the single barrier that prevent visitors from coming to your site. Query strings, numbers and symbols can be quite unintelligible to most website visitors. EPiServer CMS creates plain language URLs that not only lend elegance and clarity to a site but improve usability and the user experience. A very important aspect of this is that these friendly URLs are great for marketing purposes as well as being search engine friendly, they also help improve page rankings and are good for seeding your content in social media. EPiServer CMS helps you produce URLs that are short, memorable and in plain language so they are easy to recall.



Global search reveals pages that contain the query either in the name of the page or in its content via a result list.

08 GLOBAL SEARCH

Global search not only helps you easily find the content you are looking for, it also speeds up the process of finding that content and to get it edited and published. The OnlineCenter search takes you from simple web management to site management, giving you ultimate control over all the content on a site. A new search reveals the page(s) which contain the query either in the name of the page or in its content via a results list. As the search function is a global product module, you can also find data that is related to other products to get a complete overview.

— EPiServer delivers its platform through a network of more than 500 competent partner companies in 30 countries.

## 09 Page bank

EPIserver CMS provides a page bank of templates. The package includes best practice features and lets you as a web editor or developer get a head start in your website project and concentrate on the content. Pre-populated with some content and functionality, these demo pages can be customized in design and functionality to incorporate brand identity, house colors, and look and feel.

## 10 Increase productivity

You get improved efficiency and enhanced collaboration through page locking. This notifies you when a page is in use and being edited by one of your colleagues. So you will not be duplicating effort by working on the same page simultaneously. Page versioning allows you to revert to a previous version of a page and easily compare any changes that have been made as they are highlighted in another color.



EPIserver CMS Report Center makes it easy for you to quickly find information about your website to help you with your everyday work.

EPIserver CMS Report Center makes it easy for you to quickly find information about your website to help you with your everyday work. EPIserver CMS includes seven built-in reports: Changed Pages, Expired Pages, Not Published Pages, Published Pages, Simple Addresses, Link Status reports and visitor groups statistics. Each helps you quickly identify the status of pages and links as well as give you an overview of all the simple addresses used in the system.

Autosave means you can work directly in the browser and at frequent intervals your work is saved in a draft behind the scenes. If the connection breaks for any reason you'll be presented with your draft the next time you log in. This even applies to newly created pages that have yet to be saved for the first time.



## EPiServer CMS 6 functions

### CONTENT MANAGEMENT

- Site Management
- Site Search
- Global Navigation
- Dashboard with gadget support
- Dynamic content
- Content categorizing
- Multilingual support
- Form management
- Image editing
- Friendly URLs
- Content archiving
- Rich text editing
- Version management
- Multi-link property
- Editor collaboration
- Autosave
- Full on-page edit mode
- Preview of dynamic content
- Support for Internet Explorer and Firefox on both Mac and PC

### FILE AND DOCUMENT MANAGEMENT

- File management
- File versioning
- Uniform file system
- Document Management
- Document check-in and check-out
- File metadata
- WebDAV support

### ENTERPRISE

- Load balancing
- Staging using high performance mirroring
- Oracle Support
- Custom Page Provider
- Multi Site management
- Custom Page Provider
- WSRP support

### PUBLISHING

- Scheduled publishing
- Workflow and process management
- Microsoft Office integration and publishing
- Page management
- Statistics
- Tasks
- Blog, support for MetaWebLog API
- Content channel
- Report Center

### OPERATIONS AND DEVELOPMENT

- Powerful API
- .NET based
- Visual Studio integration
- SQL Server support
- EPiServer Deployment Center
- EPiServer Page Bank
- Full set of sample pages, including templates for: Forms, Search, Site map, RSS, Subscription, Registration, Documents, Login and File listing.

### SECURITY

- User management
- Access rights for Content and files
- Functionality access rights
- Role and membership provider
- Virtual groups

### PERSONALIZATION

- Visitor segmentation
- Segmentation statistics
- Portal solutions
- User preferences
- Language preferences
- User and member registration
- Subscription services

“ *Managing three brands across seven European countries in as many languages is a breeze now that we have EPiServer CMS. Our website has a consistent look and feel and our users get the information they need under the brand they know, in the language they speak.* ”

JEROEN DIDERIK, eBusiness Manager, Fleura

# – Adapted and designed for tomorrow's web

**EPiServer CMS is one of the world's leading Web Content Management Systems. Our state of the art, .NET-based EPiServer CMS transforms static websites into powerful sales, marketing and customer service platforms.**

EPiServer is the world's fastest growing provider of Web Content Management (WCM) platforms and online community platforms. 3,500 customers worldwide use EPiServer CMS to create collaborative and engaging websites. EPiServer CMS is the foundation for more than 10,000 websites and is used on a daily basis by more than 130,000 web editors. EPiServer delivers its Web Content Management platform through an extensive network of over 500 competent partner companies in 30 countries. EPiServer combines the stability and support of a commercial product with a thriving developer community of an open source project through the EPiServer World community of over 12,000 developers. EPiServer is a Microsoft Gold Certified Partner with an AAA-ranking by Dun & Bradstreet since 2000. The company was founded in 1994 and has offices in the United States, Sweden, Denmark, Norway, Finland, The Netherlands, South Africa, Australia and the United Kingdom. EPiServer is controlled by the IK2007 Fund. IK Investment Partners is a European private equity firm with Nordic roots, managing Euro 5.7 billion in fund commitments.

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