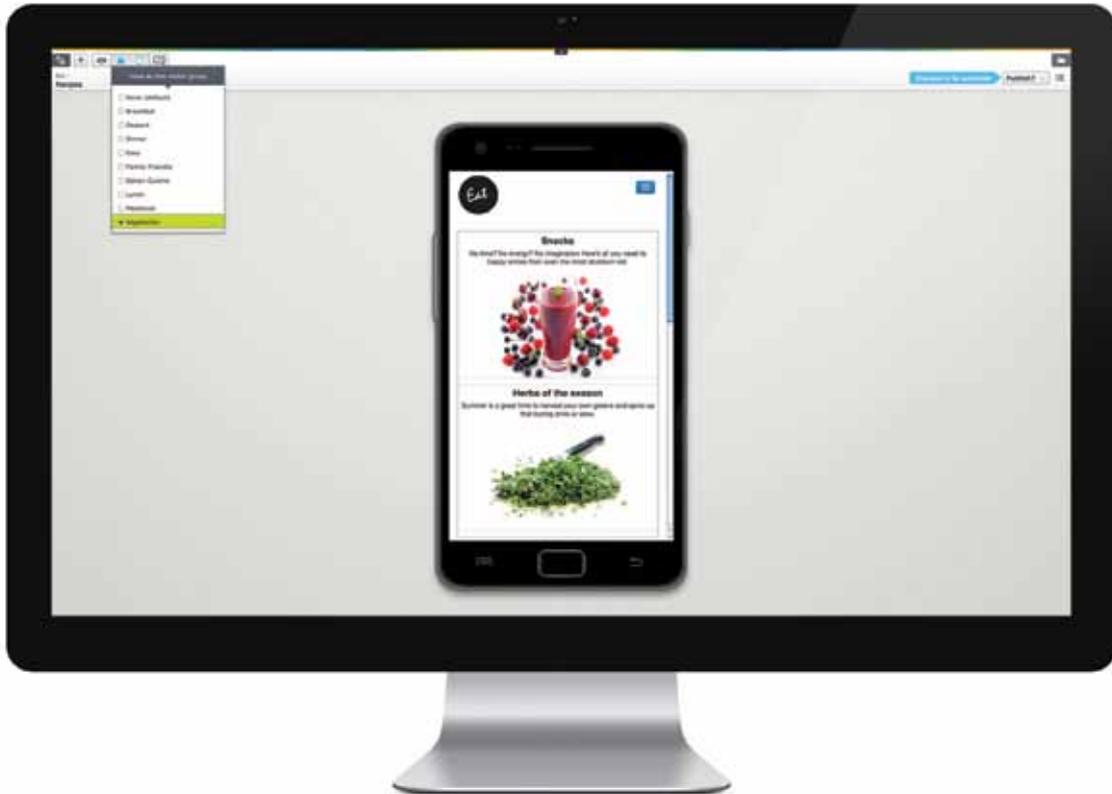




# EPISERVER 7 **CMS**

*Content without boundaries*



# Be creative and focus on your message

With EPiServer you'll be able to focus on what's important: the message. At last you can stop worrying about how content will render on different screens and whether or not it will follow brand guidelines. It will always look great!

## Consistency across screens

EPiServer 7 CMS gives you the creative freedom you need to create content that adheres to your design guidelines. Web, mobile and social, the design will be consistent. This ensures that your website has a positive effect on your brand management and that the interaction with customers has an impact on your conversions and results.



## Creative freedom when creating landing pages

The innovative drag-and-drop and on-page edit user interface in EPiServer 7 CMS ensures that you are in full control of content and design. The automatic layout makes sure you can create visually appealing landing pages without having to rely on a designer.

## Cross-channel campaigns

Specify your conversion goals, such as getting visitors to watch a video or download a report, and EPiServer will display your results. You can also group several cross-channel marketing activities into one campaign to get a complete view of their performance.



Receive context-sensitive statistics with the Google Analytics Add-on.



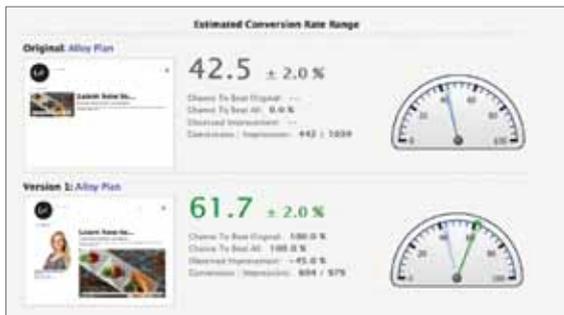
EpiServer Social Reach connects the content creation process with social media communication.

## Take advantage of social media

With EpiServer 7 CMS, you can update your site and schedule or immediately share those updates with your social network – all while customizing the message and monitoring analytics in real-time. Skip multiple logins and update all channels, such as Twitter, LinkedIn and Facebook, from within the same interface. It doesn't get more efficient than that!

## Accelerate your time to market

Create functions or content once and easily translate and use across all of your sites or channels. When you change content – such as a banner or block of text – in one place, it will automatically update across all related pages, websites or channels. The time to market for launching new websites for the enterprise is reduced by reusing existing content structure.



Use multi-variate or A/B test to self-optimize your site and improve ROI.

## Measure and optimize content

Easily test, measure and modify content to increase conversions for a landing page, single campaign, multiple websites or all digital marketing assets. The multi-variate testing capabilities optimizes your site automatically, as it learns over time which content convert best and automatically presents the best performing options more frequently. You can also perform A/B tests on pages, text and design elements, for an instant view of how your content is performing. You can also view conversion analytics directly on each web page, which makes it easier to optimize your site and improve your ROI.

*My communication is consistent, since my content always looks great across screens and channels.*

*I get an instant view of the impact my campaigns and content have on conversions.*

*I quickly scale my communication initiatives by reusing content across pages, websites and channels.*

*I share my content in all social channels from one interface. No multiple logins!*

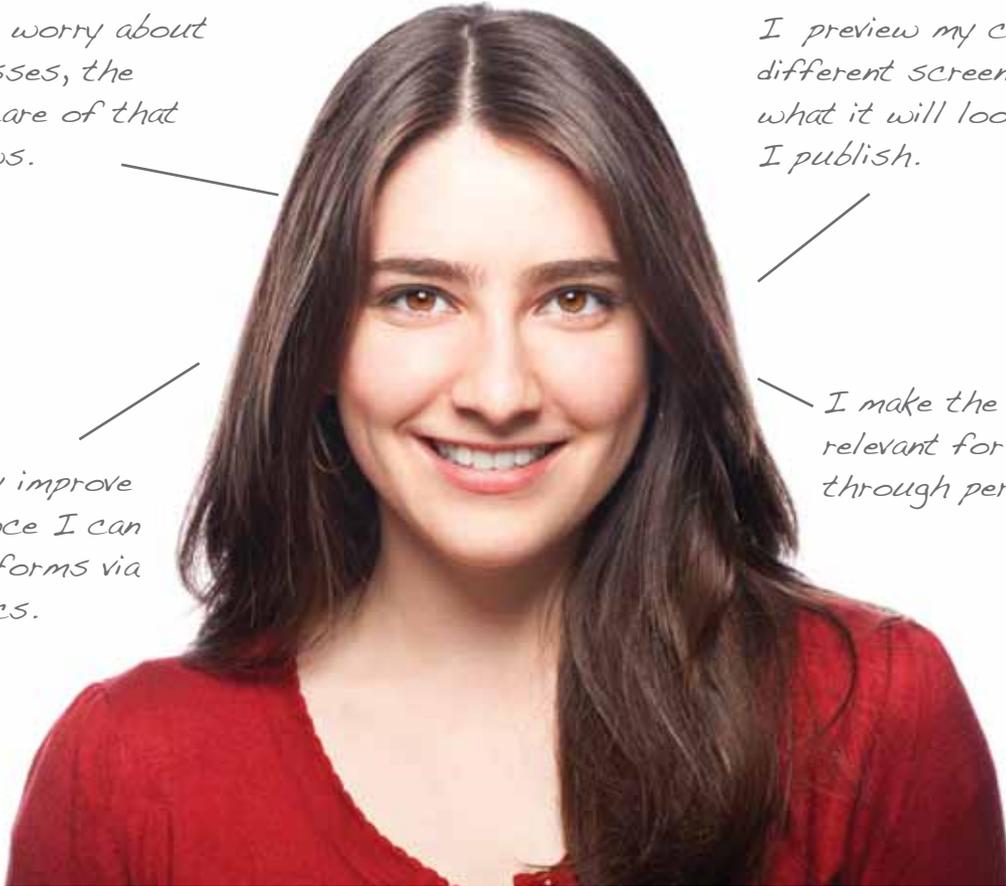


*I never have to worry about approval processes, the system takes care of that using workflows.*

*I preview my content for different screens and know what it will look like when I publish.*

*I continuously improve my content, since I can see how it performs via on-page analytics.*

*I make the content relevant for the visitor through personalization.*



## See how content will perform in every channel – as you create it

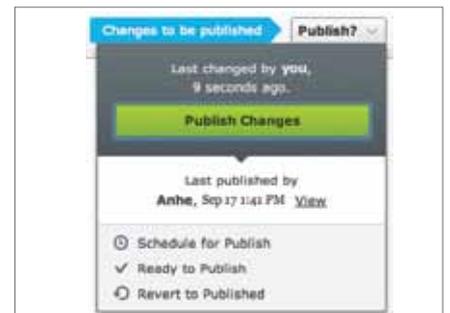
In EPiServer 7 CMS, all content is automatically enabled for PC, tablet and mobile, without any limitations. The unique and innovative interface allows you to create content for all channels at once.



Easily edit content directly on the page and see how it will look in different layouts.



Reuse content throughout your site using blocks. The blocks resize automatically to fit the layout of the page.



Clear indication if you have changes to publish, and what actions you can take with your draft.

## Multi-screen communication

EPIServer 7 CMS helps you work with responsive design elements and the intuitive user interface allows content to be previewed exactly as it will appear to the visitor. The automatic availability of mobile content provides you with the freedom to choose how you want to communicate. Starting with the basic automatic rendering to evolving into channel unique communication based on business rules.

## Editing with automatic layout

With EPIServer 7 CMS, you edit directly on the page and see updates in real time. Adding images is easy: drag-and-drop from the assets pane and your images will automatically adjust to the layout. Toggle the view to switch between different screens and see how your content adapts to the layout.

## Improve your SEO

You don't need to guess how your content will perform – test and optimize in real time. The integrated keyword analysis will determine if your content and metadata are optimized for target keywords and provides SEO advice that can improve your rankings.

## Deliver the right message

With EPIServer 7 CMS, you can personalize content for your visitors and present information that matches their demographics, purchase history, interests and the ways in which they interact with your content. You can then reuse this information across multiple pages, websites or channels to create a better user experience based on the context which increases site conversions.

## Improved quality control

With EPIServer 7 CMS, you can automate approval workflows and perform quality assurance before content goes live. You can also assign access rights to define who can create, view or modify content across your global and local sites. These access rights can be applied to any type of content, from complete websites to specific files.



## The EPiServer Add-on Store

With the Add-on Store built into EPiServer 7, getting the functionality you want has never been easier. The most useful and popular add-ons can be installed by a site owner without developer assistance and time-consuming deployment routines. Click once to install a new Add-on and upgrade existing Add-ons in the same way.

## Improve your website's performance

EPiServer's platform performs well on standard servers, while seamlessly handling spikes in traffic. You can set up EPiServer 7 CMS to ensure that your website delivers in a load-balanced environment and satisfies enterprise needs. This enhances website speed, allows you to support high volumes of traffic and provides failover protection in case a server goes down.

## Enhance your security

EPiServer offers built-in support for mirroring, so you can stage content on dedicated servers. You can also give web editors access to specific servers and lock down your front-end servers for increased security.

## Easily integrate with data repositories

EPiServer offers an open and flexible interface that can easily integrate with other systems and data sources, such as a CRM or ERP platforms. EPiServer 7 CMS offers standard connections for leading systems such as Microsoft SharePoint, Microsoft Dynamics CRM and Salesforce.com. Beyond the standard connectors, our integration platform has a web service layer, which allows you to integrate to systems such as SAP, Oracle, Amadeus or other data sources, both standard systems and bespoke solutions.

## Standard components

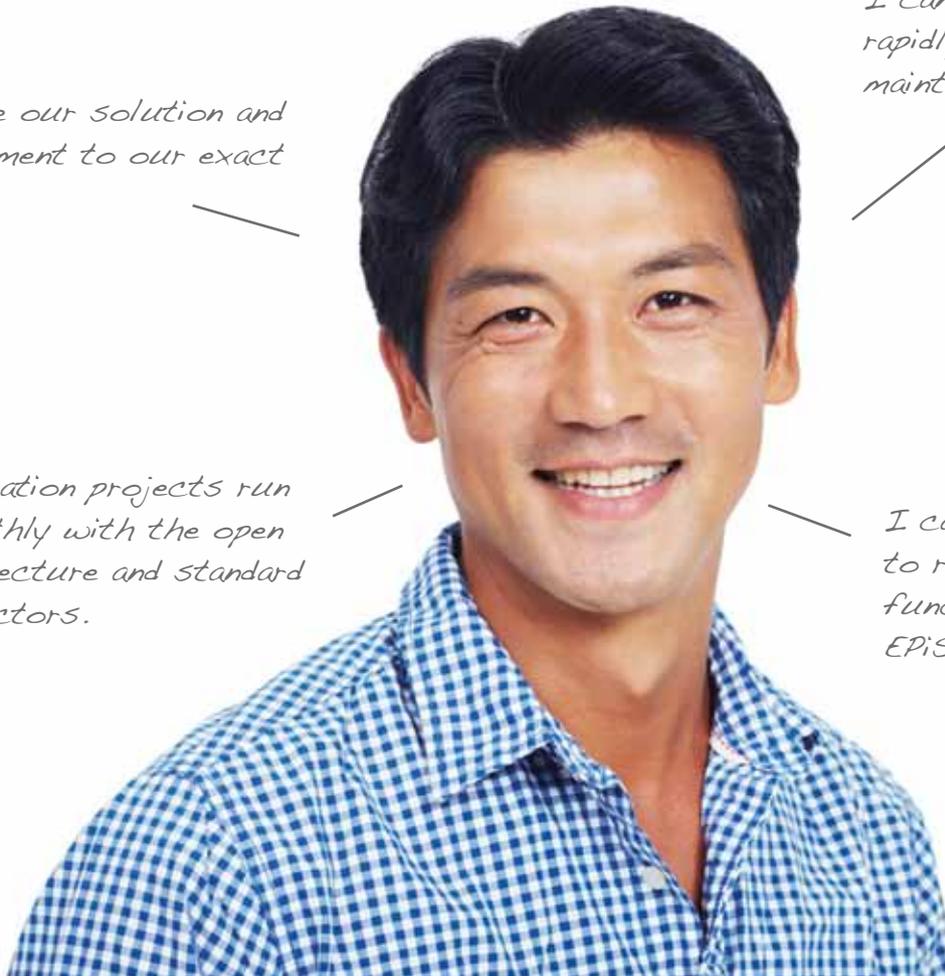
EPiServer 7 CMS streamlines the development by providing a rich set of business controls and proven integration methods. Standard .NET components and open, well-documented APIs allow you to easily add new functionalities to your website. You can also develop a component once and reuse it across multiple pages, websites and channels to further reduce your development time and costs.

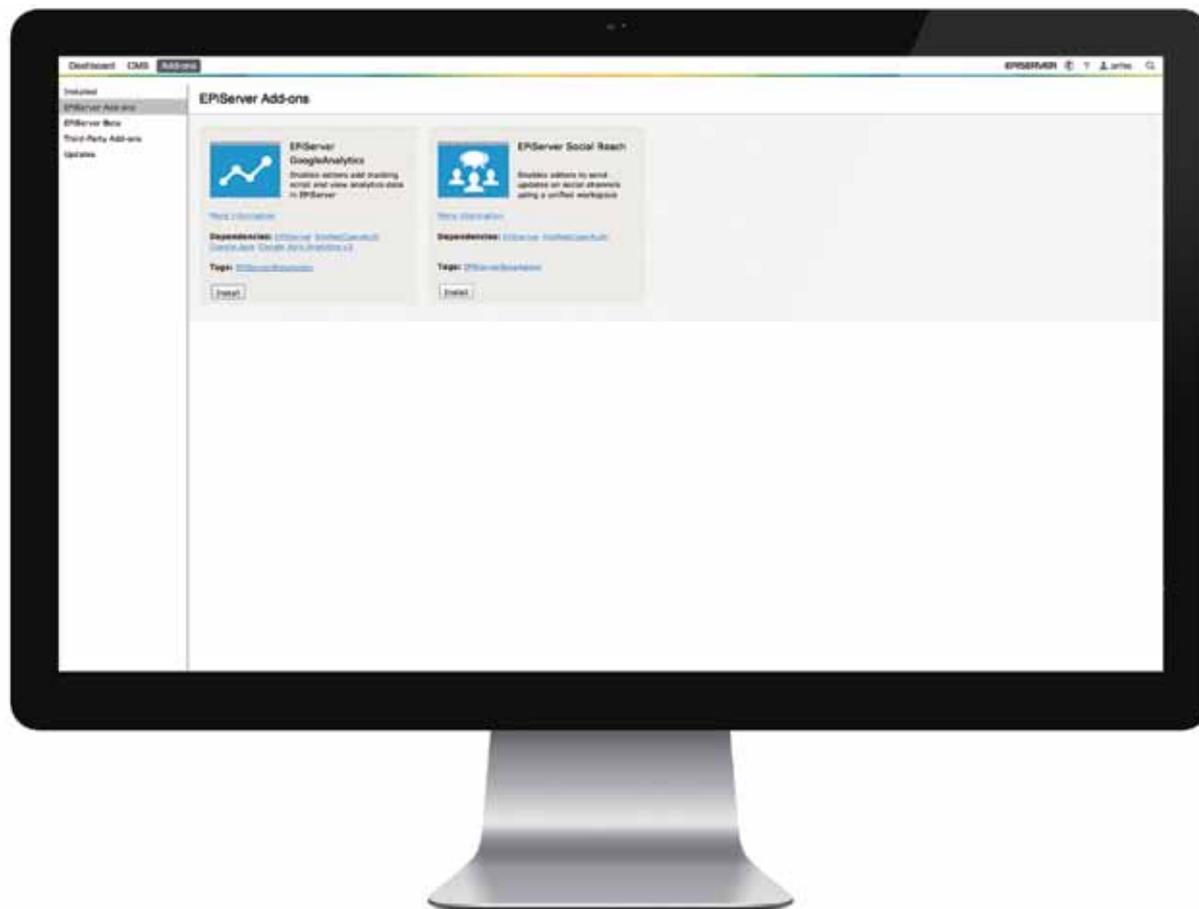
*I scale our solution and environment to our exact needs.*

*I can deploy new sites rapidly and keep the maintenance costs down.*

*Integration projects run smoothly with the open architecture and standard connectors.*

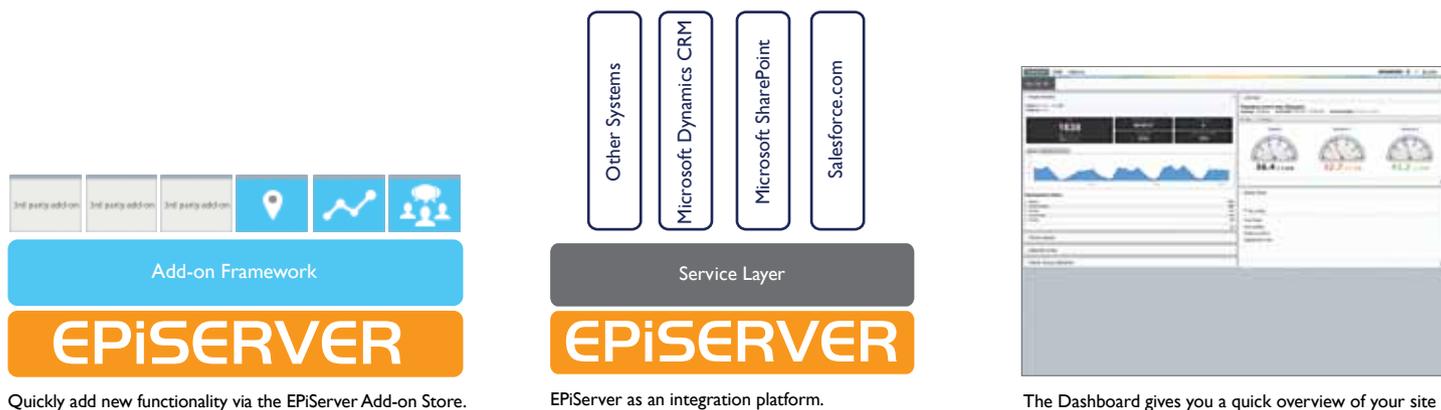
*I can quickly respond to requests and add new functionality via the EPiServer Add-on Store.*





# Manage your website with less effort

OnlineCenter serves as the central hub for your website, where you can access all of your site's content and features. Using the EPI Server Add-on Store you can add new functionality to your website with the click of a button.



Quickly add new functionality via the EPI Server Add-on Store.

EPI Server as an integration platform.

The Dashboard gives you a quick overview of your site and analytic insights.



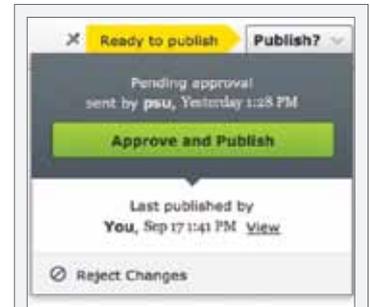
Expand your online presence with multi-screen communication. EPIserver supports responsive design and HTML5 and the intuitive user interface in EPIserver 7 CMS allows for content to be previewed exactly as it will appear to the visitor.



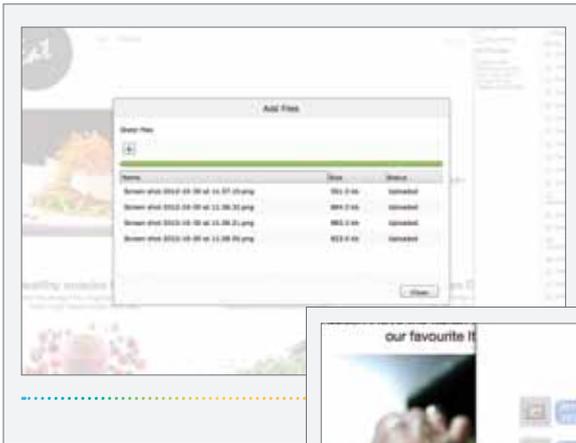
Easily see changes and publish them.

“ Pulling content from multiple sources and contextually transforming it to support unified digital experiences will be one of the biggest challenges in this space in the next several years.

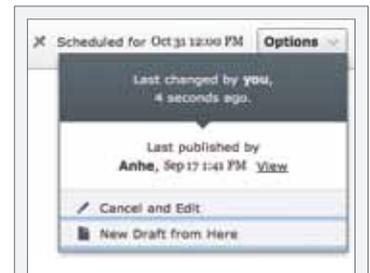
Stephen Powers | Analyst | Forrester



Use workflows to let editors send you finalized content for approval.



Easily upload multiple assets such as photos, images and movies directly into the file manager. Drag them from your file location and place them in the drop area.



Schedule publication of blocks and pages for a later date and time. You can easily use the scheduled page as a draft for a new page.

The first screenshot shows the 'Visitor Groups' management page in the CMS dashboard. It includes a 'Create' button and a table with columns for 'Name' and 'Notes'. The second screenshot shows the 'Edit Visitor Group' configuration page, where various criteria like 'System Role' and 'User Profile' can be set. The third screenshot shows a content preview for 'Low fat herbs' with a responsive design that adapts to different screen sizes.

Personalize your content by creating Visitor Groups...      ... then set up criteria for each Visitor Group...      ... and preview how your content will look depending on visitor and design!

“ We manage a multichannel enterprise environment, where information management and structure are critical. With EPiServer 7 CMS, it is easier for us to provide a consistent customer experience which ensures impact. ”

Maria Alfredéen | IT System Manager | TUI Nordic

The first screenshot shows a wide desktop layout with three columns of content: 'Seared Scallops', 'Healthy snacks for kids', and 'Italian Dinners'. The second screenshot shows a tablet layout where the content has reorganized into two columns. The third screenshot shows a mobile layout where the content has reorganized into a single column.

Reuse content and let it resize automatically to one column...      ...two columns...      ...and three columns.

# EPiServer 7 CMS functions

EPiServer 7 CMS has the tools and functionality for marketers, editors and it-architects to succeed in their daily work.

## User Experience

Select a CMS that focuses on the user experience. We create solutions that goes beyond technology and puts you in the center:

- ✓ Intuitive
- ✓ Minimalistic
- ✓ Attention to detail

## Content Creation

Be efficient by focusing on the content and your messaging, not the interface. The tools are there when you need them, but the content is always in focus.

- ✓ On-page editing
- ✓ Floating panels
- ✓ Multi-variate and A/B testing

## Social

Update all your social channels from one place, drive traffic and track channel specific measurements such as likes and comments. Personalize the message for each channel to increase conversions.

- ✓ Social campaigns
- ✓ Analytics integration
- ✓ Facebook, LinkedIn, Twitter

## Mobile and Tablet

Serve web content across all screens, including mobile, tablet and desktop. You clearly see what the visitor experience will be like on any given device.

- ✓ Instant preview
- ✓ Responsive multimedia
- ✓ Mobile apps

## Local and Global Markets

Decide which content should be local to a specific market and what should be global. Reuse smaller content parts, such as listings and banners across sites, markets and channels.

- ✓ Create once, use everywhere
- ✓ Multi-lingual
- ✓ Category filters

## Content Integration

Use EPiServer CMS as a delivery layer for other content repositories. Take full advantage of the built-in security, SEO and cache. At the same time let the editors use the same tools that are available for ordinary content.

- ✓ Security layers
- ✓ Workflows
- ✓ Content providers

## Personalization

Personalize the experience for your different personas based on context. Combine history, behavior, location and business rules to target content and increase conversions.

- ✓ Personalize once, use everywhere
- ✓ Context preview
- ✓ Built-in rules engine

## SEO

Optimize your content based on specific keywords. Get on-page recommendations and increase your search engine rankings.

- ✓ SEO metadata
- ✓ Keyword analysis
- ✓ Recommendations

## Performance

Scale the solution to fit your needs. Take advantage of multi-server environments and use the built-in search to speed up queries.

- ✓ Distributed cache
- ✓ Load balancing
- ✓ Lucene search



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*Unique combination of commerce and content to deliver cohesive customer experience*

*The only enterprise-class .NET e-commerce platform with a mobile first solution*

## ABOUT US

EPIserver connects ecommerce and digital marketing to help business create unique customer experiences which generates business results. EPIserver's platform combines content, e-commerce and multi-channel marketing capabilities to work full-circle for businesses online, from intelligent optimization, lead-generation through to conversion and repeat business.

Sitting at the centre of the digital marketing ecosystem, EPIserver empowers online and IT professionals to create superior customer experience for more than 20,000 websites worldwide. Built on .net, and supported by a pioneering partner network of over 690 partners in over 30 countries, EPIserver's platform gives customers the ability to deliver the right content to the right person in the right format at a time that suits them. This approach means customers can maximize their investment in digital marketing and increase ROI. The company was founded in 1994 and has offices in the United States, Sweden, Denmark, Norway, Finland, The Netherlands, South Africa, Australia, Spain, UAE and the United Kingdom. EPIserver is controlled by the IK2007 Fund. IK Investment Partners is a European private equity firm with Nordic roots, managing €5.7 billion in fund commitments.

*We've been around since 1994 with a strong track record in innovation.*

*More than 200 global customers run their online businesses on EPIserver Commerce everyday*

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