

RVP

REDMOND VENDOR PROFILE

Sitecore: Deliver Compelling Customer Experiences & Expand the Business Value of Your Website

At Sitecore, we're redefining 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. Our software makes it easy for businesses to identify, serve, engage and convert new customers online.

Totally committed to the .NET framework, Sitecore has been the leader in Microsoft compatibility for web CMS. For SharePoint customers, there's no loss of content or investment. All existing content is simply repurposed and delivered to the new Sitecore-managed site via our SharePoint Connector.

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.

"No matter how powerful a CMS solution, if cross-functional teams can't intuitively use the system,



marketing campaign results and Web experiences will suffer," said Darren Guarnaccia, senior vice president product marketing, Sitecore. "That's why Sitecore has dedicated itself to developing a world-class user interface that is powerful and simple to learn. Based on iterative feedback from the Sitecore community, we've made significant strides in usability with features that anticipate how marketers think and work."

Thousands of public and private organizations have created and now manage more than 24,000 dynamic websites with Sitecore including ATP World Tour, Computer Associates, ISS, Lloyd's of London, Microsoft, Omni Hotels, Siemens, Thomas Cook and The Knot.

For more information please visit:
www.sitecore.net/wcm



sitecore
 compelling web experiences™