



# **EPiServer Content Management System**

**Enterprise Best-of-Breed CMS**

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EPiSE

**Online... and beyond**



# 01

Enterprise CMS

## Don't compromise on your CMS Selection

### Selecting your CMS alongside the best

The journey of identifying a preferred online solution starts with three key questions:: (1) Do I select a CMS developed internally or an off-the-shelf CMS system; (2) If I choose an off-the-shelf system which CMS offers me the best value and minimal risk; and (3) which vendor should I select to manage the development.

#### Why not use 'in-house' CMS systems?

- You risk being held captive by a single IT vendor
- Domestic CMS software can not compete with the scale and functionality of international platforms due to our market size
- No upgrade or development roadmap for the future
- Development can be very expensive and time-consuming
- Upgrading is normally a disaster
- Lack of support, training and documentation
- Unable to keep up with technology

#### Why use an 'off-the-shelf' system?

- Standard platform used by governments and companies
- CMS licenses should cover most of your desired functionality
- Technology continuously updated through software subscription
- 3rd party products developed to integrate with CMS platform
- Professional documentation, training and ongoing support
- IT vendor focuses on service (rather than holding you captive to their CMS technology)

#### What makes EPiServer CMS special?

- Proven platform with large partner network
- Rated consistently in global top CMS platforms
- Very good value for money
- Open developer platform which is extensible by ARES
- Based on the latest robust Microsoft .Net 3.0 technology
- Ease of use – low training costs
- Strategy for 3rd party vendors and many add-ons available
- Large user community

As well as underpinning many of the world's leading organisations' websites, EPiServer has recently been selected by Museum Victoria, Victorian Government, Diabetes Australia, Shaw Stockbroking, Destra Corporation, Australian Wool Testing Authority and Diabetes Australia.

Why not arrange for ARES to undertake a no obligation demonstration of the EPiServer CMS? We can even setup a free online demo site for you to experience for yourself. Call us today on 1300 762 912.



#### International EPiSERVER Users

By including user logos ARES and EPiSERVER does not infer a direct commercial relationship or CMS endorsement.

Online... and beyond

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# 02 Enterprise CMS

## Tested Over 25,000 Times

### Simplicity, With The Focus On Content

EPiServer helps you to easily and quickly manage information on intranets, extranets or public websites. Choose EPiServer if you would like to develop, implement and administer all of your websites on one platform.

You can easily create and update content on the company's websites from an internet browser. Working in EPiServer can be compared to a simple form of word processing. No technical skills are required to keep your content up-to-date.

#### EPiServer Market Snapshot

- One of the worlds leading Web Content Management Systems (CMS)
- On the market since 1997
- More than 4500 websites worldwide
- More than 1.900 customers
- More than 1000 trained developers
- More than 200 partner companies
- More than 50.000 editors
- Two new EPiServer sites delivered every 24 hours

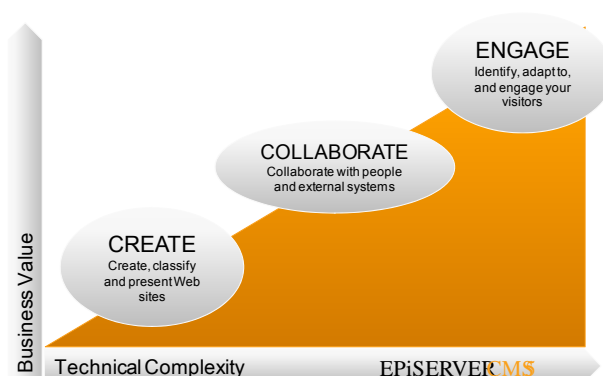
### The Only Limit Is Your Imagination

There are really no limits to what can be done on the platform, either with regard to design or functionality. The areas of use extend from common websites to complex portals, where employees have access to information from other systems and customers or suppliers can access specific services such as orders, inventory and billing.

For most organisations, information systems in the form of different types of applications and infrastructure are business-critical. Yesterday's information systems are rapidly being replaced by more open, standards compliant and interoperable structures.

### Isolated Islands Become a Continent

Organisations increasingly use the online medium as a channel for disseminating information externally and internally. Many websites and intranets have been created without the support of all internal stakeholders to help link the vision, strategy and organisation. The question is how, in a simple and cost-efficient way, to connect the different islands and information channels in an efficient manner.



By choosing EPiServer as your platform for strategic information management, you can grow from a common website to creating portals with advanced functionality and integration of other systems and applications.

### Take A Step Closer To Integration

EPiServer has a lot to offer. EPiServer has a platform for creating web-based portals. The areas of use extend from internal portals, where employees have access to information from other systems via the intranet, to portals for customers or suppliers, where they can access orders, inventory, billing, information and services.

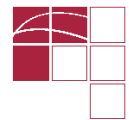
In EPiServer you can work together in web based project rooms. You can share documents, have discussions and use a common calendar and workspace, regardless of where in the world your colleagues are located.

### Online... and beyond

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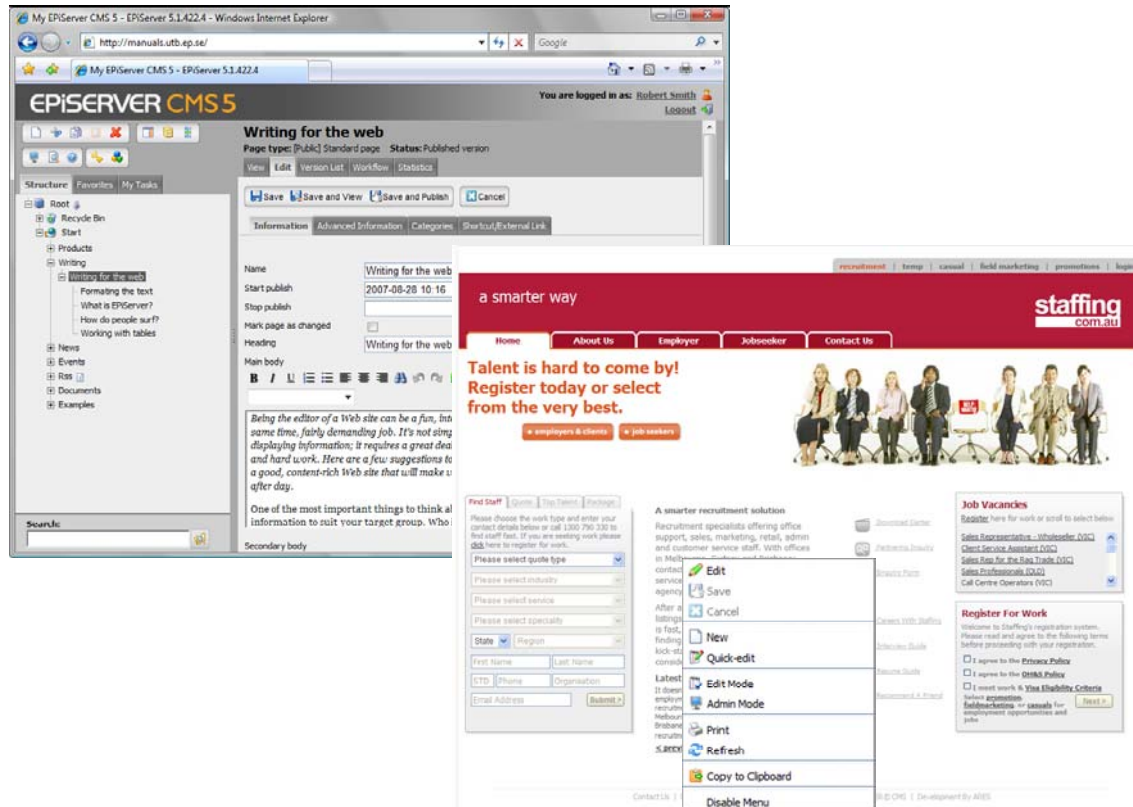
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# 03 Enterprise CMS

## Advanced Simplicity



### Easy Editing Directly On The Page

Updating your web content is made simple using EPiServer. All processing and updating is done via the web browser. Text editing can be done directly on the webpage using a right-click menu.

In EPiServer, simplicity means that advanced functions can be used by everyone with no loss of webpage consistency or quality. Working in EPiServer can be compared to word processing. Knowledge of word processing programs enables all employees with permission to publish information in EPiServer.

### Easy To Create & Maintain Information

All management and updating of the website is done via a web browser. Text editing can be done directly on the webpage and EPiServer has a built-in editor that works the same way as a normal word processing program. Employees can easily format text, create links, work with tables, insert and upload images and files. The editor is a "WYSIWYG" editor and requires no local installation.

### Work With Content Directly In Microsoft Office

In EPiServer, editors can create and maintain content from MS Word, Excel or PowerPoint. Text and images can be processed in MS Office and published on the web via EPiServer. The graphical profile of the website can be retained, as EPiServer filters out unnecessary formatting from MS Office. The result of publishing can also be shown as documents or with the formatting retained. The information can then be updated from either MS Office or EPiServer.

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## 03 Enterprise CMS Advanced Simplicity

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### Easy Management of Images & Media

With the aid of EPiServer file manager, editors can easily upload images to the website. Images can be previewed in miniature and it is possible to insert alternative texts for all images.

### Efficient File Management

In the file manager, editors can easily work with files by creating, deleting, renaming and moving files. It is possible to decide, directly from the file manager, the permission levels for organisational users.

### Secure Document Management

As the editor, you can check in and out of documents you work with, so that changes can not be made by other users at the same time. Version control is linked to the MS Office programs Word, Excel and PowerPoint, which enables you to check the files in each program directly from the file manager.

### The Right Information - The Right Time

In order to be sure that the right information is released at the right time, EPiServer offers the ability to control the date and time of publication.

### Easy File Management

By dragging and dropping one or more files from Windows Explorer, you can upload files to the web server efficiently. Via the file manager you can then drag and drop the files into the webpage. WebDAV (or Web Folders) increases the possibilities for editors to work with files as well as other systems. WebDAV can be integrated with external systems and applications such as Microsoft Office.

### Simple Storage Of Version

Every time a page in EPiServer is edited, a new version is created. This means that the old information is not deleted, but can be easily restored for review. All versions of a page are shown in a clear view, where it is possible to publish, delete and compare versions with each other. From this view it is also possible to set a special time for publication of a version of the page.

### Create Credibility By Spelling Correctly

On a website, it is important to instil the confidence of the visitor. One way to do this is to write and spell correctly. In EPiServer you can check your spelling with the built-in spell checking function before you publish your information. The spell checking function is integrated with Microsoft Office.

### Permission To Change In The Right Place

With the aid of EPiServer's authorisation system, different editors can be granted different publishing rights. Some users may be granted complete authorisation in certain portions of the website, others perhaps only have permission to save information while someone else must publish it. In EPiServer's tree structure, the permissions you have are shown clearly on each individual page.





# 04 Enterprise CMS

## Personalised Uniformity

EPiServer is built to make everyday life easier for individuals in different areas of an organisation. Most important is that each individual decides how he or she wants to work, in a way most suited to them.

### Different Roles For Different Individuals

In EPiServer there are different methods for editing pages. Using the right mouse button there is a unique menu that the editor can access from anywhere in the website. Each individual can use it to choose three different methods for editing the page, based on the level of proficiency and what you want to do on this particular occasion.

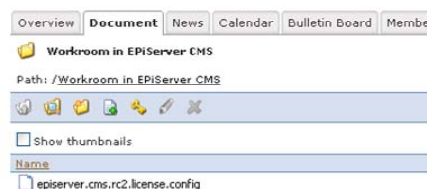
### Fast Access To The Most Frequently Used Pages

A website can contain thousands of pages and it is common that an editor only has permission to edit a small part of these pages. By adding his or her own pages to Favourites, each editor can quickly and easily find the most frequently-used pages.

### Language By Nationality

EPiServer is available in eight languages: English, Swedish, Norwegian, Danish, Finnish, Spanish, French and German. Each logged-in user can select his or her personal language and thus use EPiServer's editing mode in the selected language. In EPiServer you can also select a specific language for each page, which is useful when you have a website in multiple languages. If the standard languages aren't enough, new languages can be added to EPiServer.

#### Workroom in EPiServer CMS



### Share The Work

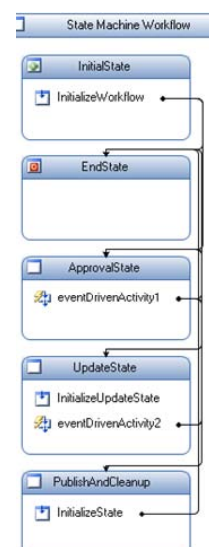
In EPiServer it is possible to create tasks and assign them to other individuals, groups or to yourself. A personal task list with all kinds of tasks is shown when the user logs in. EPiServer reminds of new tasks by sending e-mail to the user.

### One Person Creates, Sever Review Before Publishing

In EPiServer there is a function for publishing information created by someone else. An editor may have permission to create information, but not publish it. The system handles assigning tasks from an author to a responsible publisher.

EPiServer has full support for different kinds of workflows. It is possible to share tasks between employees and give approval in several stages before publication. EPiServer keeps track of who is to perform which task, whether he or she does it in time and sends reminders via e-mail.

Customised workflows, which help support existing processes in each organisation, can also be constructed.





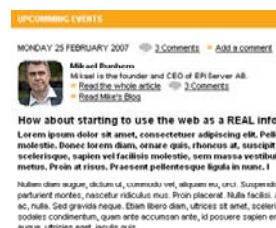
# 04 Enterprise CMS Personalised Uniformity

## Exchange & Share Information Seamlessly

There is an add-in function for the Editor in EPiServer, which can be used to insert your own fields anywhere in the Editor. Predetermined fields can be detailed, similarly to MS Word's Insert Autotext and Insert Field. Information from different systems and sources, such as EPiServer's databases and other databases via XML data, web services and others, can be retrieved.

## Blogs

Share your thoughts with individuals, teams or members of a community. The EPiServer Blog module includes support for MetaWeblog API and is using friendly URL's..



## Simplified Online Registration & Sign-up

EPiServer is delivered with a local user database, which means you can allow users to be registered in the system directly from the website. In EPiServer's administration mode, you set which requirements will apply for users as to password, access from specific IP addresses, etc. The administrator may also decide whether self-registration will be possible - the perfect function for managing extranet users.

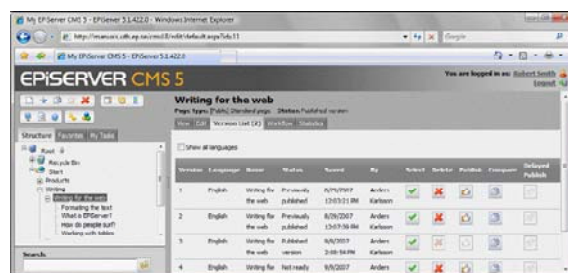
## Integrated Authenticate Management

EPiServer uses the same authorisation model as Windows. This means that access rights can be set so that only certain employees are allowed to change information on different pages of the website. Another area of use is a public website that also functions as the company's intranet and/or extranet. Different users see different menus depending on the access rights they have. There are six different access levels built into the system, which can be linked to individual pages or whole sections of the website.

EPiServer is integrated with Windows and other systems (Active Directory and Novell eDirectory) via LDAP. This means that new users do not need to be set up in EPiServer; the user accounts that already exist in the company's network can be used.

## Access Rights On Individual Pages

Each page in EPiServer can have its own access rights. Thus, you can allow different visitors to view unique different pages on the website.



## Professional & Enterprise Edition

EPiServer's license model is based on the number of websites and is entirely independent on how many visitors or editors your website may require. The simple license is called EPiServer Professional and is valid for one website.

The EPiServer Enterprise Edition license enables you to implement up to 15 websites on one server, where each website can have a unique address. The different websites have one database, which makes it possible to reuse and share information, documents and images efficiently between the different websites.





# 05 Enterprise CMS Tech Update

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EPiServer is 100% based on Microsoft .NET, a technology launched by Microsoft to meet the demands that may be placed on technology in the future. Ever since the first version, EPiServer has been at the cutting edge of technology and utilized the very latest developments in order to make the platform as efficient and functionality rich as possible.

## Scalable, Reliable & Based On Standard Products

EPiServer is a scalable and reliable solution. The platform is based on standard products from major well-known suppliers, such as Microsoft and Oracle, and is suited to both simpler and more complex websites with several thousand simultaneous users.

## Web Services – Enable Integration

In order to enable and simplify integration with other systems, EPiServer is available with three web Services: SOAP (Simple Object Access Protocol), WSDL (Web Services Description Language) and WSRP (Web Services for Remote Portlets). Web Services is a standard formulated by W3C, which enables integration of different systems via HTTP. The standard is an important cornerstone in the building of independent, distributed systems via the Internet.

## Connectors

Integrate directly to Microsoft® Dynamics CRM and Salesforce®. Use Microsoft® Sharepoint to publish to your EPiServer website by using the EPiServer SharePoint Connector. EPiServer Search Connector to integrate major search products such as Google® Search Appliance.

## Open Development Architecture

ODA stands for Open Development Architecture and its purpose is to make EPiServer more adaptable in order to be able to meet the demands of all customers. It should be easy for a supplier to develop solutions that can be integrated in EPiServer. Also, EPiServer CMS 5 supports ASP.NET Web Parts which is a technology for portal construction.

## Load Balancing & Quality Assurance

EPiServer supports load balancing. This means that if you have a website with high visitor traffic or high demands on security or accessibility, traffic to the website can be directed and distributed over multiple servers. Incoming traffic on the website is directed to the server with the greatest capacity. EPiServer also has a dynamic cache that improves the system's performance by two to six times compared to a traditional dynamic web system. .NET's output cache is also automatically used when possible, which often dramatically improves performance.

## Software Subscription

By purchasing a Software Subscription you get access to free upgrades of EPiServer for 12 months. Software Subscription is linked to each license number and is delivered by the partner that delivered the original EPiServer license. We offer all new and existing customers extra protection of their investment in EPiServer. A separate deposit contract for source code is included in the Software Subscription.

## System Requirements

- Windows 2003 Server
- Microsoft .NET Framework 3.0
- Windows Workflow Foundation
- Microsoft SQL Server 2005
- Microsoft Internet Explorer 6.0 or later for editors and administrators
- For publication via Microsoft Office, Office XP or later is required

