

a product by:



sitefinity<sup>®</sup> CMS  
Envision. Build. Manage.

The Sitefinity logo consists of a circular emblem with four interlocking loops in blue, orange, and green. To the right of the emblem, the word "sitefinity" is written in a lowercase, sans-serif font with a registered trademark symbol, followed by "CMS" in a larger, blue, uppercase, sans-serif font. Below the main text is the tagline "Envision. Build. Manage." in a smaller, lowercase, sans-serif font.

Envision. Build. Manage.

...the new web experience

...compelling web 2.0 sites

...staggering growth

In today's global and connected world, it's no longer enough to have a website. You need to transform it into a relentless lead generation machine or otherwise you will lose ground to your global competitors. To meet the modern challenges you need a flexible Content Management System that helps you instantly shape your site according to your vision.

- 
- **Introduce new products and services on your website overnight to beat your competitors**

#### User-friendly interface

Most Content Management Systems have complex and confusing interfaces where it's hard to accomplish even simple tasks without consulting the manual. To address this problem and allow business users to quickly add and modify content, our User Experience team has engineered Sitefinity according to the latest usability best-practices:

#### Word-like content editor

If you are familiar with Word, you are already familiar with the SF text editing tool. You can enjoy the Word-like editing environment where it's easy to add and edit text, images, page links and multimedia content, just like in Word. If you need to add a new marketing text on your website, this will be as easy as writing it in Word.

---

- 
- **Effortlessly refresh the vision and branding of your website every 6-12 months**

By separating content from presentation Sitefinity enforces visual consistency on your site through a series of pre-set, easily changeable themes and templates.

If you want to refresh your branding on all 1000 pages of your website with SF you can do that quickly. All you need to do is modify the website templates and all the pages will be updated automatically. You won't need to go over 1000 individual pages.

---

The award-winning Sitefinity CMS powers over 5000 websites in 38 countries across various industries - from Financial and Government Services, to Communications, Retail, and Entertainment.



- 
- **Be in full control of your site even when the marketing team is spread across the globe**

#### Workflow

When you have multiple content contributors specializing in different areas, you need a system that facilitates their collaboration. Having a content editor in the UK, a designer in France and a marketing director in the US is no longer a problem. Sitefinity allows you to define your workflow process and make sure content will be properly reviewed and approved by the right person before going live.

#### Versioning

Sometimes we make changes that we want to eliminate. Content modifications are never lost thanks to the versioning functionality of Sitefinity. Every time you make modifications on your website, a copy is created in the database and you can easily roll back to a previous version at any time.

#### Configurable access rights

In Sitefinity permissions are set on a per module or per page basis, ensuring that users view and edit only the content and Sitefinity components that they are supposed to. You can create different roles with different levels of permission and assign users to them.

---

- 
- **You need to build a community around your products and services through forums, blogs, and polls**

With out-of-the-box blogs, threaded discussion groups, polls, and RSS feeds, Sitefinity can help you build a lively community around your products and services. Your customers can actively share their comments and questions, allowing you to collect valuable feedback about your offering and also about general market trends. Lively forums and blogs also contribute to your social media optimization (SMO).

---

- 
- **Deliver compelling content to your visitors in their native language**

Creating and maintaining sites in multiple languages is easier than ever. If you have customers in USA, France and China and you want to present your content in the local language, Sitefinity provides the tools to help you reach out to your different target groups and maximize the effectiveness of your web presentation.

---

- 
- **You need your website to integrate with other systems –CRM, Analytics, e-commerce solutions**


Sitefinity is designed to provide the flexibility to integrate with your existing third party systems such as line of business applications, CRM systems and marketing automation platforms.

---

- 
- You need your site to be fully SEO optimized to make your company easy to discover

Sitefinity makes Search Engine Optimization easy, and gives you the tools you need to maintain excellent search engine rankings. Sitefinity prompts content creators to enter content for Meta tags, including the title, description and keyword, making your site compliant with SEO best practices. Sitefinity also offers URL Aliasing, which enables creation of simple, readable URLs, as well as search-friendly URLs to replace long, complex URLs.

---



Want to handle tremendous workloads? With Sitefinity your website will effortlessly deal with thousands of visitors and content editors.

---

- **Finally, you need a good ROI**

- Your time and your marketing budget are better spent on marketing campaigns rather than expensive CMS products. However, when looking for a CMS, you often arrive on websites where there is no sales price, no online demo and the vague marketing brochure does not answer any of your questions.

With Sitefinity your evaluation will be fast and easy:

- You can review the Sitefinity Licensing options on our 'Purchase' page.
- You can take an Interactive Tour and quickly get familiar with the Sitefinity features and UI.
- Or you can play with the online sample site and schedule a 1-on-1 live demo.
- For more details, please visit:  
[www.sitefinity.com/cms-for-business-users.aspx](http://www.sitefinity.com/cms-for-business-users.aspx)



Sitefinity can help you enforce brand consistency throughout your website. The CMS allows you to have complete control over how pages look.

- **Partner Network**

Our partner network of over 60 companies extends to 15 countries on 5 continents. Telerik has tailored the Sitefinity Service Partner Program to help companies who use Sitefinity extensively in their projects grow their business and expand their market reach by delivering Sitefinity-based applications.

Want to find the perfect implementation company for your project? Drop us a line at [sales@telerik.com](mailto:sales@telerik.com) and will be happy to advise!

- **Awards**



Sitefinity CMS was named finalist of the “Best of Tech Ed 2008 Developer Awards” in the Developer Tools category by Penton Media’s Windows IT Pro® and SQL Server Magazine®.



Telerik won the Red Herring 100 Europe for 2008, which recognizes the top 100 private technology companies headquartered in Europe, the Middle East and Africa region each year.



Sitefinity CMS won a Runner up recognition at the annual asp.netPRO Readers’ Choice Awards Competition in 2008.

- **Companies that rely on Sitefinity CMS:**

**I♥NY**



**Quaker Oats Company**



**KIA Motors**



**(RED)™**





The Sitefinity Web Content Management System empowers you to take full control over your website. Achieving your business goals is easier and quicker than ever expected. Unlike many other content management systems, Sitefinity empowers both content editors and marketers to complete tasks that are usually reserved for web developers and designers. To learn more about the features and capabilities that Sitefinity offers, we invite you to take the Sitefinity **Interactive Tour** or review any of the other **Evaluation Resources**.

**Interactive Tour:** [www.sitefinity.com/cms-for-business-users/interactive-tour/](http://www.sitefinity.com/cms-for-business-users/interactive-tour/)

**Evaluation Resources:** [www.sitefinity.com/cms-for-business-users/resources](http://www.sitefinity.com/cms-for-business-users/resources)



#### Bulgaria – Corporate HQ

33 Alexander Malinov Blvd.,  
Sofia 1729

phone: +359.2.8099850

fax: +359.2.8099888

e-mail: [sales@telerik.com](mailto:sales@telerik.com)

#### USA

275 Grove St., Suite 2-400,  
Newton, MA 02466

phone: +1.888.365.2779

fax: +1.617.249.2116

e-mail: [sales@telerik.com](mailto:sales@telerik.com)

#### Germany

Balanstrasse 73, 81541  
Munich

phone: +49.89.8780687.70

fax: +49.89.8780687.77

e-mail: [sales@telerik.com](mailto:sales@telerik.com)

**[WWW.SITEFINITY.COM](http://WWW.SITEFINITY.COM)**

**[WWW.TELERIK.COM](http://WWW.TELERIK.COM)**