



Delivering strategic content management solutions

Company and product

Sitecore is a leading
provider of innovative
content management
system software



sitecore®



Sitecore provides the versatile platform to realise all of your Internet needs

The Company

We have produced the Sitecore content management system since 1999. We have a well established portfolio of Solution Partners worldwide and an extensive network of certified Sitecore developers. We are a leading provider of innovative CMS software and associated products.

We comply fully with the Worldwide Web Consortium's open Internet standards, for example SOAP (web services) and XML, and are committed to Microsoft's .NET technology. The result is one of the most versatile systems available on the market. Sitecore covers two key areas; the content management client, to be used by editors to easily enter content on a website, and the developer environment, the platform for creating any Internet solution. Sitecore is an ideal choice for integrating and Internet enabling IT systems within an organisation.

Our partner reach is global and they service a broad spectrum of successful businesses. The Sitecore CMS currently delivers millions of dynamic web pages to these organisations.

In independent tests the Sitecore CMS has been voted undisputed winner.

The software is designed with both editors and developers in mind, and is highly recommended by both groups.

The content management market can be roughly divided into three distinct areas:

The *out-of-the box software*; will give a customer a good-looking site in a short period of time. This product suits companies with simple, constrained, ambitions for their website. However, custom changes can only be performed by the CMS vendor themselves.

All-in-one products are the other end of the spectrum; controlling every piece of information in your company from internal documents to websites, perhaps even including a full suite of ERP and CRM tools. These

implementations are complex, ambitious, and often planned over a period of years.

The *development platform* will bring a company online quickly, with a comprehensive set of tools for content management, and extensive functionality that immediately satisfies the corporation's needs. Furthermore, the system incorporates a sophisticated development environment that enables complete customisation and integration of external systems, so that the long term needs of the business can also be realised, unconstrained by the CMS provider.

Sitecore is a development platform.

Companies who have chosen Sitecore are very diverse; municipalities and public organisations, major corporations and e-merchants, amongst others. They can all, however, be universally profiled as companies who have *seriously* considered their Internet requirements and wish to invest in a *strategic* solution.

These companies are interested in a system that will deliver against all of their specifications today, but through open standards and integration opportunities, also satisfy their future expectations.

Sitecore is based on open standards and is 100% .NET, this gives unlimited development and integration opportunities

Solution Partners

We provide software through Solution Partners. Typically these are system integrators, IT consultants or design houses with development capability. All partners must have a solid grounding in the .NET environment, and have XML experience. All partners are Sitecore certified and we provide a full developer training program.

Our target is to provide partners with a service and support that is second-to-none, thereby enabling them to create top-quality solutions, every time.

Sitecore takes pride in the fact that we have some of the most experienced international companies as Solutions Partners and this list is growing all the time. Please visit our website to see the list of Partners.

Integrated Software Vendors

The Sitecore ISV program encourages the development of generic solutions to specific challenges that are encountered in the field. These may then be included in our product range and offered to end customers through our Solution Partner network, thus continuously expanding the portfolio through real world experience.


The ISV program has yielded modules and solutions that both enhance the content management solution and go further to explore some of the most ground breaking uses of the Sitecore platform.

Technology Partners

With a view to providing totally integrated solutions Sitecore has agreements with Technology Partners world-wide. These partners have spent thousands of hours producing software dedicated to solving specific tasks in their competence areas. Sitecore produces the best of content management systems. By combining their products with ours, we can deliver a system that benefits from an unequivocal depth of expertise.

Each partner provides proven technologies that are incorporated into the Sitecore product suite or alternately incorporates Sitecore into their own products. We work primarily with technology partners who have made a positive commitment to the Microsoft .NET framework and the W3C open standards such as XML.

For example, the portfolio covers a wide range of database solutions; SQL, Tamino (XML) and Oracle. We have international payment solutions covering all major credit and local debit cards. There are search solutions and statistics solutions, both server and Internet based. We cover document management and Customer Relationship Management and we are continuously extending this list - a full list of technologies and partners can be seen on our website.

A man with short brown hair and blue eyes, wearing a tan ribbed sweater, is looking down at a white document he is holding. The background is a blurred office interior with a window and a door.

The Technology platform

From the start, we committed to the open standards as defined by the World Wide Consortium, W3C. XML, one of the foremost technologies developed by W3C, is now one of the most broadly used Internet standards.

As a logical progression from this environment we selected to base the fourth release of our product on the .NET framework. As such we were one of the first CMS providers that were fully .NET compliant with this solution. Subsequently we have seen a surge of both new technologies based on this framework, or existing platforms developing connectors to this framework. This creates an ideal environment for system integration.

We are a certified Microsoft .NET Integrated Software Vendor Partner and our product certified for .NET interoperability.

The combination of the .NET framework and the W3C standards results in a development platform that facilitates extremely rapid implementation of new services and has virtually unlimited integration possibilities. Our technology is patent pending.

Importantly though, this is a system that employees will take to quickly due to the familiar user interface

End user experience

The ultimate test of a content management system, however strong the technology grounding, is that of usability.

That is why we encourage editors to work with the same applications that they are already familiar with; Microsoft Word, Microsoft InfoPath, and of course Sitecore itself, can be used to manage site content. All editing tools allow fully secure, flexible working practices and geographic distribution of the editors. Sitecore's own editing tool is browser based, resulting in zero installation.

Sitecore has a sophisticated editor-rights feature that allows the site owners to create an unlimited number of individual user profiles. These profiles define the access the user has to edit pages, but can also deliver the client to the user in a specific language, colour and configuration.

We know that the ability to create good content is independent of technical qualifications, and we have created the Sitecore Content Manager to reflect that fact.





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Sitecore content management systems provide exceptional capacity, functionality, and flexibility. Their products are available through an extensive worldwide network of Solution Partners and certified Sitecore developers.

Sitecore products are 100% compliant with the Worldwide Web Consortium's open Internet standards, for example SOAP (web services) and XML, and are committed to Microsoft .NET technologies. Sitecore uses and supports the XAML concept and is recognised by Microsoft as one of the most exciting Internet content management systems available on the market today.