



Telerik

Sitefinity

WEB CONTENT MANAGEMENT

Power without the
Complications



The Sitefinity Difference: Power without the Complications

Sitefinity is an innovative ASP.NET CMS that delivers next-generation functionality and features.

Designed with both usability and extensibility in mind, Sitefinity is engineered to make managing your website a positive, empowering experience. Because it's built on a modern code-base, Sitefinity is best equipped to meet the long term needs of today's businesses—including tackling the fast-paced world of mobile.

Sitefinity's usability is unmatched. Both experienced .NET developers and non-technical staff will be up and running fast.

Sitefinity is feature-rich and comes backed by the knowledge and experience of Telerik, developer of many products used throughout the web development industry.

Sitefinity recognizes that while your business may be complicated, managing your website shouldn't be.

Try Sitefinity and see the difference for yourself.

www.sitefinity.com/try

Sitefinity Gives You:

- Unmatched Usability: Easy to learn, easy to use for developers and novices alike
- Mobile: Out-of-the-box mobile content creation for any device using Mobile Apps, Mobile Websites, and Responsive Design
- Modern Code Base: Built to grow with you and handle rigorous demands
- Extensibility: .NET framework maximizes growth, customization, and integration potential
- Powerful Features: Ecommerce, Personalization, Social Media, Email, Multisite, and more

Get More Done: Usability

Sitefinity's intuitive user interface makes it easy to get work done. No long training required, so even new users are up and running in no time. Customize the UI for each user or role so they get targeted tools for their job. Trying a new task? Contextual help and video tutorials right within the administrative interface help you make the most of all Sitefinity features.

Tackle Mobile: Any Mobile Strategy

Sitefinity was built with mobile in mind, with Mobile Apps, Mobile Websites, and Responsive Design all available without special coding. Content contributors can make their pages mobile-friendly for an endless stream of devices by using content types with adaptive layouts. Mobile web access will soon exceed that from desktops. With Sitefinity, you'll be ready.

Built for the Long Haul: Modern Code Base

Sitefinity looked at what was on the market, and made it better. With the most modern .NET web content management platform on the market today, developers and designers love creating applications on Sitefinity. From the latest technologies like ASP.NET MVC, to the latest approaches to mobile like Responsive Design, Sitefinity is built to fuel your organization's growth—and grow alongside you.

Get Creative: Extend and Customize

With a .NET framework, Sitefinity will be familiar to many developers who can use our transparent API to program website extensions and integrations to meet your exact business needs. Sitefinity completely integrates with Microsoft® technology, and has a host of plug-ins to make your site realize your unique vision.

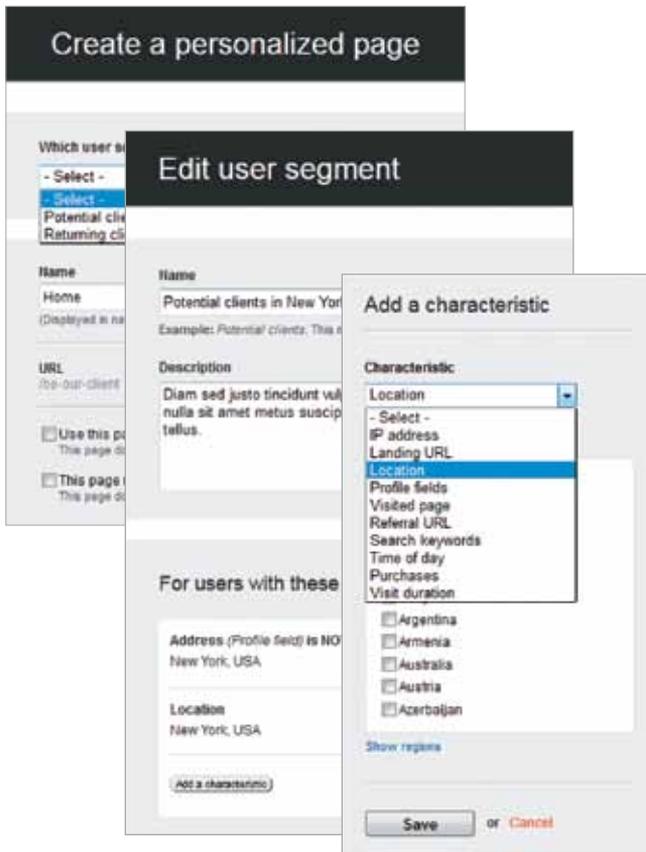
Features: Something for Every Business Need

Every business is different, that's why Sitefinity has a wide variety of features to meet every business demand. From Multilingual & Multi-currency Ecommerce to content personalization, email campaigns with analytics to A/B testing to Visual Studio Plug-ins, Sitefinity has levels of features to drive your success. Sitefinity's templates and widgets help any content contributor create with confidence. Search Engine Optimization tools maximize discoverability straight out-of-the-box. Workflow approvals provide the added security many businesses require. All of this—plus more, comes wrapped with the unmatched ease-of-use that only Sitefinity can deliver.

Feature Highlights

Design with Flexibility: Drag & Drop Layouts

- Take control of how your pages look and function, without engaging IT or designers
- Edit with ease using our Drag & Drop functionality
- Create your own templates, page layouts, and more by clicking and dropping widgets or content blocks where you want them
- Resize by dragging & dropping to form your desired dimensions



Engage Customers: Content Personalization

- Show your customers you know them by personalizing their website experience
- Deliver the right content to the right person by defining your audience, transforming the content, and testing the result
- Get a rich toolset of personalization features for automatically connecting visitors with personalized content based on criteria you define
- Preview all content delivery before going live

Tackle Mobile: Mobile As It Should Be

- Mobile Apps, Mobile Websites, and Responsive Design: Choose and combine your mobile strategies as needed to grow your business
- Adapt your current content for any mobile device
- Define transformations that automatically optimize your pages for each visitor's unique screen size
- Use responsive rule-sets to create content types safe for any content author to use
- Test using the device emulator to see how your site will look before publishing

More for Your Money: Extensive Out-of-the-Box Features

- Get a vast resource toolset for addressing modern website management challenges
- Bonus: Telerik development tools to maximize your site and business performance



Expect to Grow: .NET Extensibility

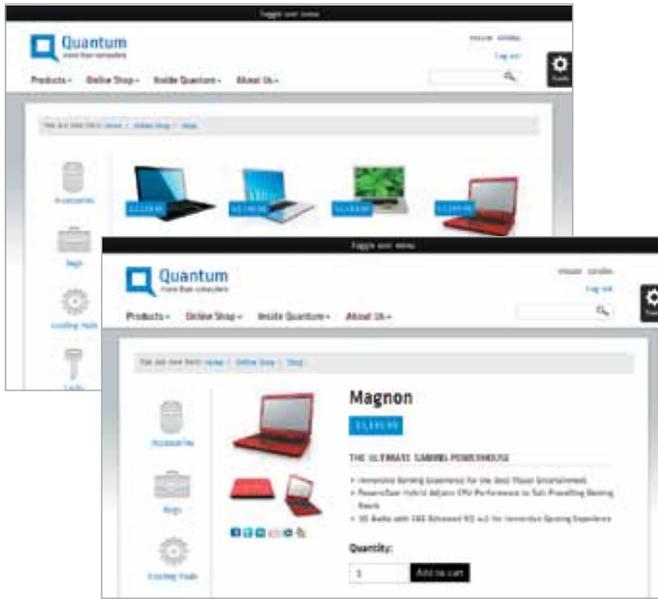
- .NET technology is instantly familiar to a wide network of developers
- Use ASP.NET MVC (Razor), WebForms or both
- Extend with ease using .NET controls, ASP.NET MVC views, Master Pages, Themes and other tools built to maximize your site potential, like our Visual Studio plugin: Sitefinity Thunder

Gain Control and Efficiency: Multisite Management

- Multisite Management makes it easy for organizations to manage a collection of websites and microsites through a centralized interface
- Contribute to multiple websites, or share content between websites
- Keep your site safe with granular permissions while enabling team members to manage content on their own
- Share or synchronize between sites: users, roles, content, permissions, templates, images, and more, saving both time and money



6 Feature Highlights

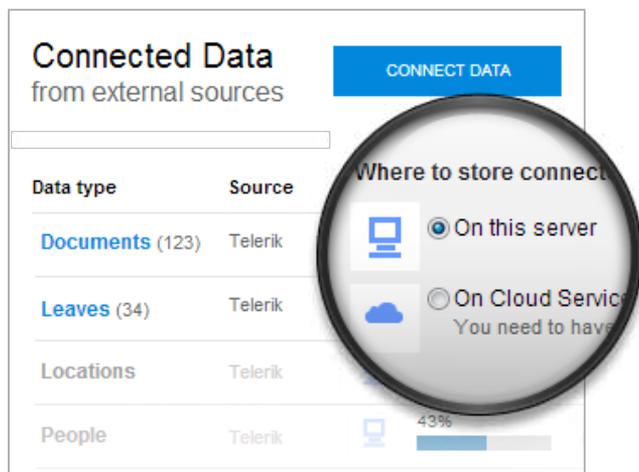
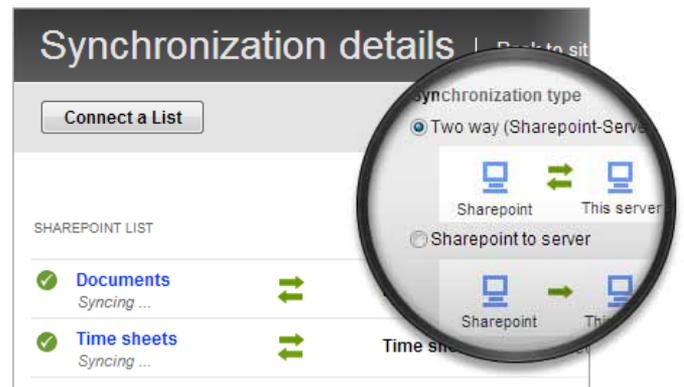


Complete Sales Solution: Ecommerce

- Quick and easy store creation by dragging & dropping widgets for products, shopping cart, and check-out
- Make custom product types: shippable, digital/downloadable, or services to build your catalog and manage inventory
- Offer promotions and discounts, show real-time shipping rates and process real-time online transactions via many payment gateways
- Cover world markets with Multilingual and Multi-currency features
- Extend and grow as needed with Sitefinity's fully accessible API

Leverage Your Assets: Connector for SharePoint

- Two-way syncing of digital assets between SharePoint and Sitefinity
- Push content to mobile using mobile apps, Responsive Design, more
- Drag & drop interface makes it easy to repurpose content for the web
- Lower hosting costs that scale as needed



On-premise Security, Cloud Flexibility: Hybrid Cloud

- Effortless data backup in the cloud via two way synchronization
- Expose internal resources outside firewall while maintaining data security
- Get faster data access and better mobile app scalability
- Offload traffic to the cloud instead of scaling infrastructure

Stay Connected: Email Campaigns

- Build a brand by matching the look and feel of your website
- Optimize results with A/B testing, with the best performing version getting used
- Track results with vibrant reporting: clicks, opens, and more
- Get email tools including scheduled delivery, list imports, subscriptions



		Types of Content
☰	Resources Group Page	Guidelines
☰	Guidelines Published	Knowledge Base
☰	Knowledge Base Published	Processes
☰	Processes Published	Documents
☰	Documents Published	Productivity Tools
☰	Productivity Tools Published	Books
☰	Books Published	Videos
		Links
		Photos
		Forums

Spark Organizational Communication: Intranet

- Create a hub for your organization's knowledge: articles, processes, handbooks, all centralized and accessible
- Foster teamwork via discussion boards, company announcements, and company blogs—far better than over email
- Track company events and meetings with the calendar feature
- Build line of business applications faster to meet your exact needs using powerful Telerik tools



Optimize Your Social Presence: Social Media

- Acquire, engage, and retain customers by activating social media channels
- Extract and syndicate content across multiple delivery channels (RSS, Atom)
- Manage Facebook fan pages and reuse existing web assets
- Configure one or more Twitter accounts, and automatically tweet new content
- Develop vibrant communities via forums and blog posts

Features

CONTENT AUTHORING

Documents, Images, Videos
 Drag & Drop Page Builder
 Drag & Drop Layouts
 Events
 Image Editor
 In-Line Editor
 Desktop Publishing
 Form Builder
 Multilingual Content
 News
 Personalization
 Rich Text (WYSIWYG)
 Scheduling
 Shared Content
 Spellcheck
 Taxonomy (Categories, Tags, etc.)

MOBILE

Mobile Apps
 Built-in Device Emulator
 Device-Based Page Redirection
 Responsive Design

SITE MANAGEMENT

Analytics
 Azure Support
 Caching
 Dropbox Synchronization
 Granular Permissions
 File Manager
 Load Balancer Support
 Localized Interface
 Multisite Management
 NTLM and LDAP
 Notifications
 Search
 Section 508 Compliance
 Search Engine Optimization Tools
 Single Sign-on
 Spam Protection
 Staging & Synchronization
 Syndication and RSS
 User and Role Management
 Versioning
 Windows Authentication
 Workflow
 XHTML and WAI Compliance

SOCIAL MEDIA

Blogs
 Link Shortening
 Facebook Publishing
 Forums
 Social Sharing
 Twitter Publishing

EMAIL CAMPAIGNS & NEWSLETTERS

A/B Testing
 Advanced Reporting & Statistics
 Content Reuse
 Drag & Drop Template Builder
 Dynamic Lists
 Mailing Lists Management
 Personalization
 Scheduling

ECOMMERCE

"Buy Now" Checkout
 Coupon and Promotion Management
 Department Management
 Downloadable/Digital Products
 Inventory Management
 Multilingual & Multi-currency
 My Account
 Order Management
 Payment Processing
 Pre/Post Purchase Hooks
 Product Types and Variations
 Sales Reports
 Shop-by Filter
 Shipping Calculator
 Tax Management

CUSTOMIZATION

ASP.NET MVC & Razor Support
 Custom Content Types
 Custom Fields
 Custom Widgets
 Fluent API
 Templates
 Themes
 RESTful API
 Visual Studio Plugin

CONNECTIVITY

Sitefinity Connector for SharePoint
 Everlive Cloud Services

TELERIK PRODUCTS INCLUDED

ASP.NET AJAX Controls
 Silverlight Controls
 OpenAccess ORM
 Kendo UI

SUPPORT

Commercial Support
 Forums
 Phone
 Email
 Site Acceleration Package

NOTE: Not all features available in all editions.



Sitefinity Around the World

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