



WHY **EPISERVER** CMS **IS THE** RIGHT CHOICE FOR YOUR **BUSINESS?**

EpiServer has gained popularity in recent times as a cost-effective and feature-rich CMS. This whitepaper explores the advantages of EpiServer CMS and how enterprises cutting across sectors are using it to infuse new dynamism into their content management, marketing, and related activities.



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As content marketing becomes critical in today's age of hypercompetition, the need for Content Management System (CMS) has become more profound than ever before. A good CMS should enable an organization to manage its content effectively, ensuring that the right content reaches the right target audience, at the right time, through the right delivery channels. Content Management System comes in various hues, all of them having certain domain-specific strengths.

It is anticipated that EpiServer is all set to redesign the future of web content management in the age of digital business. Presently this CMS supports over **30,000 websites**, and serves 8,800 customers across 30 countries.



What are the advantages of EpiServer?

Cloud-Based Delivery

The EpiServer CMS runs on the cloud, offering a host of benefits compared to on-premises CMS. A cloud-based CMS is more robust, owing to the inherent redundancy on offer. The anytime, anywhere accessibility of cloud-based system perfectly fits the need of busy authors, editors, content curators, marketers and other content-related stakeholders, who are on the move. This CMS makes it easy for them to upload and curate content at their convenience.

More than just migrating staple functions to the cloud, EpiServer offers comprehensive features that can be integrated into a single pane. In EpiServer's own words, EpiServer Digital Experience Cloud "is the only platform that puts Digital Content, Commerce and Marketing on one screen."

Scalability and Flexibility

A key **feature that makes EpiServer so popular** is its scalability, to suit business of any size - from large corporations to small and medium enterprises.

Legacy on-premises CMS face severe shortcomings in scalability. EpiServer CMS comes with an extensive range of functionality, and tops it up with the flexibility to add new modules easily as required.

EpiServer's built-in module allows web admins to pick and choose the functionality they require. For instance, if an enterprise does not have an internal e-commerce store, they can go for the core EpiServer CMS, and if an e-commerce platform is required, merging the two is quite easy

Seamless Integration with External Systems

Another key USP of EpiServer CMS is its seamless integration with external systems. Besides a CMS platform, most enterprises would have packages related to ERP, CRM, marketing automation platform, and the HRIS - an inevitable financial suite. As EpiServer is built on Microsoft .NET technology, integration with other databases and developing custom functions is very easy.

Strong Marketing Capabilities

EpiServer CMS enable marketers to create and orchestrate multi-channel campaigns from a single console, targeting each lead on a personalized basis. It allows curating content for email, messaging, print, social media or any other content delivery channels, from a single window, sparing users of administrative hassles, and leaving them free and unhindered to apply their creativity. Marketers become up to three times more productive when using EpiServer.

The EpiServer CMS is optimized for search engine bots. It also leverages geo-location options to enable orchestrating location-specific marketing campaigns. The advanced analytic capabilities on offer, allows tracking and measuring goals with real-time data possible.

Intelligent Content Management

EpiServer facilitates deep personalization of content. It is an “intelligent” CMS. Through machine learning, it learns the behavioral patterns of each website visitor, and uses the information gathered from the real-time data to launch marketing campaigns. Users having similar interests are clubbed

together and offered personalized services. This approach offers a fresh departure from the clichéd rules-based personalization, which is past its sell-by-date.

Easy Administration Capabilities

Administration becomes as easy as using a word-processing program with EpiServer's offerings.

It offers an intuitive user experience, where blocks may be dragged and dropped in the required areas, and the unmatched flexibility allows text, video, or images to be added or changed. Local folders for blocks and media makes navigation and searching for the required content easy.

A language add-on offers advanced language capabilities, making it very easy to roll out multilingual websites. This feature makes it possible to compare languages, copy content between languages, and offer translation services.

User-Friendly Nature

EpiServer CMS is one of the most user-friendly web content management system in the market. The platform makes frequent changes, such as system redesign, to cater to newer needs of the market on a proactive basis.

For instance, EpiServer 7 went through a thorough redesign to create an engaging and seamless experience for the fast-rising mobile users, when working with content and products. There is a distinct shift in approach, moving away from customized solutions into a platform with an innovative add-on store that features several third-party add-ons as well.

Case Studies

The proof of the pudding is in the eating! Some of the top brands in the world, such as Pizza Hut, Virgin, Dolby, Yamaha, First Midwest Bank, Lindblad Expeditions, and others use EpiServer for their Content Management requirements.



Non-profit Society

Features that are simple to use and low price points of EpiServer CMS attracted the Royal Agricultural Society (RAS) of New South Wales, a non-profit society to develop Australian agriculture.

The organization uses big data to improve its activities, leverages new data sharing capabilities and to gain more insight into traffic patterns and visitor behavior at their shows.

EpiServer's all-in-one platform enabled effective management of the organization's digital assets, including the seamless posting of content across the organization's three websites. For instance, the CMS pulls in content and pictures from social media channels to the big screen in shows, in real-time. The cloud-based solution perfectly suits the wild spikes of traffic, which scales from almost nothing for eleven months in a year, to over 20 million visitors in the remaining four weeks.



Finance

Customers of banks and other financial institutions require detailed information about funds. EpiServer's ability to bring together data from various sources, and deliver it across multiple touch points with a high

degree of accuracy and reliability, serves the needs of financial enterprises perfectly.

Bank Australia, Australia's first 100% customer owned bank, used EpiServer CMS to roll out its highly effective digital strategy. The CMS is a perfect fit to implement the bank's customer-focused digital strategy, from delivering a custom responsive website to offering a simple digital banking experience. EpiServer's advanced customization features, perfectly suits the need of the bank to serve specific content to certain geographical regions, and engage with customers on an individual basis. The intelligent CMS engine recognizes every customer, remembers their previous website journey and serves the most relevant content accordingly. The seamless flow of information, serves to eliminate confusion that is critical in banking operations.

Retail

Burkes Outlet, an off-price retailer, with a network of 191 retail stores and an eCommerce website, uses EpiServer to power its internal marketing and technology teams. The CMS facilitates several performance enhancements to the organization website, including improved load times, improved user experience, accuracy in calculations, and more. Implementation of EpiServer CMS has resulted in increased conversion rates, and greatly reduced maintenance expenses.

Manufacturing

Robertshaw Controls, a redesign retools global controls manufacturer used EpiServer to redesign its website, and co-opt its product catalogue and customer "Toolbox" dashboard to the website. Each page offers drilled-down information architecture, customized conversion paths,

inviting calls to action, and product search functionality.

The engaging and responsive design, simplified navigation, and dynamic search functionality improve user experience considerably. The faceted search experience and a competitor cross-reference tool, a custom feature, facilitates find and compare Robertshaw's controls against competitor products. The multilingual capabilities ensure seamless functioning in multiple geographies where the company has a presence, and ensures a consistent voice across languages. The website, despite being infused with several additional capabilities, is now leaner and faster.



Public Utility

Copenhagen Airport, the largest airport in Scandinavia, uses EpiServer CMS to power its online touch points. These touch points enable a range of possibilities for travellers, such as research flights, passenger information, duty-free pre-order, book parking, and more. The intuitive design aids passengers to take decisions easily, and also boost duty-free sales.



Healthcare

The Federation of European Neuroscience Societies (FENS) used EpiServer to migrate 20 silos of data to a single, centralized 'big data' warehouse. Though mapping raw data from various silos into the EpiServer solution was challenging, it served the needs perfectly well.

The EpiServer powered data centralization enabled FENS to reduce their administrative web team by 75%, at the same time offer much higher value than before. It made the difficult to access data easily searchable. In

addition, the system taps into the intelligent content management capability, to serve each member with highly relevant data.

EpiServer places the focus on efficiency over everything else. It is easy and quick to implement at the same time. But what makes this CMS stand out is its attention to detail, and getting the smallest of things right.

If you are interested to know the EpiServer Solutions Suyati can offer for you, please write to us : **services@suyati.com**



About Us

Suyati is a fast-growing, digital transformation solutions company that helps you rebuild your customer experience for the digital consumer. We collaborate with businesses to strategize and implement impactful digital initiatives that position our clients ahead of the competition. We focus on delivering digital transformation solutions that support your various engagement strategies. With our niche and rich expertise in a wide range of technologies and services- CMS, CRM, e-commerce, Cloud, IoT, Data Analytics, and Product Engineering, we help companies leverage their best on web/cloud/mobile platforms.

We enable you to create insights-driven customer engagement across all touch points to build a unified marketing approach. Our custom technology solutions have been deployed successfully in companies across the globe, especially in the US, Europe and Australia.

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