



Why Episerver's Digital Experience Cloud is the Right Solution for Your Web Content Management Needs

Episerver Digital Experience Cloud is a responsive, design-based web content management platform, offering dynamic tools to create and manage digital content. Episerver is extremely popular among the leading content management systems in the world. How Episerver's digital experience cloud supports web content management tasks? Read on.



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Introduction

With content becoming more important than ever before, more and more enterprises are now relying on web content management (WCM) systems, to manage the complex task of creating and publishing digital content.

Among the several web content management solutions in the market, Episerver CMS is rapidly gaining popularity as a cost-effective and flexible platform that allows managing content seamlessly across channels and screens. Episerver Digital Experience Cloud is a responsive, design-based web content management platform, offering dynamic tools to create and manage digital content. Episerver is extremely popular and ranks among the leading content management systems in the world. It ranks second in the [content management systems survey for Norway](#), only behind WordPress.

A key catalyst to Episerver's growth is its **cloud-based delivery**. The Episerver Digital Experience Cloud web content management platform allows enterprises to curate an intuitive digital experience for its customers, in an easy and straightforward way, seamlessly integrating content from various platforms.

Here is a run-down of how Episerver's digital experience cloud supports web content management tasks, helps the enterprise infuse dynamism into their web content, and makes the usually complex task of web content management extremely easy.

Powerful Editing Capabilities

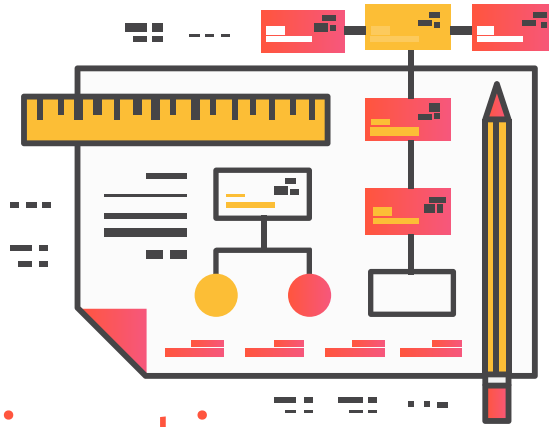


The Episerver experience editor enables users to modify and update web content easily, in real-time, perfectly suiting the needs of today's fast-paced business environment, where customers seek and value updated and latest news at all times. Stale information can wreak havoc in terms of misunderstandings and lost opportunities.

The Experience Editor

The powerful experience editor enables dragging and dropping content blocks, media, videos, forms or pages onto the desired area. The dragged objects snap into place automatically. It is also possible to create content directly on-page and get an instant preview of the visitor experience. Authors and editors may edit and manipulate all content types, including media, from within the editor. Users can also check the preview of how their posted content will appear in social media, e-mail, print and other channels. Digital Experience Cloud users also gain the convenience of being able to update social and other channels from a single, unified interface.

Deep Customization



A key reason why enterprises require content management systems in the first place is to deliver different content to different people, or ensure the right content reaches the targeted audience group, at the right time, in the right way. Episerver Digital Experience Cloud takes such segmentation and behavioral targeting to a whole new level. The system is able to personalize the page for each user. Editors may personalize blocks and pages to show the most relevant information for each customer or customer segment. The system uses analytical insights to optimize content blocks automatically, showing content most likely to entice action from individual customers.

Deep Personalization Capabilities

Powering Episerver's deep personalization capabilities is its "intelligent" analytic features that analyze demographics, shopping history, interests, and behavior analytics of not just individual users, but also of other users matching the profile of the current user. The system also takes into account how customers react to the posted content. The real-time campaign analytics tracks channel-specific measurements and engagements, such as re-tweets, comments and similar metrics, to gauge the effectiveness of each campaign, and make suitable amends in real-time, while the customer is still not lost.

Seamless Integration with Third-Party Applications



An effective web content management system makes it easy to pull in content from various sources, and deliver it to users, as required.

Episerver Digital Cloud Experience customers gain the advantage of seamless integration with third-party systems and applications, vital in today's enterprise which often is a complex labyrinth of multiple and often overlapping systems, from the ERP to HRIS, from CRM to Marketing Automation suite, and more. Whether it is access to that critical financial information, without which an estimate report will be incomplete, or the latest contact details of a customer close to conversion, the odds are that Episerver CMS will pull in the latest information from the relevant source.

Episerver Digital Experience Hub

Episerver Digital Experience Hub comes with pre-built and pre-tested integrations for various popular applications. For instance, the **Episerver Connect** for CRM add-on integrates the Digital Experience Cloud with Microsoft Dynamics CRM and Salesforce, ensuring seamless sync of website's visitor data with the CRM suite. Episerver Connect for CRM automatically looks for duplicate contacts and verifies the email addresses. Episerver Connect for Silverpop, IBM's marketing suite, helps marketers manage their online presence effectively, and deliver relevant content to their target audience at the right time, across multiple channels or devices. These pre-built connectors, apart from facilitating seamless integration of content, also ensures rapid time-to-value, accelerates the process, improves accuracy, reduces risks, eases maintenance, and makes the whole process much more cost-effective.

While such ready-made integrations improve convenience, it is easy to create new plug-ins as well. Such plug-ins not just offer customization to internal users, but also takes the administrative hassles out of the equation, leaving content creators and editors free to focus their energies on actually curating the content.

Episerver is .NET based, and designed for extensibility. It is easy and straightforward for developers to create the required plug-ins, templates, and modules for content contributors and administrators. Episerver's open application programming interface makes it very easy to create integrations through REST, traditional .NET API, SSL or VPN.

Powerful Marketing Capabilities



Even when a web content management suite offers a comprehensive list of features, it may not be suitable for an enterprise, unless the CMS is capable of executing the organization's vision flawlessly. Episerver's unmatched flexibility enables marketers to set up compelling campaigns just the way they want it, to realize the organizational strategy and vision. Episerver supports multi-channel marketing, while streamlining the customer's journey.

Episerver Digital Experience Cloud

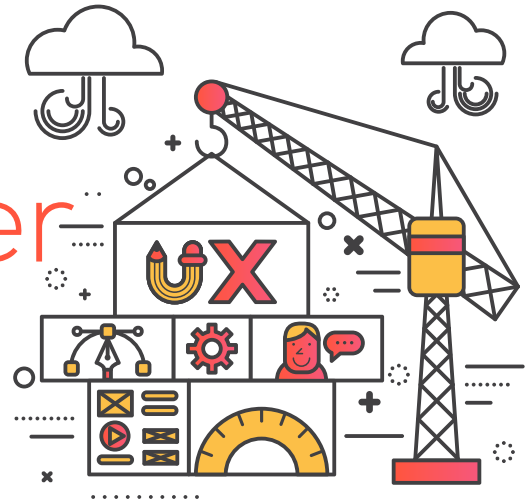
Episerver's Digital Cloud Experience offers built-in content and digital marketing capabilities. A powerful campaign tool enables setting product descriptions, pricing, discounts, and everything else, from a single place, giving a big productivity boost to merchandising. Retailers may effectively integrate the store, e-commerce and business systems, to combine editorial content with product information and policies.

Episerver Digital Experience Cloud also enables creating compelling, engaging and personalized emails. Email campaigns launched with Episerver ticks all the boxes. These emails pull in relevant content from the right sources to make it relevant and engaging, and they also look great, regardless of which channel the recipient chooses to read it in. These emails are delivered at scale, reliably and in double quick time.

Creating, planning, and executing a compelling multi-channel campaign is complex and time-consuming. The digital cloud experience makes these tasks very easy. Episerver offers a single console, making it very easy for marketers to create and manage content, emails, landing pages, and direct mailings, all in one place. Marketers may also plan a campaign based on solid insights derived from real data, orchestrated across all web, email, direct mail, social, and all other data. Managing the customer's entire digital journey from one place makes it easy to maintain a consistent message across channels, thereby improving customer experience manifold.

Freed of administrative hassles, marketers can focus on creativity; concentrate their energies on engaging with customers. Empirical evidence suggests **marketers become up to three times more productive with Episerver.**

Improved User Experience



Episerver Digital Cloud Experience ranks very high on delivering a superior user experience, both for internal users, and external website visitors.

A key role of the content management system is to offer templates that make the task of content creation easy. The Episerver API enables admins to create customized templates, modules, plug-ins and add-ons, further customizing user experience for backend users, and improving flexibility.

EPiServer offers a comprehensive range of **features**, including cloud-based development and testing environments. Episerver's add-on stores further enhance the customizability options. The store offers a host of customization tools from third-party vendors as well.

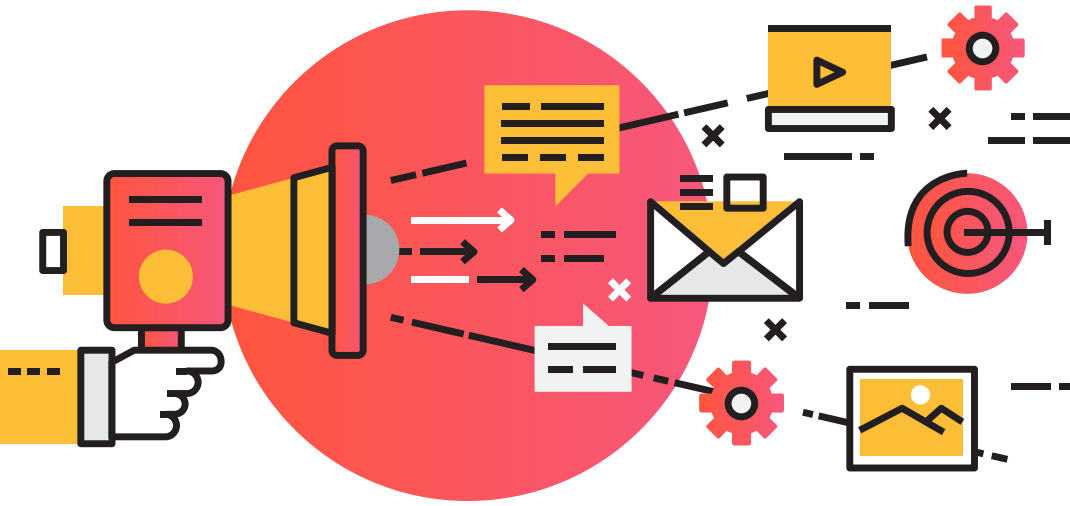
WCM systems are especially useful for collaboration, where multiple team members manage and monitor web content. Episerver digital experience cloud facilitates seamless collaboration, where content authors, editors, creative teams, marketers, and other stakeholders can gain access to the latest version of the updated information from anywhere, and make the required inputs.

Episerver cloud servers scale up or down automatically, to match peaks in demand, making sure the website never goes down on customers. The extreme scalability on offer also makes the platform suitable for companies of all sizes, from large multinationals, to small and medium enterprises.

The strong integration, reach, sustainability, and excellent customer support offered by Episerver makes it the web content management of choice for several enterprises. Several large corporations with a global footprint, such as Pizza Hut, Yamaha, Lindblad Expeditions, Dolby, Bank Australia, and others, as well as scores of small and medium enterprises equally use Episerver Digital Cloud Experience platform to manage their content effectively and roll out high-impact content strategies. It is not without reason Gartner's 2015 Magic Quadrant names **Episerver** as a "WCM Leader."

Suggested Episerver resources:

- *Seamlessly integrate your EPiServer CMS with Salesforce CRM*
- *Migrating from Ektron to EPiServer- Why & How*



About Suyati

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 are digital-first and 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, UK, Europe and Australia.

Learn more: www.suyati.com | **Contact us:** services@suyati.com

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