

A PACKAGE FROM EPISERVER



EPISERVER

CREATE

CREATIVITY FOR YOU AND YOUR WEBSITE

BEING EFFICIENT HAS NEVER BEEN SO EASY.

How do you create a website that is so easy to update that you will never hesitate to make a change? How do you create a website that encourages creativity while making it possible to implement target-oriented promotions with razor-sharp commercial focus?

The answer is: with the help of Create.

The basis of Create is our content management system EPiServer CMS, which is currently used by more than 130 000 Web editors. We have been continuously refining this system for ten years and have now added a number of additional functions to EPiServer CMS. This new package has been given the name Create. In Create we have drawn on all our experience to create the optimal working tool for web editors.

Create represents a whole new way of working. A web editor now only needs one publishing tool to do everything imaginable on a creative and commercial website. Work with Flash and image editing directly in EPiServer CMS with all the tools you need available at your fingertips. Ready-to-use templates, on-page editing and drag-and-drop technique also make it easy for web editors to alter the layout, functions and content of the website themselves.

The result? A more vibrant website and drastically reduced maintenance costs.

CREATE NEW WEB PAGES WITHOUT ANY PROGRAMMING SKILLS

EPiServer Composer is the most revolutionary module in the Create concept. EPiServer Composer allows people without even the slightest programming knowledge to create and change page templates and add new functions in EPiServer CMS.

This saves a great deal of money. All the work that used to require the involvement of web developers can now be done by the web editor alone in a few seconds just by dragging and dropping the different blocks into place. Text, images and film can be mixed freely and moved around just like in a Lego system. When everything looks the way you want it to, simply save the template which can then be re-used.



EPiServer Composer

IMAGE PROCESSING AND IMAGE STORING

ImageVault allows you to manage images effectively and gives you control over all image material. Both basic image management functions and effective solutions for storing images are included in ImageVault. Perfect for anyone wishing to create large, searchable media archives.



ImageVault

FLASH PRESENTATIONS FOR EVERYONE

It is possible to create exciting moving presentations using Flash technology. The advantage of Interactive Scene is that you do not need to be a Flash expert to build such applications. Interactive Scene allows you to work with blocks (text, images, film etc.) which are put together in playlists and combined for different effects. This is where creativity can be given free scope. Interactive Scene is definitely the module in Create that gives the most intense wow feeling.



Interactive Scene

EPiSERVER MAIL - LARGE VOLUMES AND VALUABLE STATISTICS

EPiServer Mail is perfect for companies wanting to create and send out mass circulations of newsletters and product offers, as well as for internal communication. The circulation is easily created based on the information already stored on the website. The addresses are obtained from existing customer registers, CRM systems or any other kind of register.

Following the circulation, it is possible to generate statistics about almost anything: how many have opened an e-mail, clicked on links, on which day and at what time. This makes the statistics function an excellent tool to test the effect of various promotional offers and to add finishing touches to marketing initiatives. Thanks to the integration with EPiServer CMS, the web editor has complete control over the end result at all times and the work is carried out with the help of a familiar tool.



EPiServer Mail

SOME COMMENTS ABOUT CREATE

"EPIserver Composer has become a key factor in the process of publishing several websites in our global organization."

Andreas Askeland, Aegon

"Interactive Scene gives Bisnode the possibility to cost effectively create simple and good-looking Flash animations to produce the right conceptual feeling."

Elin Ljung, Bisnode Group

"With ImageVault, the editors themselves can take care of the whole image process from the digital camera all the way to published pictures on our website."

Ove Bengtsson, Laholms municipality

"SCA/Libresse needs to send hundreds of thousands of newsletters every month. One great advantage was that EPIserver Mail could be integrated with EPIserver CMS and that circulations can be sent with external servers optimized for mass e-mail circulations."

Josefine Wihlborg, SCA

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EPIserver is the leading supplier of solutions that enable true Web engagement and drive business results for end customers. More than 3,000 customers worldwide use EPIserver's technology platform that combines content, community, commerce, and communications with a configurable metrics dashboard. EPIserver CMS is the foundation for more than 9,700 websites and is used by more than 130,000 web editors daily. The EPIserver platform is delivered through an extensive network of over 450 partner companies in 30 countries. EPIserver combines the stability and support of a commercial product with EPIserver World, a thriving developer community of more than 11,000 developers. EPIserver is a Microsoft Gold Certified Partner with an AAA-ranking by Dun & Bradstreet since 2000. The company was founded in 1994 and has offices in the United States, Sweden, Denmark, Norway, Finland, The Netherlands, South Africa, Australia and the United Kingdom.

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