

Rapidly Launch and Develop Compelling Web Marketing and eBusiness Programs

Get ready to bring your web marketing and e-business visions to life in far less time, with more power, flexibility, and the expert assistance both you and your customers need. If you're serious about replacing your legacy web content management system (WCM) with something that meets the expanding needs of your eBusiness, CrownPeak is simply the best choice.

THINK OF CROWNPEAK WCM AS A PARTNERSHIP

Web content management is about much more than access control lists and sitemaps. If you're marketing or managing eBusiness sites for global enterprise today, you need a WCM partnership—a powerhouse combination of proven rapid-launch technology and on-demand advisors to help craft and execute programs that hit the mark from the home office to every point around the globe where you do business. Leave the headaches of an on-premise solution behind and move up to the power and dramatically lower cost of ownership offered by the premier software-as-a-service (SaaS) solution.

VISION TO LAUNCH 80% FASTER THAN LEGACY ON-PREMISE SYSTEMS

With coaching support unparalleled in the WCM market, you can be up and running in hours, then kicking off your first campaigns and global initiatives in a matter of weeks. After deployment, many of your new marketing campaigns and e-business projects can go from "green light" to "live" in a matter of hours.

EMPOWER MARKETING IN A SECURE ENVIRONMENT

Now you can offer both left-brain analysts and right-brain creatives the environment they need. Whether you work best in a WYSIWYG or hierarchical file-folder views—or need to switch back and forth—CrownPeak gives you the tools and information you need in a highly customizable environment. Even the most non-technical team members can easily add, update, and manage content and make styling changes as rapidly as your business demands with:

- Access from either web or mobile devices
- Intelligent interface that's well-suited for localization and globalization needs
- Custom workflows that can be mapped by role, region, task type, or according to your team's needs
- Rich collaboration features such as page annotations and real-time spell checking
- Advanced image editing capabilities
- Customizable templates and input forms
- One-click publishing via preview mode

→ WEB CONTENT MANAGEMENT

CrownPeak's configurable, easy-to-use web content management solution is built for non-technical and power users alike, and is suitable for any internal, external or mobile web site.

OTHER PRODUCTS

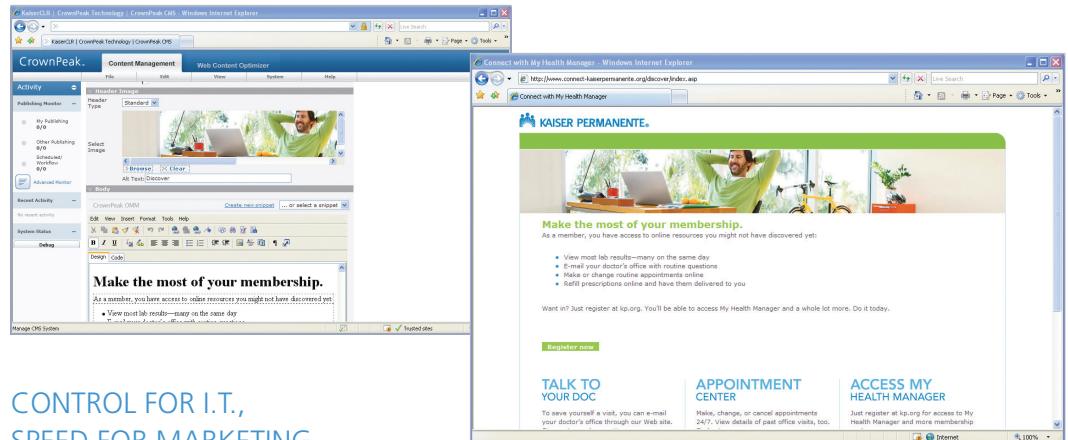
WEB CONTENT OPTIMIZER

Optimize your content for better web experience and performance.

SERVICES & GLOBAL HOSTING

24/7 Managed Services to help you succeed.





CONTROL FOR I.T., SPEED FOR MARKETING

Your I.T. team can maintain control over your WCM solution while empowering the same teams that create content to manage it on a day-to-day basis. I.T. can rest assured with CrownPeak's secure, yet flexible system, which offers:

- Robust development environment
- C#-based template language
- Open API
- Strong Visual Studio integration, including Intellisense for the CrownPeak API
- Swift and simple integration with Eclipse, DreamWeaver and other platforms
- Integrated template debugging
- Versioning, rollback, and auditing capabilities
- Finely grained user permissions to ensure appropriate system access
- An additional layer of data backup and a remote disaster recovery platform via our secure, encrypted, and 24/7/365 managed system

INTEGRATE WITH CONFIDENCE

If you're like CrownPeak clients Skype, MetLife, Nissan, and EMI Music, interoperability, scalability, and customer support are critical to your WCM success. CrownPeak's architecture is decoupled from your Web server so there's no need to co-mingle the two and no worries about traffic or performance issues during peak periods. The CrownPeak solution offers:

- Pre-integrated frameworks
- The ability to deliver your WCM globally without replicating the WCM architecture along with the server
- The most effective global scaling for enterprise eBusiness
- Platform-agnostic solution that works on Microsoft, UNIX, or Java platforms
- Seamless and flexible interoperability with enterprise applications
- Ready ability to import, export, and publish data through standard protocols and formats, including SFTP, Web Services, HTTP, REST, XML, CSV, oData, and more
- Legacy content can be readily integrated through a Microsoft SharePoint connector

➔ KEY BENEFITS

- Cloud CMS
- Mobile & Social Media
- SEO Management
- Web Analytics
- SharePoint Connector
- Integrations (CRM, Email, etc.)
- Online Workflow
- Multilingual Content
- Website Search
- Multi-format Publishing
- Multi-site management

REAL WORLD

"There's no doubt that SaaS WCM is delivering significant value for our marketing technology investment. We must move quickly and efficiently. And to facilitate that, it was necessary for us to move beyond packaged Enterprise Content Management software, for reasons of cost, efficient deployment, and lower risk."

Keith Cook
VP and Global eBusiness Officer
ACE Group

How fast do you want to be productive with a headache-free WCM?

If the answer is "very fast," go to www.crownpeak.com to request a fully customized product demonstration that shows how CrownPeak fits what your company needs today.