

EPI SERVER COMMUNITY 3



Building Relationships!

With EPiServer Community 3, building successful Online Communities is more efficient, flexible and reliable.

Build strong relationships with your target groups

An Online Community is an excellent way to build strong relationships with your target groups. Companies with strong brands and products that engage the customers and who want to promote and develop relationships with their target groups can derive great benefits from community functionality. EPiServer Community is a flexible and powerful platform for developing interactive Online Communities.

EFFICIENT

EPiServer Community creates a contact interface with your target group and allows you to communicate rapidly, at low cost and with great precision. Administrators and editors can survey, analyze and segment the target group in real-time, based on activity and content in the community. In return for valuable services offered, visitors provide you with a loyal and segmented audience as well as answers to your questions. And this helps you to create interesting and relevant information in the community-efficient communication and lasting relationships. EPiServer Community is administered with a powerful Web-based interface. Furthermore, administration can be done directly in the community by selected members which minimizes the number of administrators and editors needed to handle large target groups and vast amounts of information.

FLEXIBLE

As the market leading community development platform, EPiServer Community is the best, most flexible and powerful alternative. Developers can easily add new functionality and combine, extend and adjust existing functionality according to your needs. To ensure quality and performance developers can easily utilize the built in functionality such as the Cache Engine, Dynamic Attributes and Queries, Global Rating, Categorization and Tagging, Web Services, and Subscribe to EPiServer Community Events. EPiServer Community is completely integrated with EPiServer CMS and allows you to connect the Online community to your organization's Web sites. Having custom-designed community functionality as an integrated part of the Web content management application ensures quick and easy administration and allows you to realize new business opportunities on your Web sites based on the activity in the Online Community.

RELIABLE

EPiServer Community is a safe investment, giving you access to the largest range of community functionality on the market. For communication on intranets, as a community based on a target groups interests or on a new idea for a community-based Internet venture – Swedish Public Service, Adidas, Egmont, Bauer, the Swedish Social Democratic Party and Tasteline.com have all created successful communities with EPiServer Community. Compared to traditional marketing, a community offers great possibilities to cut costs, to get close to target groups and to strengthen your brand. EPiServer Community was first developed in 1999 and is used for communities based on sports, music, fashion, politics, food, beverages and common work interests, for example collaboration on intranets. Communities where over 5 million people are members, where 10 million messages are distributed and where 500 000 people log in every day.



se.running.adidas.com



www.communityofsweden.com



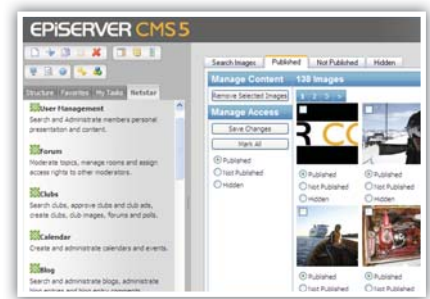
www.resdagboken.se

EPiServer Community Functions

EPiServer Community is delivered with market-leading functionality for interactivity and content creation, as well as for efficient administration and moderation, overview and analysis, selections and pinpoint mass messaging.

LEADING RANGE OF FUNCTIONS

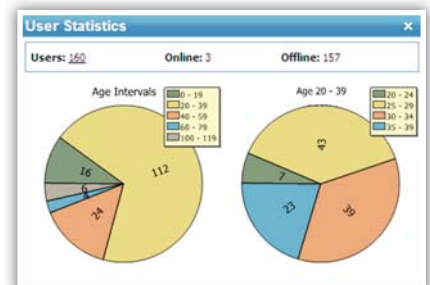
All community content can be administered and moderated from any Web browser. The role management system makes it possible for several administrators or selected members to have different access rights to moderate selected parts of the community. Members and visitors can socialize and debate in forums and clubs, publish blogs and communicate via chat, webmail and mobile phones. They can also interact in competitions and polls, rate and tag everything from images to chat contributions, run Viral Marketing campaigns or help each other via e.g. expert panels. In addition, members can create galleries and archives to collect, organize and display their files, texts, images and video.



Leading Range of Functions

ADMINISTER AND ANALYZE

Survey, analyze, categorize and segment the target group in real-time. Use efficient tools for administering members, functions, attributes and moderating all content on the community. Management of members, selection of members, community overview, categorization, Viral Marketing campaigns and pinpoint mass messaging are all available to community administrators. Create a new event that members can sign up for, offer members the possibility to chat with a selected guest or create an interesting competition. The functions in EPiServer Community can be implemented and adjusted in many different ways and may be integrated with each other. For example, only the employees of a club could have the right to blog and add voting functionality in a forum, or calendar functionality could be available only to owners of a club.



EPiServer Community At a Glance

SELECT AND COMMUNICATE

Analyze and make detailed selections to communicate exclusively with a specific target group. Member management and system messaging makes it happen with a simple click of the mouse.

MODERATE ALL CONTENT

To ensure that the content on the community is in accordance with the guidelines for acceptable content there are efficient tools to easily correct or erase unwanted content. EPiServer Community gives you access to all content in the community and it also tracks which user added the content and when. Furthermore, all published content is connected with the public IP address from where it was uploaded.



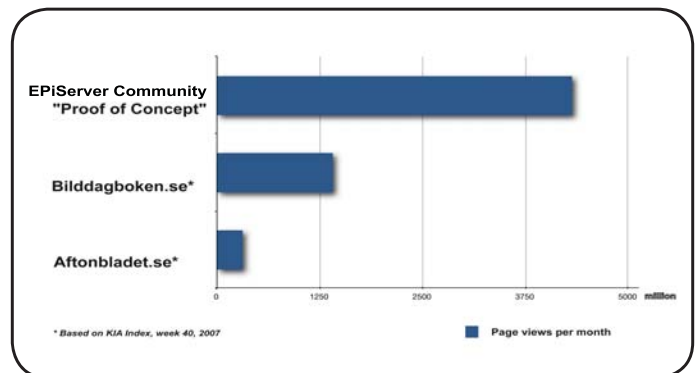
Video Gallery function

A Reliable and Efficient Investment

The development time from the idea of a community to the working system is drastically reduced when relevant and powerful functions are already in place. EPiServer Community is an efficient investment and the result of 10 years of experience from Online Community development.

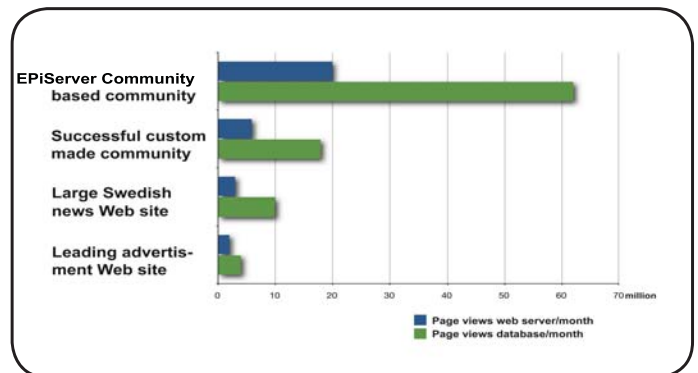
PERFORMANCE – PROOF OF CONCEPT

An independent evaluation has awarded EPiServer Community five out of five in performance ratings. The performance of EPiServer Community was evaluated on behalf of an end customer. EPiServer Community could deliver loads corresponding to 4.3 billion page views per month as well as very low response times on a server environment consisting of two web servers and one database server.



COMMUNITIES NEED PERFORMANCE

Experience tells us that a community system needs extreme performance to function well and to be successful. Those based on EPiServer Community deliver several times more page views per server than other leading communities and Web sites. EPiServer Community delivers the needed performance.



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