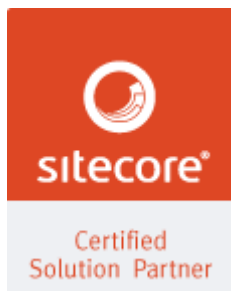




Sitecore CMS Software Overview



INTEGRATING STRATEGY
with DESIGN & TECHNOLOGY

Falcon-Software Company, Inc.

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FEATURES AND FUNCTIONALITY OF SITECORE CMS

Falcon-Software offers a unique combination of deep technical expertise, eBusiness leadership, and creative thinking. Our company has over 15-years of experience developing complex B2B oriented eBusiness solutions. We specialize in deploying eBusiness solutions using web content management software (WCMS) on Microsoft's .NET platform. Falcon-Software is a certified partner of Sitecore, a leader in .NET based WCMS Solutions.

Sitecore makes it effortless to create content and experience rich websites

Sitecore helps you achieve your business goals such as increasing sales and search engine visibility, while being straightforward to integrate and administer. Sitecore lets you deliver sites that are highly scalable, robust and secure, and is built to simplify your life, automate your processes, and let you deliver results faster.

Powerful development platform, based on the latest Microsoft technology

Sitecore provides a world-class development platform that gives developers unprecedented freedom and powerful tools to deliver truly amazing applications and site capabilities. From day one, Sitecore has been totally committed to the .NET framework, and we've been the leader in Microsoft compatibility for web CMS, rapidly staying current with the latest releases of .NET, Visual Studio, SQL Server and Windows Server. As a technology, the Sitecore application has been a Rich Internet Application (RIA) long before most people heard of the term, allowing developers incredible power all within a browser interface.

Built for success for the most demanding enterprises

The requirements of enterprise class organizations go beyond standard website management needs. Leading research and analyst studies identify the following capabilities for online leadership for organizations and enterprises today:

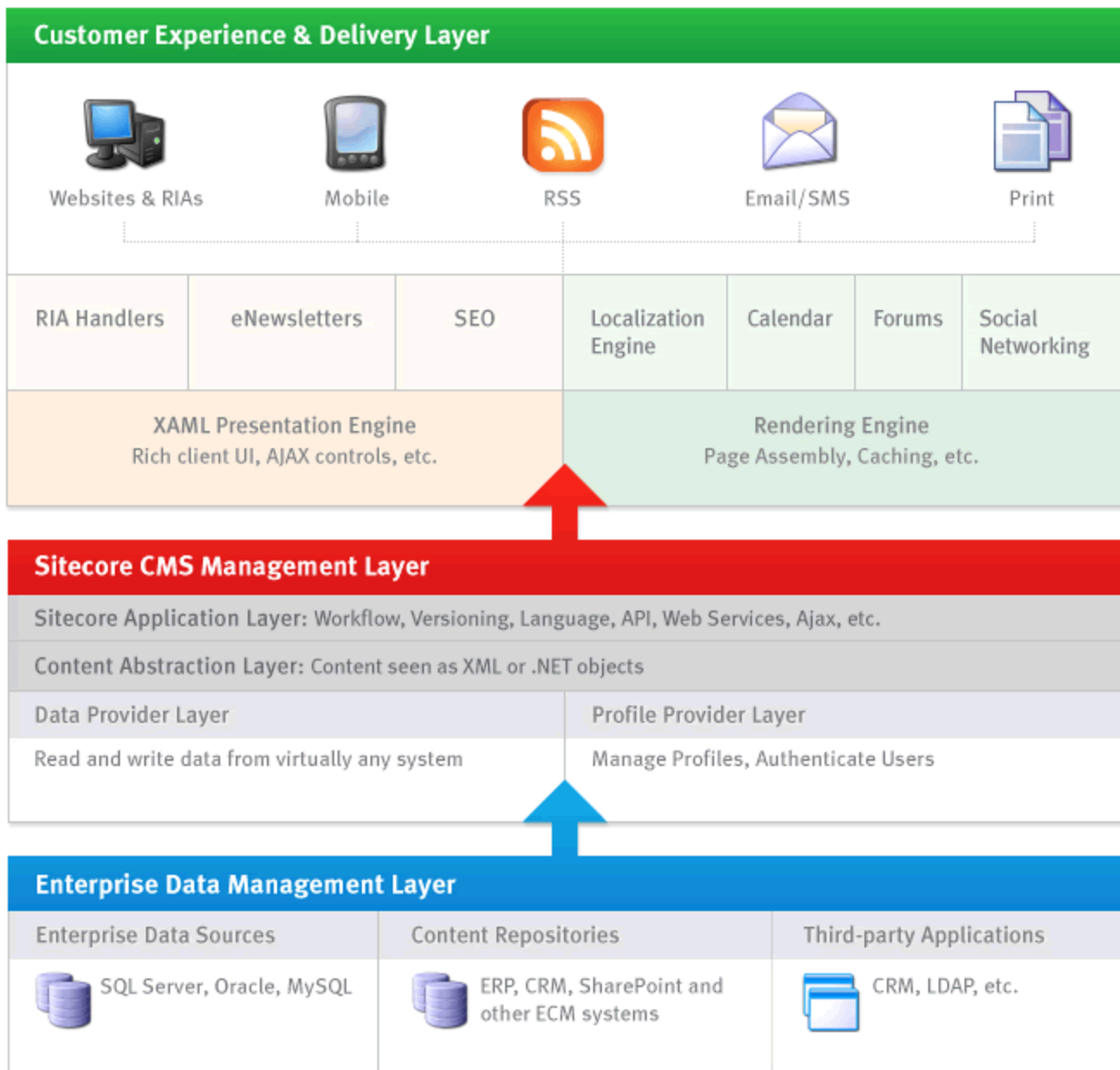
- Multisite management
- Robust Multilanguage management
- Clustering support for large sites
- Rich integration capabilities
- Multi-device support
- Brand enforcement and content compliance

Sitecore not only supports these capabilities but provides considerable flexibility, elegance and simplicity in the way these abilities are deployed and managed in your environment.

Sitecore readily integrates into your environment

Content is the heart of every website, and content can often come from anywhere in your organization. One of the greatest challenges in any CMS project is integrating with external systems for content delivery. Sitecore CMS provides a full data integration and abstraction layer we call Sitecore Data Providers that allows you to connect to any database, web service or other external systems once, and access that content as if it were native Sitecore content. In essence, Sitecore "virtualizes" external repositories to act as Sitecore based content which allows you to easily utilize and deploy any content throughout your organization.

Sitecore CMS Architecture



Fast Intuitive Editing

If you know how to use Microsoft Word, you will feel right at home with Sitecore CMS. Sitecore CMS presents users with an Office 2007 style "ribbon" interface, so you'll be immediately familiar with its editing environment. You'll be editing your site and up to speed in no time.

Integration Anywhere and Everywhere

Today's modern websites are more connected to our businesses than ever. Sitecore was built from the ground up to enable you to weave your strategic applications into your websites and deliver compelling user experiences. Built on the

.NET framework and based open standards and international accessibility standards, Sitecore lets you integrate any and all of your line of business applications, from ERP suites to CRM systems.

Multi-site Deployment Made Easy

Award-winning architecture enables you to manage and deploy an unlimited number of sites and share content, code and processes across any of your sites.

Built to Scale

Sitecore is designed to drive the largest sites on the planet. Having a site powered by Sitecore gives you the confidence that you can deliver compelling user experiences at lightning speeds using a combination of high availability options, intelligent caching controls, and the power of ASP .NET 2.0.

Google-Friendly URLs Improve Site Rankings Instantly

Search engine optimization is an important part of every company's marketing strategy. Sitecore natively delivers URLs that improve organic search results. Once visitors arrive at your site, Sitecore offers a powerful site search function that leads visitors directly to the information they want.

Rapid Development

Sitecore lets you use the tools you want to use and provides unparalleled support for .NET developers. Sitecore lets you work directly in Sitecore or you can use external tools such as Microsoft Visual Studio. By providing capabilities such as code-completion enhancements and integrated debugging tools, we make developer's lives easier by reducing errors and increasing programming speed.

Ideal for International Companies

The world is getting smaller every day, and more and more companies are going global. Sitecore allows editors to work with the CMS in their native languages by supporting all major languages, and allows you to build websites in any language. Sitecore also lets you to coordinate the management of the many language versions of your website, as well as the translation processes as content changes across those language sites.

Easy, More Effective Communications

Use simple, built-in tools to engage your customers using online newsletters, customized forms, blogs, bulletin boards, and forums.

Create Once, Present Anyway Your Want

Automatically repurpose content into any format you need, from PDA viewing, to RSS feeds.

Falcon-Software brings a wealth of experience deploying CMS solutions and can serve as an invaluable partner in determining which CMS best meets your business, technical, and functional requirements. To find out which web content management solution will best suit your company's needs consult with one of our CMS specialists. Please email us at general@falcon-software.com or call our international toll-free 1-800-707-1311.