

Accelerate Time to Market with EPiServer Cloud

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Platform-as-a-service model shortens time to “clicks” for online marketers, digital agencies and developers

London, UK - 26th April 2011: EPiServer, the world’s fastest growing provider of platforms that drive online engagement, has launched a cloud version of the company’s innovative content management solution. Packaged and hosted on EPiServer’s Everweb service, the web-based solution combines EPiServer CMS and EPiServer Composer to allow interactive marketers and web developers to quickly create key components of their online presence and operate them in a cost effective way.

EPiServer CMS is already reputed as a flexible, dynamic system for managing online properties, and EPiServer Cloud delivers the same comprehensive functionality that is easy for developers, simple for marketers and engaging for visitors. The offering’s platform-as-a-service model allows developers to configure, customise, and integrate websites to meet marketing and communication requirements. The cloud version enables marketers to move at the pace their global business dictates while allowing IT professionals to focus on their priorities.

EPiServer Cloud is an ideal solution for creating websites when time-to-market is a factor or when the lifecycle of the site is uncertain. The solution is cost effective because you only pay for the services you use. AssociaDirect, an EPiServer partner and association marketing agency, benefits from the online platform’s ease of implementation and streamlined deployment capability when building and managing websites for association tradeshow.

“Our clients frequently ask us to provide special purpose websites and mobile sites for their tradeshow, events, or membership campaigns. EPiServer Cloud has provided us a great way to rapidly build a site tailored to specific client needs, while not breaking the bank with costly infrastructure,” said Michael Faye, President of AssociaDirect. “Our team is able to deliver websites that help member-based organisations attract, retain and engage delivering on their online goals.”

The hosted platform comes pre-installed with EPiServer components—including the OnlineCenter unified workspace, globalization and personalization functions—and is optimized to scale with evolving traffic loads or geographic visitor distribution.

“Today’s marketer is looking for a user-friendly, accessible way to manage online content,” Bob Egner, EPiServer’s Vice President of Product Management and Global Marketing said. “With EPiServer Cloud, marketers can control cost and reduce risks that have limited innovative digital marketing in years past.”

EPiServer Cloud uses the recently released EPiServer R2 platform and is available immediately for purchase at a competitive monthly rate. For additional pricing and product information, please visit www.episerver.com/cloud.

Notes to Editors:

For media information, please contact:

Alizia Walker

Wildfire PR

Tel: +44 20 8339 4420

Email: episerver@wildfirepr.co.uk

About EPiServer

EPiServer, the leading supplier of solutions that enable true Web engagement and drive business results for end customers. 3,500 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 10,000 websites and is used by more than 130,000 web editors daily. The EPiServer platform is delivered through an extensive network of over 500 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 12,000 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. EPiServer is controlled by the IK2007 Fund. IK Investment Partners is a European private equity firm with Nordic roots, managing €5.7 billion in fund commitments.