Gartner Deems Sitecore Visionary in Web Content Management Magic Quandrant Report

Submitted by: BondPR UK
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Evaluation Based on Completeness of Vision and Ability to Execute

London, 12 August 2009 – Sitecore, the leading provider of .NET Web Content Management System (CMS) software, today announced that the company was evaluated and positioned in the Visionaries quadrant of the recent Gartner report, "Magic Quadrant for Web Content Management."1 The report evaluated numerous Web content management (WCM) vendors based on a rigorous set of criteria that includes completeness of vision and ability to execute. Among the other criteria used for evaluation were innovation, market understanding, marketing and sales strategy, product strategy, and business model.

According to Gartner, "WCM accounts for more than 25% of the enterprise content management (ECM) market. WCM offers synergies with other ECM components such as digital asset management (DAM), content centric collaboration, records management and document management (DM). WCM is also likely to be part of organizations' longer-term enterprise information management (EIM) initiatives. WCM goes beyond the literal management of Web content and offers tools that allow a company to manage and make money from its Web presence, especially in areas such as building a customer-centric Web strategy, marketing, e-commerce and the media."

"We consider our positioning in the Web Content Management quadrant, by Gartner, confirmation of our mission to enable customers to unlock the power of content to improve their Web strategies and overall business performance," said Michael Seifert, CEO, Sitecore. "With the recent launch of Sitecore Online Marketing Suite we continue to deliver solutions that transform the Web CMS industry and further enhance our market position."

The Gartner report is available, compliments of Sitecore, here:
http://www.sitecore.net/en/Products/Resources/whitepapers/Gartner-Magic-Quadrant-2009.aspx

1) Gartner, Inc. "Magic Quadrant for Web Content Management" by Mick MacComascaigh et al, August 5, 2009

About the Magic Quadrant

The Magic Quadrant is copyrighted 2009 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose

About Sitecore

Sitecore's Web Content Management System (CMS) and portal software solutions enable companies to deliver compelling web experiences. Sitecore's award-winning CMS software makes it easy for businesses to create and keep up-to-date dynamic, full featured websites of all types. Sitecore's industry leading flexibility and scalability allows companies to better leverage their content to improve customer experience and drive business growth.

Thousands of public and private organisations, including national governments and Fortune 500 companies utilise Sitecore solutions for their websites. These organisations have created and now manage more than 20,000 dynamic websites with Sitecore including Microsoft, Sara Lee, Siemens, ABN Amro, Omni Hotels, Experian, WebTrends, Conservative Party, Manchester United, Bristol Airport and The Science Museum.

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