

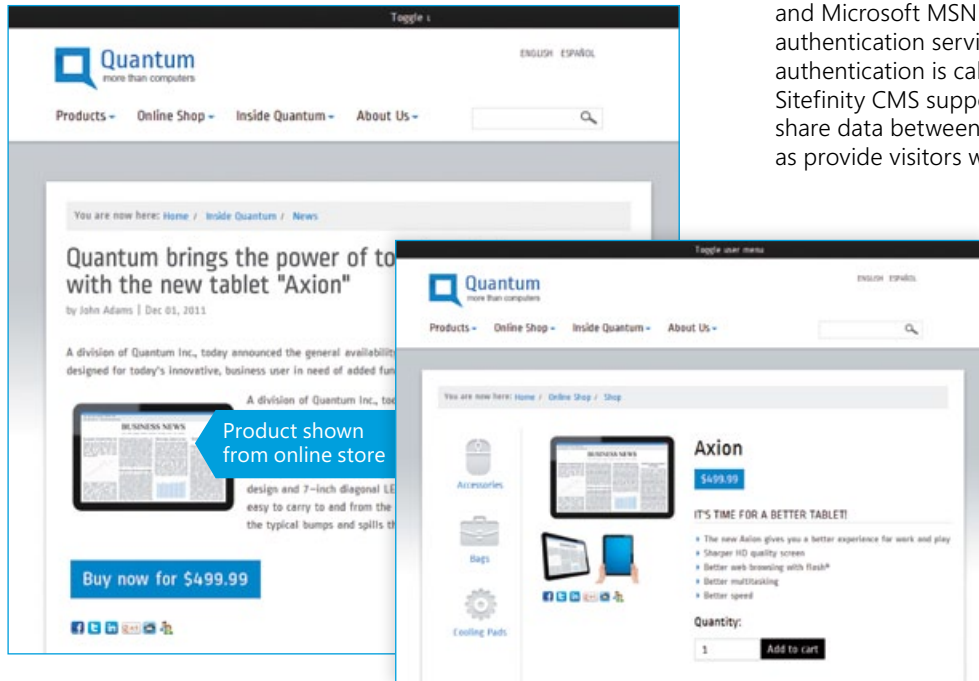


CMS & Ecommerce in one application

Technology changes

The Internet hasn't changed WHAT businesses do; it's changed HOW they do it. And with advancements in new technologies such as smart phones, tablets, and social media, companies are challenged to keep up. However, new hardware and software not only provides the opportunity to attract new customers but also greatly improves the bottom line. As smarter software is developed, applications play a bigger role in increasing profits and decreasing operational costs. Integrating Content Management Systems (CMS) and Ecommerce into a single application is a common example of how companies are using smarter software.

For organizations that are managing online stores and web content there are numerous benefits of integrating CMS and eBusiness systems. This integration allows the user's experience to be more succinct. For example if a customer is reading a news or blog article about an Axion tablet, why not show this product in the article and allow the visitor to purchase the tablet directly from the page? Combining these components provides a better experience for the user, while simultaneously creating new business value.



The other side to the equation allows the customer to have immediate access to product reviews and information from the detail page; thus supporting the viewer in their purchasing decision. Data sharing between applications creates a better experience for the visitor, which in turn leads to increased sales and loyalty.

Combining CMS and Ecommerce is not something new. Some CMS companies already provide this functionality and some Ecommerce companies include an editor for creating content pages. However, upon closer examination you'll find most of these applications lack features from one side or the other, offering only basic CMS and Ecommerce functionality. Furthermore, many of these applications seldom share data and operate as two separate applications.

What are the advantages of having CMS and Ecommerce integrated together?

As you can see from the above example, sharing data between two applications has its advantages. In addition, sharing features has advantages. Sitefinity has many features that are used in both CMS and Ecommerce. Sitefinity Ecommerce allows for customers to be added to a specific user role upon purchasing a product. Using the Sitefinity CMS email campaign manager, you can now send emails to specific user roles, targeting specific customers who have purchased a tablet. Sitefinity Ecommerce also has a "buy now" button, allowing it to be placed on any content, blog or event page. And, Sitefinity's social media widget can be used on content pages as well as Ecommerce product pages. These types of features not only contribute to a better user experience, but also allow for easier manageability, simplifying operations and increasing profits.

In the last several years, web sites such as Facebook, Twitter and Microsoft MSN allow for applications to use their user authentication services to log in to a web site. This type of authentication is called "claims" authentication. Because Sitefinity CMS supports claims authentication, Sitefinity can now share data between 3rd party applications and services, as well as provide visitors with a single account to sign in with. Imagine a customer visiting a product detail page and wanting to see what others on Facebook are saying about the item. Without claims authentication, they would be required to login to Facebook, interrupting the purchase flow, and possibly losing the purchase permanently.

Another disadvantage to disconnected applications is that they run on separate domains from different service providers. SLI Systems provides product search engine services on ecommerce sites. Their services are extremely popular for ecommerce sites. However the services they provide are located on a separate domain, like search.domain-name.com. This makes analytics and reporting a challenge. How can a webmaster know

how much revenue was generated from a particular blog or Facebook article? And while A/B Testing is a beneficial feature, using multiple disconnected services can generate data that is ambiguous and misleading.

SEO and content reach

When it comes to SEO and content reach, combined applications are a true asset. After all, the more the audience interacts with and shares content, the greater its reach. Having both systems running in a single application also gives higher SEO results by consolidating the website's authority under a single banner. If the information is displayed in multiple web sites, it runs the risk of having to compete with itself, compromising the main site's natural search engine listing. With combined applications, once the content is live and connected with social media, it allows people to Share it, Like it, Tweet it, email it to a friend, etc. In the ecommerce world, this equates to increased sales.

Sitefinity – the best of both worlds

Sitefinity now offers Content management and Ecommerce in a single application, bridging the gap between these two technologies. It allows your web site to grow, even as technology changes. The Sitefinity user interface is intuitive and task oriented, providing content and ecommerce authors with the appropriate tools for the job. Another advantage is allowing the UI to be freely configured and adapted to each user or role. Additionally, contextual help and video tutorials throughout the interface provide helpful guidance, reducing the learning curve for new and returning users.

For example, let's consider web site which provides financial information divided into a fee based subscription model (gold, silver, bronze). Sitefinity provides for content to be viewed from permission based roles, allowing for the purchase of online subscriptions as well as being added to the correct role upon checkout (i.e. different pricing for each role).

Conclusion

As technology changes, so will applications and content; and while combining CMS and Ecommerce is not a new concept, how we implement the technology can greatly improve the purchasing process. This concept is certainly something for companies to keep in mind when weighing decisions about new systems. When determining what CMS or ecommerce system to use, businesses need to look under the hood and understand exactly what they are getting.

Sitefinity is an online business platform that adapts to any business requirement and works equally well for online marketers, developers and IT managers. It delivers all the tools for a successful web presence - from content management and collaboration, lead generation and campaign management to ecommerce, all wrapped up in a simply designed, intuitive interface. Sitefinity was designed to adjust to the growing needs of modern organizations' desire to have an online presence. In addition, both product and licensing can scale efficiently for small business or multinational corporations. Clients can rely on Sitefinity as their business grows.

Features of Sitefinity – ECMS

Sitefinity's CMS and Ecommerce features can be combined in a simple to use, scalable software application. Mix and match to suit your company's needs.

Sitefinity CMS	Sitefinity Ecommerce
<ul style="list-style-type: none">▶ Manage / create content▶ Workflows for content▶ Classification of content▶ Users / Roles / Permissions▶ Versioning▶ Forms▶ Lists▶ Content blocks▶ Blogs▶ Events▶ News▶ Polls▶ Forums▶ Internal search engine▶ Libraries<ul style="list-style-type: none">▶ Images▶ Videos▶ Digital downloads▶ Mobile Web▶ Social media▶ Email campaigns▶ Analytics▶ SEO tools	<ul style="list-style-type: none">▶ Product catalog<ul style="list-style-type: none">▶ Departments▶ Product types▶ Product listing▶ Product detail▶ Product options▶ Types of products<ul style="list-style-type: none">▶ Memberships▶ Subscriptions▶ Events▶ Retail goods▶ Virtual goods▶ Downloadable goods▶ Shopping cart▶ Shopping cart summary▶ Buy Now widget▶ Shipping (real time)▶ Billing system▶ Online / offline payments▶ Pre- & Post-processing hooks▶ Discounts / Coupons▶ Multilingual online store▶ Mobile commerce▶ Social Media▶ Email campaigns▶ Analytics / Conversion tracking▶ SEO tools

About the Author

Steve Miller is an internet entrepreneur who has founded, built, raised capital and sold companies in the digital space. In his early days, Steve worked at several fortune 500 companies, providing consulting services to some of the biggest companies in the software and technology sector. In 1998, Steve started an Internet eCommerce company called Mallsoft Inc., which provided custom ecommerce solutions for small to medium size businesses. In 2011, Telerik acquired Mallsoft and its employees, and Steve now assists in the design, development and evangelism of Sitefinity Ecommerce.

About Sitefinity

Sitefinity is a modern online business platform which adapts to any business requirement and works equally well for online marketers, developers and IT managers. Sitefinity is used for all kinds of online applications from commercial websites to community portals and intranets, and scales effortlessly no matter the size of your project. Best of all, Sitefinity offers a simple, easy-to-use interface with a virtually flat learning curve that makes it a delight to use.

Sitefinity powers more than 10,000 websites worldwide with a particularly strong presence in Financial Services, Government and Education. Global brands such as Kraft Foods, Dannon, Magna, BASF, Toyota, Chevron and Yale School of Management rely on Sitefinity every day.

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