

EPiSERVER RELATE



- » **Relate Public Edition**
for social websites and brand communities
- » **Relate Intranet Edition**
for extranets and intranets



Social Network

Take Control of Your Social Brand

Social networking is one of the best ways to connect with your target audience and build relationships. Although sites like Facebook and Twitter can help you build your online brand, they often don't give you enough flexibility when it comes to how you can engage your community and present your content.

Many companies are launching branded social communities to gain the flexibility required to meet their marketing goals and allow for more collaboration around their brands. A branded community lets you control your content and give your audience an integrated experience, while providing a forum where your members can share their opinions on your sector, products and services. The content on your branded community can also drive visitors to your website and keep them around longer.

At the same time, organizations are creating communities of members that need to communicate and collaborate, internally or externally. What might have been information repositories in the past need to become social hubs for sharing information and insights that can help the organization achieve its goals.

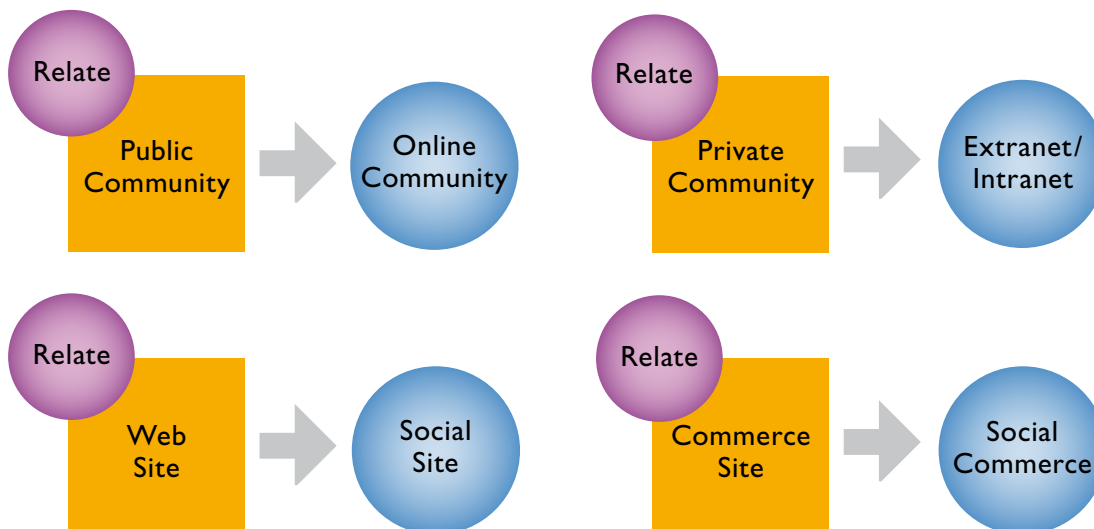
»» Social Computing technologies expand the possibilities for delivering customer and company value through the key business processes of targeting, acquisition, retention, understanding, and collaboration.

Forrester analyst Willam Band

With EPiServer Relate, you can take control of your social brand. The EPiServer solution is a full CMS system with a built-in social platform that allows you to turn a static website into a thriving community where you can engage in 2-way dialogues with your customers, leads, fans and employees.

Relate's newest release runs on the EPiServer CMS 6 platform, which is the result of over a decade of development work and is used by more than 130,000 web editors around the world.

Socialize your world with EPiServer Relate



“ EPIserver gave us the ideal foundation to build the GOCityGirl site. By making full use of the personalisation and community tools, we have ensured GOCityGirl can keep the site fresh and engaging for visitors. ”

JAMES BURBRIDGE
Founder of RI Group

Transform Your Website into a Social Hub with Relate Public Edition

Whether you want to add social features to your existing website or create a new social site, Relate Public Edition makes it easy to engage with your community so you can build relationships that engage your target audience.

With Relate Public Edition, you can:

Get closer to your target audience. Relate Public Edition offers endless ways to connect with your community and learn about their needs. Members can read and respond to your blog posts, comment on your products, receive customer support in your forums, upload images and videos, and even create their own profile pages like they can on Facebook.

Turn your website into a powerful sales and marketing platform that is optimized for each visitor. Relate lets you segment your visitors based on their location, title, interests or other profile data. This means you can email a targeted offer to a select group and watch your response rates skyrocket. You can also personalize each visitor's experience by showing them relevant ads, articles and other content. Providing visitors with customized content can increase the amount of time they spend on your site.

Share your content. Relate makes it easy for you to spread your content across the web. Now you can add social features to all your CMS pages – this means you can tag your pages, subscribe to them via RSS and comment on them. You can also integrate Relate with other social networking tools such as OpenID, Facebook and Twitter.

Manage your social activities and track your results. If you've ever tried to use social media to generate leads, you've probably found it difficult to measure your success. That's why Relate Public Edition lets you track your community's activities, view metrics and take action to improve your results.

Create a branded community. EPIserver Relate was developed to give you total control of your social brand. You can match the design of your social hub to your website, monitor uploads, and build an active and engaged community around your brand.

EPIserver Relate Public Edition includes community templates that can be adapted to meet your needs. This means your social community can be up and running quickly.



Increase Organizational Efficiency with Relate Intranet Edition

Was the last time someone updated your organization's intranet before the invention of YouTube? EPIServer Relate turns your out-of-date intranet into a social community where employees collaborate and share information.

With Relate Intranet Edition, you can:

Improve organizational efficiency. A well-functioning intranet connects employees and makes it easy for them to share ideas. This leads to improved organizational efficiency, as employees will quickly find the information they need to do their jobs better.

Encourage collaboration. Most intranets are places where an organization talks to its employees. A Relate intranet is a place where you collaborate and build relationships with your colleagues. For example, you can create groups based around specific topics. Relate gives you the option to follow your groups so you can track all their activities.

Engage a new generation of employees. Today's social media-savvy employees expect to build work relationships the same way they build social relationships – through online communities. Relate Intranet Edition allows you to meet their expectations by providing them with a full suite of social tools including blogs, personal pages, forums, contact lists, direct messages and document-sharing features.

Quickly locate all of your organization's social content. Do you need to find a colleague in an office on the other side of the globe or an article your boss posted last year? With Relate Intranet Edition, you no longer have to wait for a co-worker to return from vacation to dig up your information. Simply use Relate's new global search feature to find exactly what you need.

Strengthen your brand. Your employees are the front line between you and your customers. By creating a branded intranet, you reinforce your brand and help employees deliver on your promise.



“ Now we have a common platform for all communications within the Swedish Golf Association, which is very important to us. In addition, we have really got a website that is attractive and inspires our visitors to play more golf. ”

OVE ELLEMARK
Project Manager
The Swedish Golf Association

Attention Developers ...

Over 13 million people use Relate-powered social communities. This includes over 12,000 members of EPIserver World, an open source community of EPIserver developers and customers. If you would like to see Relate in action or need more technical info, visit EPIserver World at <http://world.episerver.com>.

Features for Relate:

PERSONALIZATION

Segment members in the community and target them with ads, content and through e-mail

SOCIAL FEATURES

Use tag clouds and categories to make it easy to discover new content. Keep the discussion alive with comments.

SEARCH

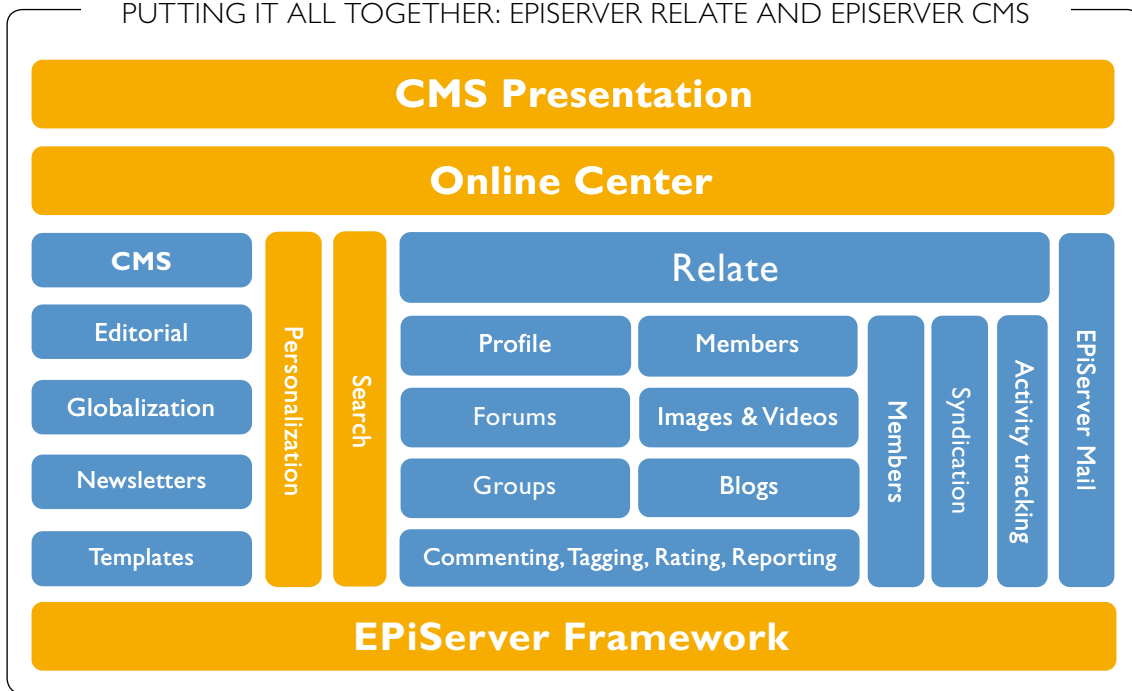
Full text search in all content contributed by members as well as articles and files created by editors

NEWS FEED

Keep track of what your friends are up to and see the latest updates in the groups you are a member of



PUTTING IT ALL TOGETHER: EPISERVER RELATE AND EPISERVER CMS



GROUPS

Let the members collaborate in closed or open groups around specific topics

ABUSE REPORTS

Let the members report inappropriate content and take immediate action

FORUMS, BLOGS, POLLS AND CALENDARS

Use one or several different ways for your members to communicate and collaborate

INTEGRATION

Everything in the community is available through the open standards RSS and ATOM. OpenID is supported to simplify member login and creation.

ACTIVITY TRACKING

Spot trends and measure the activity in different parts of the community

IMAGE AND VIDEO GALLERIES

Let the members upload and share images and videos and manage them using the moderation UI

DIRECT MESSAGES

Simplify communication between members with direct messages

CONTENT APPROVAL

Decide which content you want to approve before publishing, or just keep track of all member contributions

PROFILE

The profile page collects all the information around a member

SOCIAL GRAPH

Discover members with similar interests or interesting content by navigating the social graph that is built up using the Attribute system

Is EPiServer Relate right for you?

BOOST SALES AND CONVERSIONS BY MAKING YOUR WEB OR COMMERCE SITE SOCIAL

- Make conversations happen, drive actions and earn revenue by adding social attributes to your website
- Create real customer reference points with ratings and reviews that are impossible to create with marketing copy
- Accelerate customer service interaction and responsiveness to encourage repeat business

INTERACT AND ENGAGE YOUR AUDIENCE BY BUILDING A SOCIAL COMMUNITY

- Interact with your fans and grow the community around your brand with campaigns and targeted offers
- Listen and learn from your community to improve your organization, products, or services
- Connect members with similar interests to inspire new dimensions about your brand or organization

INCREASE TEAM PRODUCTIVITY AND THROUGHPUT BY CREATING A SOCIAL EXTRANET/INTRANET

- Enable collaboration that drives innovation with a real time news feed and social networking
- Help team members connect to share information and achieve more results
- Use familiar social networking features to increase participation and speed of adoption

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