



Sneak Peek

SDL Tridion 2011

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For over 10 years, SDL WCMS has enabled organizations to increase the market impact of their online business initiatives.

Whatever your challenge is, be it highly dynamic websites, multi-lingual web estates, multi-channel marketing or high-end personalization – SDL’s commitment is to enable your content and channel strategy to drive the business end of your customer interaction.

In this spirit, SDL Tridion 2011 continues to deliver on its promise to do more with less and brings you an enterprise-ready platform with true global engagement capabilities.

Sustainable Mobile Engagement

The accelerated adoption of the mobile channel, increasing visitor expectations and an explosion of new mobile devices, has presented a challenge on how organizations leverage mobile channels to empower their overall engagement strategy.

SDL enables organizations to tame the hype in order to capitalize on their business objectives. SDL Tridion 2011 tackles the technical challenges of mobile engagement by introducing device detection and in-context preview of **mobile websites**. For the creation of rich mobile websites, SDL provides many out of the box widgets, like navigation elements and image galleries, so that rolling out new mobile initiatives is reduced to a matter of days, not weeks.

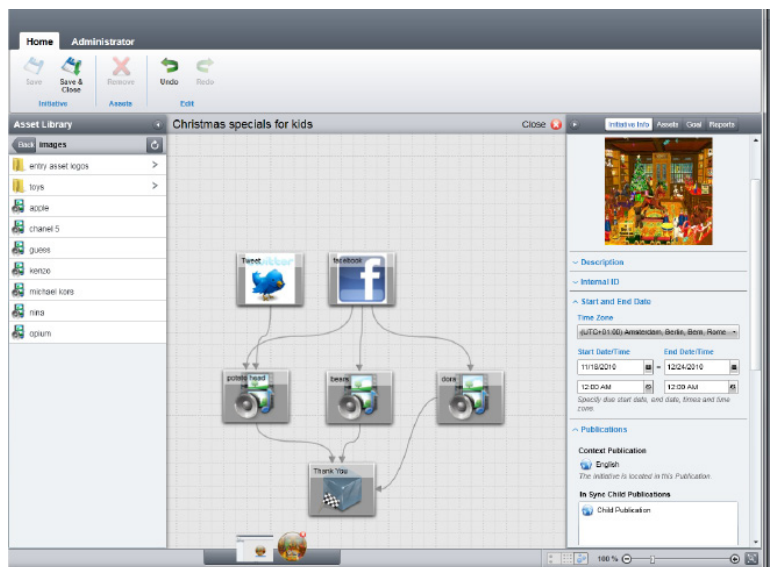
For **mobile apps**, SDL Tridion 2011 introduces a new RESTful web service allowing you to deliver content

to all your device applications. The web service follows the Open Data Protocol (oData) standards used, for example, by Apple’s iPhone and Microsoft’s Windows Phone 7. This allows you to fully leverage your existing content and localization processes for a business driven and scalable mobile strategy.

Business-Aware Content Modeling

Engaging with your audience across multiple channels and running a number of digital campaigns in parallel, means that you must have a quick and actionable understanding of the status and success of your digital initiatives. For this reason SDL Tridion 2011 introduces the Online Marketing Explorer as the new one-stop overview for online marketers to stay on top of digital cross-channel campaigns.

Marketers can define anticipated conversion paths for online campaigns and track the effect of demand generating assets, such as SEM initiatives and visitor behavior in one single intuitive interface. The native BluePrint capabilities allow for centralized campaign wireframes yet localized adaptations and execution,



so enterprises can get the best out of their central marketing experts and distributed marketing teams.

High level reporting gives an easy overview for all stakeholders about the state of a campaign without the need for detailed analytics. And even more important: Online Marketing Explorer focuses on actionable insights, so that marketers can quickly add or change assets and touch points if objectives are not being met.

Enhanced day-to-day usability

After extensive customer surveys and usability lab tests, SDL Tridion 2011 presents itself with a completely new streamlined user interface that is designed to **reduce the complexity** of your every-day content management processes.

With the new Content Manager Explorer interface, SDL also incorporated the latest HTML5 ready technology. This means SDL Tridion 2011 continues to expand its offering to include **full cross-browser support** for the latest versions of Mozilla

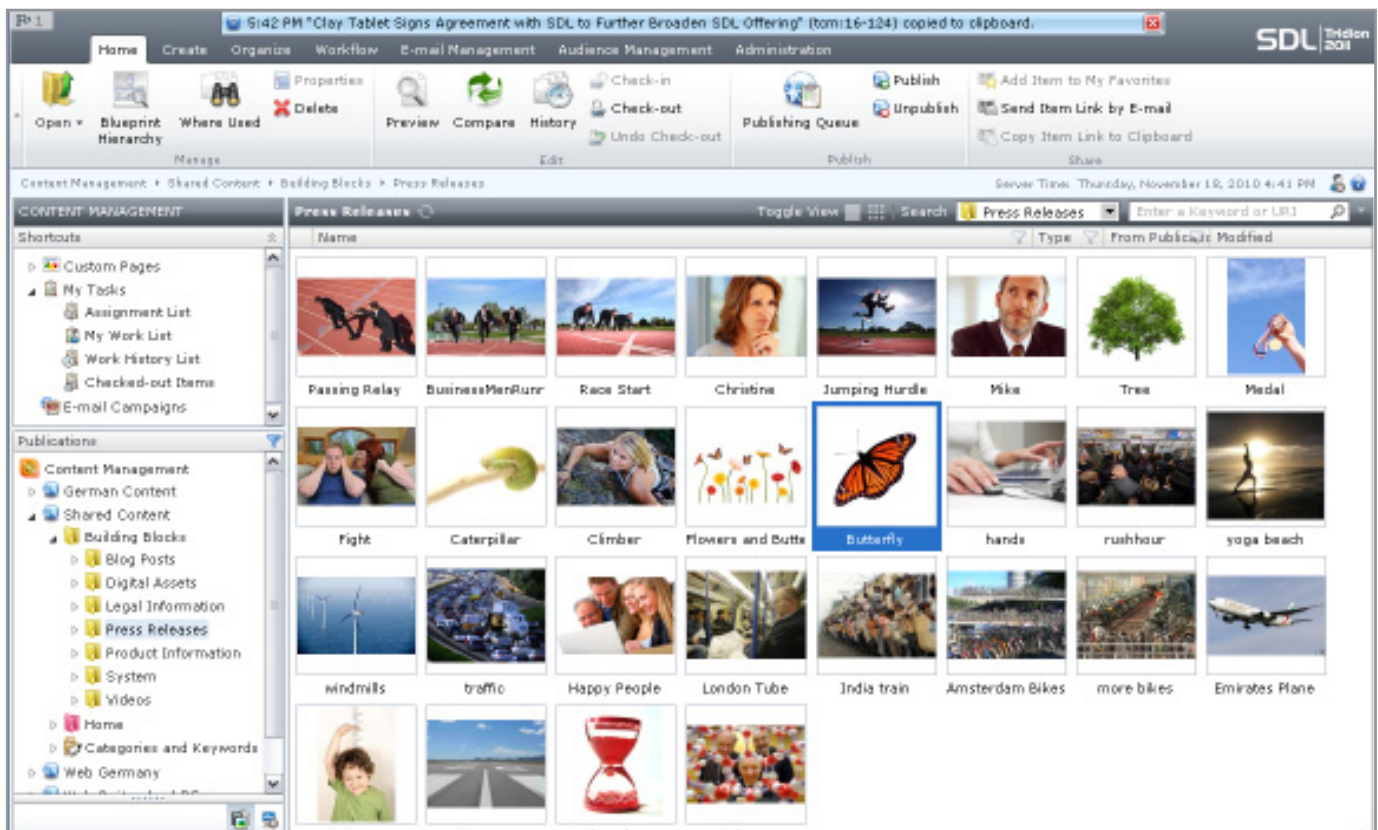


Firefox, Google Chrome, Microsoft Internet Explorer and Apple Safari – for both Microsoft and Apple operating systems.

Extensibility: Fitting in.

The support of a wider range of solutions and technologies is also part of SDL's 2011 focus for all updated and new extension points in SDL Tridion 2011. You will find that SDL continues its assault on lowering implementation and maintenance efforts, while employing the latest standards to provide you with a future-proof platform that fits into today's and tomorrow's digital eco-system. For example:

The **Content Management Explorer** now offers a wide range of extension points which allow you to extend the user interface with additional functionality without the need for customizations. Toolbar options, context menus, tab elements and interface controls have been opened up for new custom features and the injection of additional client rules. Combined with the ability develop data augmentation functionality, your 3rd party systems can be harmonized with SDL Tridion 2011 like never before.



Automations are now even easier to implement and maintain with our new subscription based **Event System**. It's faster, because it's now native .NET based and supports multiple assemblies – lowering both cost and dependencies in your development team. The introduction of transactional events means that you can affect the outcome of operations based on your business rules – synchronously or asynchronously is just a matter of choice.



For accelerated connectivity implementation into your Digital Ecosystem, such as CRM information and PIM systems, SDL Tridion 2011 introduces the **Ambient Data Framework**, enabling you to assemble data from and distribute data to 3rd party systems in the context of visitor sessions. All SDL WCMS products support the Ambient Data Framework, so that you can merge data from the SDL Audience Manager, SDL SmartTarget, SDL WebForms and SDL Tridion as well as session based data, like geo-location, referral sites and behavioral information. The resulting visitor intelligence enables you to create truly outstanding experiences – across all your websites and channels.



The new **Storage Model JSR 220** enables you to define custom storage rules, so that you can directly publish assets to dedicated servers in your environment, to a Content Delivery Networks like Akamai or to 3rd party providers like YouTube. Making use of JPQL, the Storage Model natively supports transactional deployment.

Also on the delivery side, the brand new **Content Services** module allows you to offer a robust and uniform manner of sharing information thereby further extending the reuse of content beyond the boundaries of your CMS environment. This RESTful web service takes care of SDL Tridion functionality, such as Dynamic Linking and targeted promotions and support of Open Authorization 2.0 (OAuth 2.0) means full web service security. Implementing OData, Content Services follows latest best practices for serving content adopted by the like of Facebook and Twitter.



Enterprise Readiness

In addition to the existing Active Directory and LDAP authentication support, SDL Tridion 2011 now allows authentication to be deferred to any modern 3rd party security system via custom authentication schemes. This allows for extended **single sign-on** support for systems such as CA SiteMinder® or IBM Tivoli® Access Manager.

SDL Tridion 2011 furthermore brings a number of substantial **engineering enhancements** to the Content Delivery architecture that enables higher publishing throughput and multi-threaded deployment in higher volumes while leveraging existing infrastructure.

The Dynamic Content Broker API performance has been optimized significantly to cater for highly dynamic delivery scenarios. Furthermore, the query criteria as well as custom metadata access have been enhanced to now give access to the full set of Dynamic Content Broker functionality.

