

What's new in SDL Tridion 2009

- **Unified Online Marketing Suite**
- **Multi-Channel Marketing**
- **Visitor Intelligence**
- **Web Content Management**
- **Customer Interaction**
- **New interface design**
- **Innovations**

Release information

SDL Tridion 2009: a Unified Online Marketing Suite

Marketers need to be experienced practitioners in a wide variety of disciplines that form part of the marketing communications mix.

Just producing a great looking website filled with interesting and relevant content is a challenge, but this is just the tip of the iceberg.

Increasing conversion rates, building customer intimacy, managing persuasive customer experiences and reaching out to customers via multiple touch points such as web, email, print, RSS and mobile, feature prominently on most marketing agendas.

These demands must be balanced with determining the best way to interact with your target audience and keeping track of the achieved results. Closing the loop enables you to modify your messaging,

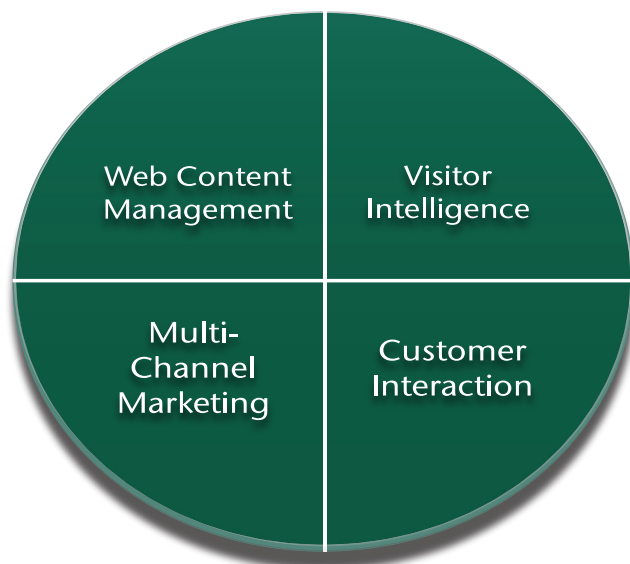
offering or website layout where analysis of these results shows that changes could maximize marketing performance.

As online marketing continues to evolve, SDL Tridion is the only vendor that provides true online marketing capabilities alongside its WCM capabilities.

Audience management, email marketing, integration with offline

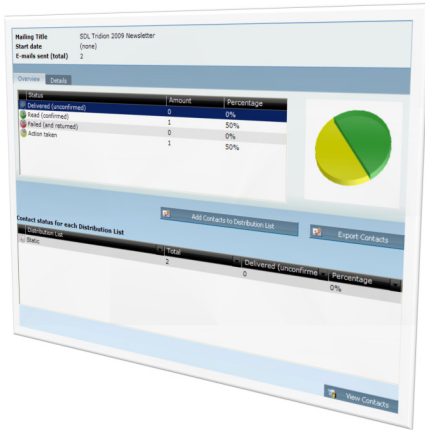
channels and improved customer interaction are all part of the SDL Tridion product portfolio giving marketers the best unified platform to reach their marketing objectives.

Only by combining the views of multiple channels, profile information for addressing multiple target audiences and multiple languages, can marketers address their global markets in an effective and cost efficient manner.



Multi-Channel Marketing

Organizations can send email campaigns in multiple languages simultaneously with a single click, using SDL Tridion's BluePrinting to facilitate the roll-out of global campaigns.



Both local and corporate marketers can send emails to targeted mailing lists, hooking in to the same translation process that is used for web content.

To avoid sending too many communications to individuals and to minimize unsubscribe rates, organizations can restrict who can send emails to certain contacts and specify limits on the amount of emails that contacts receive during a certain period.

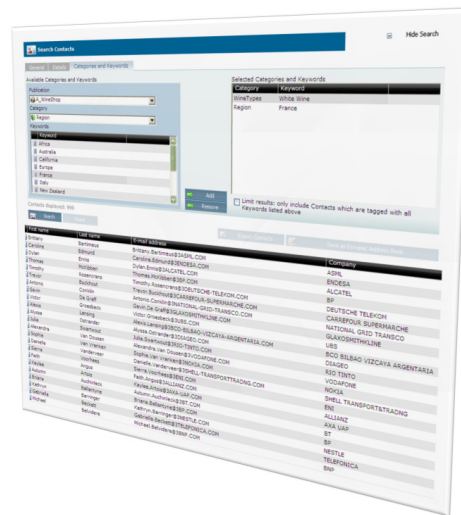
Email campaigning is becoming a strategic, enterprise-wide activity rather than an ad-hoc tactical tool. To reflect this shift, a number of improvements have been implemented in SDL Tridion 2009:

- Coordinate sustained email campaigns comprising a series of email communications

- Schedule global email campaign roll-out
- Trigger mailing execution determined by recipient action or timeline
- Fully personalized mailings

Visitor Intelligence

World-class online marketing requires your target audiences and potential individual prospects to be identified, regardless of the way they choose to interact with your organization. Whether visitors register on your website to download information or they



have read your emails, you want to store their contact information and behavior in one place.

SDL Tridion 2009 can be used to deliver personalized communication by email and on the website.

To manage visitor profiles across different countries and in disparate departments, you can assign contact owners to determine who can view individual contacts in

Professional Services portfolio 2009

Find out more about SDL Tridion 2009 functionality and technology by attending our updated training courses.

Rely on our consultancy services for an Upgrade Scan to move to the new version and for your web projects.

Further information is available on www.sdltridion.com

Audience Manager. This ensures that an individual's personal information is only accessible to the right internal users.

Audience Manager is scalable for enterprise use to manage millions of contacts. Integration with CRM systems ensures that a single view of contacts and customers is maintained across different systems and touch points.

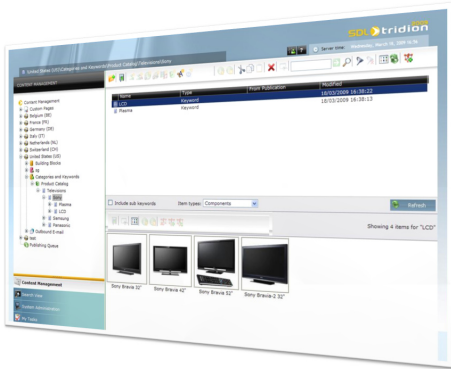
Web Content Management

SDL Tridion 2009 further enhances the concept of taxonomies - a flexible way for marketers to manage website navigation, content targeting and content relevancy.

Categories and Keywords allow you to create hierarchical taxonomy trees that reflect the structure of the content that you offer online

and the relationships between the content elements. Content is classified within the taxonomies using keywords (metadata).

You can navigate the content repository using taxonomies, which gives easy access to the content you are looking for.



Product catalogs are easily managed, and since content items can be classified against multiple taxonomies, you can dissect your catalog in multiple ways. Taxonomies can be BluePrinted in the same way as other content for language-specific, multi-site or multi-channel management.

Customer Interaction

Intelligent Navigation makes use of taxonomies to provide you with easy to use tools to improve customer interaction on your websites. It offers various navigation methods to website visitors, such as faceted navigation, breadcrumb trails, related content, topic maps, tag clouds and so forth.

Taxonomies are published to your website in the same way that pages are. These are used to create content-driven navigation enabling visitors to browse using content that is relevant to them. Applications that run on your website can use Intelligent Navigation with the enhanced query API.

Intelligent Navigation allows marketers to manage navigation structure independently from content and layout, without IT involvement.

New interface design

We have given the interface a brand new and fresh look. New icons and a functional use of color tones enhances its usability and makes it intuitive and easy to use.

Innovations

Innovation does not stop with SDL Tridion 2009. Innovation is the key to improving the success of your online channels. Many organizations experiment with new online marketing initiatives to see if they generate the desired result. Due to the uncertainty of success and time-to-market requirements, such initiatives need to be low cost, easy to integrate and non-intrusive to mainstream marketing efforts.

SDL Tridion eXtension Framework is an open application interface



and community that allows companies to quickly and easily extend the core marketing platform with building blocks from a wide range of sources such as SDL Tridion employees, partners, customers and the open source community.

SDL Tridion World is the place where eXtensions for tools such as web analytics, RSS and Multi Variate Testing are shared and available for extending your platform. You can find them on www.sdltridionworld.com.

