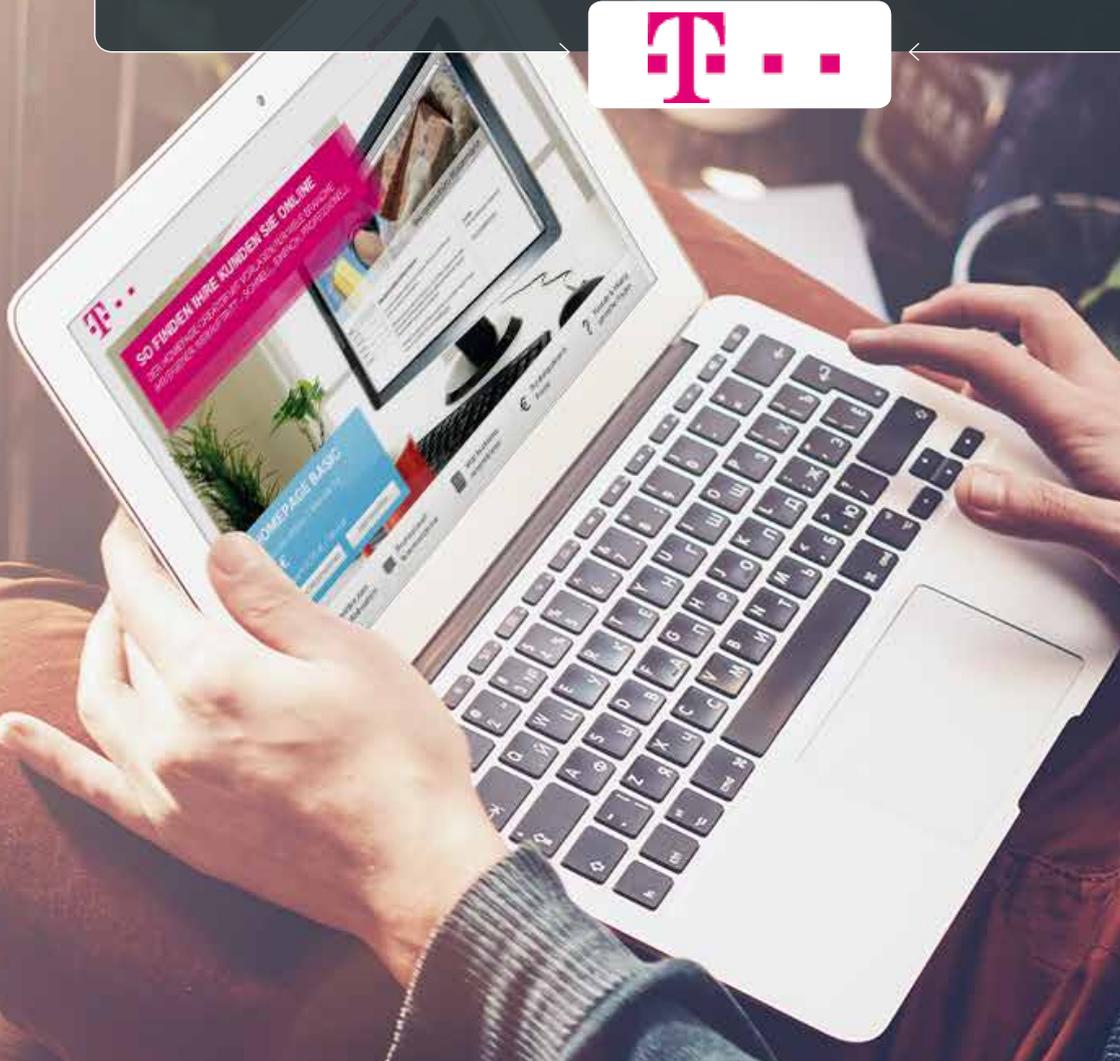


TESTIMONIAL: DEUTSCHE TELEKOM AG, GERMANY
**HIGHLY INDIVIDUALIZED SITE
BUILDING SOLUTION BASED ON
THE CM4ALL SITES PLATFORM**



- Deutsche Telekom, with over 285 million visitors per month, offers one of Germany's most popular Internet portals
- CM4all site builder solutions have been central to Deutsche Telekom's consumer and business offerings since 2010



- Customized implementation to match DT-AG's corporate brand, usability conceptions, and made-to-order feature requests
- CM4all's innovative editors enables full user control of all website content and elements



- Flexible integration features support third-party designed templates
- Platform extensibility enables ongoing, seamless integration of value-added service offerings for a truly custom-made site building solution



Hans Panse



Vice President Business Products at Deutsche Telekom AG

“The increased flexibility and future-proof architecture of the latest generation of licensed CM4all software enabled us to ideally realize our product concept while profiting from the proven technology as well as meeting our high quality standards.”

A Successful Partnership Continues

Against the background of a well-established, long-time partnership and a lively exchange in the early stages of development, DT-AG was the first OEM partner worldwide to integrate CM-AG's latest product innovation into its portfolio. Since its launch in August 2010, the "Homepage-Creator" site builder has been a central part of all homepage packages DT-AG offers to consumers and business customers.

Tailor-Made Product Configuration by CM4all

In an all-inclusive implementation project over several months, the CM4all Sites technology core was completely customized in close collaboration between the two companies to match DT-AG's user concept, corporate design, and usability conceptions.

The graphical user interface of CM4all Sites was precisely adapted to reflect DT-AG's corporate design, so the product blends seamlessly into DT-AG's portfolio. Based on comprehensive usability tests, the complete layout of Homepage-Creator was custom-built by CM-AG in close cooperation with a third-party design agency that was commissioned by DT-AG. Hence, Homepage-Creator comes with a tailor-made menu structure as well as customized widget icons, buttons and context menus.

Underlying the remodeled GUI is CM4all Sites unique WYSIWYG editor that provides full drag & drop functionality and allows for direct text and image editing without any pop-ups. In addition, all website functions and design elements are realized applying CM-AG's innovative widget technology that allows for convenient drag & drop, configuration, and arrangement of all website elements. This way literally every user is able to add complex functions ranging from contact forms through map services to online shops.

To enable an easy expansion of the existing feature range, the CM4all Sites platform comes with an open widget API that allows for continuous development of widgets by CM-AG, DT-AG, and external software engineers and facilitates the integration of third-party value-added services. DT-AG leveraged that option to offer dedicated widgets for its existing WebShare service and online shop solutions as well as for newsletter services, voting tools and further SMB targeted features. Those external widgets were created by third-party developers and seamlessly integrated into the Homepage-Creator widget catalog during the customization phase resulting in a truly custom-made site building solution for DT-AG.

The Flexible CM4all Technology Platform

The latest CM4all technology not only provides comprehensive customization options regarding the GUI and product setup but also in terms of custom functionality and content integration.

A true made-to-order feature is the DT-AG exclusive versioning system. Users are able to save multiple versions of their websites within their Homepage-Creator accounts. Using a straight-forward drop-down menu they can switch between different versions in seconds and save precious time by simply publishing an existing promotional or seasonal version for example, instead of creating one from scratch. Other use cases include major website updates or complete re-launches as well as recovery projects. With this high-end CMS feature, all versions of the website are managed directly via Homepage-Creator's GUI, from where they can also be deleted when no longer needed.

CM4all's flexible content integration also enabled the tailor-made template library CM-AG realized for DT-AG. Using CM4all Sites' very specific template guidelines designers can build on guarantee that all external templates are 100% compatible with the application and can be edited by the user the same easy way as the built-in template selection. This way, a third-party design agency could create themed design templates from 20 different categories that were then integrated into Homepage-Creator. With CM4all's new template model, users can fully individualize the CSS templates by editing literally all colors and fonts as well as adding their own logos and images.

A further example of custom content includes the Homepage-Creator start page featuring an introductory video providing first time users with a brief overview of the application's functional range. Within the software itself, a series of video tutorials complements the text-based help menu and explains the available features in detail. All video content was created by DT-AG and integrated into Homepage-Creator by CM-AG.

Building on Portal Traffic and Product Choice

Operating one of Germany's most popular Internet portals, DT-AG possesses an outstanding asset when it comes to marketing its Homepage-Creator portfolio. With more than 26 million* unique users and over 285 million* visitors per month, www.t-online.de is the perfect platform to promote the company's homepage products.

Multiple links and banners lead visitors to the Homepage-Creator product pages where they find a comprehensive overview of the four available product packages. DT-AG offers homepage packages ranging from "Starter" to "Professional". Each of them is bundled with Homepage-Creator and includes domain, hosting and email services. Customers looking for e-commerce solutions can either select the "Professional" package which includes a mini shop directly within Homepage-Creator or add a stand-alone online shop system to their order. This way, DT-AG can ideally leverage up- and cross-selling opportunities created by CM4all's website builder.

In order to support inexperienced prospects, DT-AG not only offers a free demo version of Homepage-Creator on its website but also features the so-called "Homepageberater". This smart little wizard

guides visitors through the decision process based on information about the planned website project. The "Homepageberater" then recommends the right product package with regard to general purpose, intention to sell online, expected visitors, and preferences for maintaining the website.

In addition to its online activities, DT-AG actively promotes its Homepage-Creator products in offline campaigns ranging from direct mail to billboard advertisements. For instance, DT-AG built on its CRM data to specifically address target groups who did not show any interest in the company's traditional hosting services before and added inserts to invoices mailed to existing landline and broadband customers.

Meeting Market Needs With Ease

With CM4all's latest technology platform, DT-AG is able to easily adapt to current and future trends for both consumer and business websites. CM-AG will continuously develop new widgets and features for CM4all Sites and integrate those into DT-AG's customized Homepage-Creator product line. Leveraging CM4all's technology platform DT-AG's product management will also continue to add innovative features to the Homepage-Creator product line in the future. Possibilities are endless with CM4all's widget technology, so users will always be able to create professional, state-of-the-art websites with DT-AG's Homepage-Creator no matter what the next "big thing" will be.



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