



Fact Sheet

HP Autonomy Expands Digital Marketing Footprint with New Release of Autonomy TeamSite

Updated version brings together new capabilities, applications and technology integrations to help organizations deliver compelling multichannel content

Overview

Digital Experience Management is rapidly evolving to encompass several important applications that enable marketers to maximize the entire customer acquisition, engagement and retention life cycle. By bringing together more elements of the digital marketing life cycle into one cohesive process, organizations can more rapidly and effectively act on opportunities, ultimately resulting in greater customer engagement, market share and revenue.

The new version of [Autonomy TeamSite](#) provides a wide range of innovations to help marketers deliver more engaging customer experiences across email, mobile and social media touch points. [HP Autonomy](#) has added several technology integrations that enable marketers to leverage Autonomy TeamSite as a modern digital marketing platform by extending persuasive content across customer relationship management (CRM), eCommerce, email marketing, rich media management (RMM) and social media applications.

New capabilities of Autonomy TeamSite include:

- **Mobility:** Marketers can now extend web experiences to a range of mobile devices through responsive web design capabilities. Using the familiar Autonomy TeamSite interface, marketers benefit from what-you-see-is-what-you-get (WYSIWYG) content authoring and publishing capabilities and can preview content across a variety of mobile form factors. Autonomy TeamSite Mobile supports device detection and automatic device-specific rendering of web pages for more than 14,000 devices.
- **Usability:** The user interface has been significantly upgraded to provide tailored experiences based on various user roles, such as site manager, editor and creative publisher. Additionally, marketers using the Apple iPad can now manage the entire approval process and preview websites and content prior to it being published to a live website using the new Autonomy TeamSite iPad app.

New digital marketing features and technology integrations

- **CRM connector**: Autonomy TeamSite now enables the capture and movement of leads from an organization's website to its CRM and marketing automation systems, further strengthening the "web to lead" process.
- **eCommerce reference architecture**: HP Autonomy has implemented a reference architecture for a tightly integrated digital experience management and eCommerce platform by partnering with two market leading eCommerce platforms—hybris and Digital River. Marketers can use Autonomy TeamSite and Autonomy LiveSite to create, manage and deliver personalized and targeted content while maintaining the core product information in the hybris Product Content Management (PCM) or the Digital River® Global Commerce™ solution.
- **Email marketing**: Autonomy TeamSite now supports the creation and delivery of emails to leads, prospects and customers using a new lightweight Email Campaign feature. This includes the ability to create, capture and import leads in the system and manage lists to which targeted emails can be sent. The content for the email templates are authored using the simple WYSIWYG drag-and-drop interface and customers can choose to send the emails using Autonomy TeamSite's email delivery system or integrate with an email marketing system of their choice.
- **Rich media management**: Autonomy TeamSite has been fully integrated with Autonomy MediaBin, the company's digital asset management solution, to enable transparent browsing, search, transformation and publishing of digital assets. The functionality leverages the Autonomy Intelligent Data Operating Layer (IDOL), the engine at the core of content and metadata search and indexing and enables for example seamless publishing and alignment of brand assets, such as video and images, through the Autonomy TeamSite interface. Additionally, content editors and reviewers can now manage digital content reviews, approvals and publishing workflows on the go, through the newly released MediaBin iPad app.
- **Social media connector**: Autonomy TeamSite now features a new social connector that enables marketers to deliver targeted content relevant to social site visitors and tweet or share a new page when they publish it. The connector also includes widgets that enable site visitors to share web pages with their own social networks.
- **Autonomy Marketing Cloud**: the new version of Autonomy TeamSite is also available as a cloud solution, as part of the Autonomy Marketing Cloud, announced today. The Autonomy Marketing Cloud is a comprehensive platform that allows marketers to understand, attract, engage, and convert customers in real-time.

"HP Autonomy has a strong heritage of delivering solutions that help marketers deliver compelling and engaging digital experiences," said Rafiq Mohammadi, general manager, Marketing Optimization, HP Autonomy. "The latest release of Autonomy TeamSite represents a major milestone in our ongoing vision to bring together deep analytics, new sets of applications and data, and real-time capabilities that will allow organizations to rapidly sense and act on market opportunities, to help them achieve higher market share and revenue."

Availability

Autonomy TeamSite 7.4 is available in all regions.

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