



Internet. Intranet. Extranet.



www.bitrixsoft.com

**At the heart
of a truly secure website**

Reach 2 billion people worldwide

The Internet is a major breakthrough in the history of humanity. It revolutionized the way people communicate, collaborate, shop and search for information. The young generation simply cannot imagine a single day without the Internet.

A very large number of us have moved important parts of our lives online. For many, spending nearly 40 hours on the Internet weekly is life as usual. We do business, make friends, make purchases, read news, watch videos, listen to music, and even learn new skills. In fact, there is not much we cannot do in the web.

The Internet entails a huge, ever-growing audience of prospects. Moving your business, not just your name, online is now crucial. The sooner you do this, the more opportunities you will have. There are no other options available: he who hesitates is lost.

Getting the advantages of the World Wide Web is not that difficult. It does not require massive investments and technical knowledge. Not anymore. You just need the proper web tool. A tool that will bridge you with the target audience with minimum hassle and expense.

This is what Bitrix® Site Manager is for.



The Pavilion at HealthPark website, built with Bitrix, provides comprehensive insight into the company's business with its transparent structure, well-established two-way user communications and online marketing tools that compel prospects to action.



VTB Group, a leading international financial group with over 1000 retail outlets in 20 countries, consolidated its online assets using Bitrix. The solution presents a unified look and feel and a cross-branch product directory, all wrapped in a high-performance and secure website.

Internet 2010 facts and figures

1,2 trillion – U.S. online and web-influenced sales

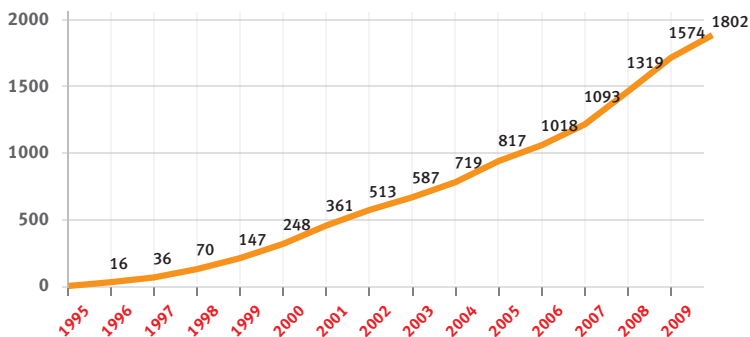
2 billion – estimated number of Internet users

\$59 billion – the worldwide online advertising market

250 million people visit the top three social media resources each month

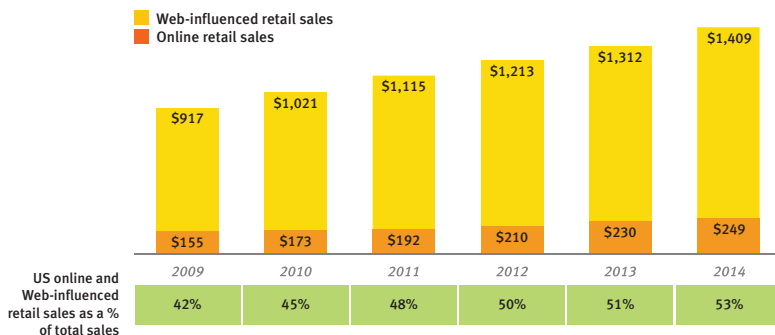
120 million people switched entirely to online newspapers

Number of Internet Users (millions)



Source: IDC, Internet World Stats

US online and Web-influenced retail sales (\$ billions)



Source: Forrester Research Web-influenced Retail Sales Forecast. 12/09 (US)

Going online is easy

The proper web tool goes far beyond simple content publishing that allows creating and editing pages. It encompasses vital features to make your online presence a business-driven environment, an environment that addresses your core business needs and implements an effective customer engagement model. That is, a model to convert website traffic into quality results.

Online customer engagement can be accomplished with a number of proven web technologies. In fact, they cover the same range of activities you do in the real world: profiling, locating and attracting prospects, and developing the right customer experience in consideration of the true character of the market to compel the prospect to action.

It may seem that web technologies are arcane, the guarded knowledge of a narrow circle of all-mighty computer geeks. The truth is that it has never been easier to launch your online business and start two-way communication with a new

audience. You neither need programming skills nor extensive knowledge of website management. The solution will be smart enough to let you concentrate on core business tasks and do the technical work for you.

Equipped with powerful yet friendly online sales and marketing tools, you can obtain impressive performance by advancing your business, not just your business card, into the connected world. This world is full of new opportunities capable of making you recall the 'good old days' of the offline business much more as the bad old days.



We noticed a wave of traffic along with overall user satisfaction after we adopted the Bitrix platform with our new website design and structure.

*Dmitry Fyodorov
Chief of Information Projects
at VTB bank*



Bitrix® Site Manager is the industry's most secure website management solution that delivers extreme value in performance, functionality, and ease of use.

Bitrix® Site Manager

Bitrix® Site Manager is a powerful, multi-featured solution for easy and effective management of high-performance websites. Based on the best web 2.0 practices, it is suitable for a variety of applications including corporate portals, online stores, community sites and news services. What is most important is that it does not require in-depth knowledge of web technologies. You can orchestrate your online business from A to Z from a browser using the intuitive and user-friendly interface.

Bitrix® Site Manager is the **world's most secure website** management system*. The integrated PRO+PRO™ security framework effectively protects valuable assets from hacker attacks, malicious code and spam. Isn't it a pleasant thought that you don't spend money on additional software and pricey IT staff while ensuring the sustainable operation of your website and maintaining an industry-leading uptime indicator?

Bitrix® Site Manager has thirty-two modules that handle content and structure in the most flexible manner. Among them are advertising, e-mail marketing, e-commerce, helpdesk, web forms, photo and video gallery, analytics, performance monitoring, blogs, e-learning, and social networking**. Advanced search engine optimization assures the best rating positions and turns Google, Yahoo, Bing and Ask traffic to your website.

Constant product improvement guarantees that you are among the first to get the latest web marketing and sales tools. At Bitrix, our passion for being a technology trendsetter in website management translates into leading edge products that keep our customers at the top.



With the latest in flash technologies, soft jazz music and scenic pictures of New York City, the Tribeca Surgical website evokes the concept of a contemporary facility. The website features the doctor's "online" hours via their Skype status and helps expedite the patient visits by offering an online registration form.

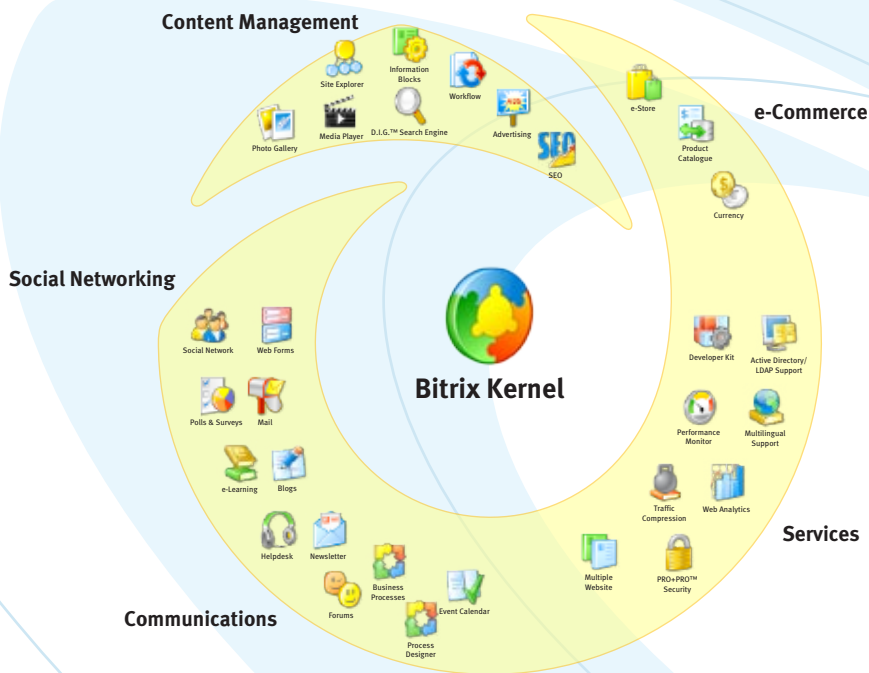


SkyExpress, a European discount airline, uses Bitrix Site Manager for online ticket booking and payments with sophisticated real-time flight and seat availability information.

() as certified by Positive Technologies, an independent web security consultant*

*(**) see the full list of features on page 29*

More than just website management



Indeed, Bitrix® Site Manager lets you do much more than just maintain a good-looking but static website. This is a powerful tool for proactive discovery of new business opportunities via the Internet and successful implementation of a wide range of web 2.0 technologies. Think of some of your most sophisticated business tactics – most probably you can reproduce them online with Bitrix® Site Manager.

”

We were pleased with Bitrix Site Manager's rich functionality and open architecture that assures fast and painless changes to our website according to new business challenges.

*Helen Yanyuk
Marketing Director
at Obukhov Volvo.*

VOLVO

Why Bitrix® Site Manager?

✔ Easy website management

Ease-of-use is Bitrix® Site Manager's strong point. We strive to give you a powerful tool that doesn't bother you with technical details. This approach prevails in all functions and features that employ standard web browsing patterns.

✔ Powerful web tools

Bitrix® Site Manager is well-known for its unique combination of ease-of-use and robust functionality. The solution provides a full range of online sales and marketing features to extend the footprint of your online business and achieve stunning business results.

✔ World's leading website security framework

There is hardly any point in having a website without having proper security in place. Bitrix offers the PRO+PRO™ integrated proactive protection technology that will keep hackers, viruses and spam away from your website. At the same time, you don't need to spend extra money on third-party security software!

✔ Budget-friendly solution

We offer affordable pricing suitable for even narrow budgets. The prices for a full-featured website management system start at \$249 with flexible licensing options to meet specific business requirements of larger enterprises. The product features modest hardware requirements and invokes little extra expenses for deployment and maintenance.

✔ Robust performance and scalability

Thanks to its TrafficJuggler™ technology, Bitrix® Site Manager can manage up to 4,000,000 unique visitors per day on simple hardware. This is also an extra safety factor for low-load websites, providing support during traffic spikes and better DDoS-attack resistance. The product supports multi-site architecture, database clustering and allows enforcement of pervasive website policies throughout a distributed enterprise.

✔ Integration with business applications

Bitrix® Site Manager works in concert with inherited business applications like ERP, CRM and SCM to create a truly unified IT infrastructure. Thanks to tight integration with Bitrix® Intranet Portal, it is capable of deploying comprehensive web business communications strategy to bridge your organization with customers, partners and employees.

✔ Website management trendsetter

Bitrix spearheads new website management technologies. We were the first to develop many features that either became industry standards or are still considered to be standard-bearers. With click-away automatic updating capability, you can rest assured that your website is running on the most technologically advanced platform.

✔ Open standards for open opportunities

Open standards and open source technologies gives a range of extra advantages. You don't get locked into a single software company. You can easily integrate third-party modules. You don't need to spend thousands of dollars on additional software like databases, web servers and operating systems.

Website management in a snap

Bitrix® Site Manager offers an adaptive user interface that simplifies website management by adjusting to the editor's preferences, recording walk paths, and allowing extensive personalization of settings and webforms. As a result, you do more in less time.

✔ **Cut costs on new employees orientation**

No extensive training for website management is required. New employees can start their online duties immediately.

✔ **Enjoy instant publishing and availability**

The new pages, layouts and menus can be instantly published on the website right after previewing and approval. Editors can securely login to the website from any place, anytime.

✔ **Minimize the probability of errors**

With an integrated backup system, content versioning and instant roll-back feature, you can monitor website development and quickly correct typos or larger errors by restoring the original content.

✔ **Convert routine activities into captivating creative processes**

Concentrate on the core business activities instead of forcing your way through complicated website management.

✔ **Reduced website launch time**

Launch your website in the shortest timeframe and immediately start marketing your offer to millions of prospects worldwide.



Independent Media Sanoma Magazines selected Bitrix Site Manager to run online versions of their popular publications.

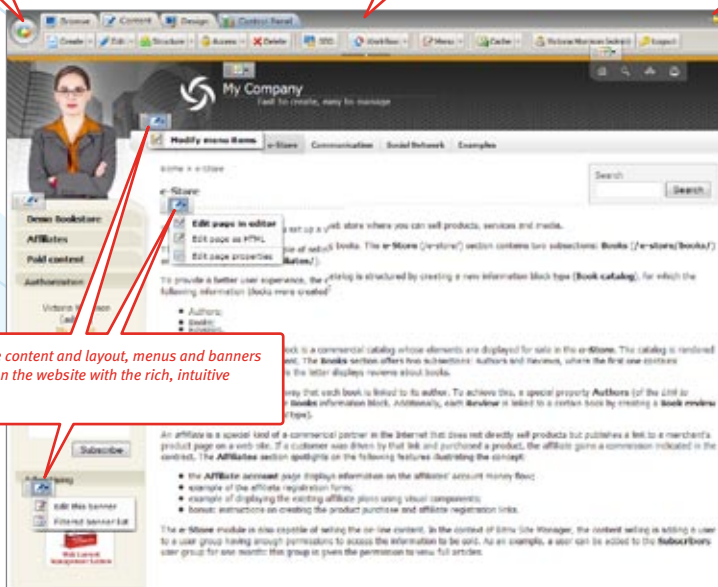


Yota uses Bitrix Site Manager for online marketing of its cutting-edge 4G Internet services

The quick access button provides one-click availability of the most frequently used features

The user-friendly back-end provides tools for fine tuning the website, online marketing and sales

Pin the back-end to make it available when scrolling down



Edit page content and layout, menus and banners directly on the website with the rich, intuitive editor



The built-in rich text editor lets you edit the content in the most intuitive and flexible way



The customizable dashboard-style back-end provides access to the heart of the website management



Bitrix Site Manager lets website changes to be applied almost instantly, with no tricky programming. The integrated e-commerce features secure fast and painless launch of online stores to expand our business footprint and reach new customers.

Elena Malinina
Senior Project Manager at Aurora-IT, Bitrix Gold Partner



Functions and features

Security Framework

Bitrix® Site Manager is wrapped in the industry's most advanced PRO+PRO™ security framework, which acts as an intelligent mediator between the website, the editors and the Internet. It encompasses a number of must-have security technologies to keep hackers, viruses and spam away and achieve the top-notch online business continuity.

The Web Application Firewall filters incoming requests from hostile code and ensures sustainable operation of the website from the very first moment online. It effectively prevents DDoS attacks, SQL injections, XSS/CSRF exploits and a variety of other hostile actions.

The Web Anti-Virus performs real-time HTML code scanning, identifies and cuts suspicious iframe and javascript blocks, and informs the website administrator about the detected threat. It combines rule-based behavior blocking and signature-based anti-virus techniques.

The one-time password feature provides 100% protection against password theft tricks. A special eToken generates a number of digits which are added to the primary password each time you log in. The algorithm that generates these digits is associated with the password in the system. Even if a malicious person obtains the editor's primary password, he/she will not be able to intrude into the website.



Security management is performed either with pre-set security levels or by comprehensive setting of each security detail for experienced administrators



An average website suffers a hacker attack every 1.3 seconds. At the end of 2009, around 640,000 websites and 5.8 million web pages were infected, while the overall number of new websites infected monthly grew 671%.

The PRO+PRO™ framework contains a number of additional features:

- ✓ **Access Management** provides powerful user permission management that allows crafting of access permissions to certain sections, pages and even page objects quickly and precisely
- ✓ **Phishing protection** to guard website users from fraudulent activity in forums
- ✓ **Integrity checker** that ensures continuous monitoring of unauthorized website changes and reports any to the website owner
- ✓ **Abnormal activity blocker** exposes and neutralizes profusely active users, obtrusive bots, brute force attacks on passwords and other hostile actions while allowing specified banning actions against suspicious computers
- ✓ **Multi-level authentication** introduces robust user-access control reinforced by a unique IP-address check
- ✓ **Backup** helps to keep your data safe and to restore the original content quickly even in the event that the website suffers severe hardware or software failure
- ✓ **Session protection** neutralizes the common attack of session ID hijacking, where a malicious person intercepts a user's access details and intrudes onto the website pretending to be a legitimate user
- ✓ **Stop list** allows prohibition of website access for certain users and computers based on their details and origin

Bitrix adheres to security-oriented programming best practices and to a strict policy of certification of third-party plug-ins, resulting in maximum security of Bitrix® Site Manager. It is therefore not a surprise that during 2009, the product did not have any security vulnerabilities nor security incidents attributed to it despite the fact that 30,000+ websites worldwide rely on it.

The availability of the integrated security framework avoids extra expenses on additional software and maintenance engineers, thus reducing the total cost of ownership of your website. But most importantly, it will reliably protect your online assets and reputation.



eToken produces a unique addition to your primary password on each login making password theft pointless.



CAPTCHA prevents obtrusive bots from flooding the website

Functions and features

Web Content Management

Simply put, a website is more than just your organization's face in the Internet. It needs to be an amplifier for marketing, sales, and interaction. The way it looks, feels and works directly influences the target audience's actions, and that spreads from online, to offline, to the bottom line. With Bitrix® Site Manager, you can present users with the whole spectrum of structured and well-organized web content to emphasize your business nature and core values.

The product enables easy publishing of news, articles and case studies, maintaining of multiple file storages, knowledge bases and catalogues. Click-away menu customization, friendly URLs, breadcrumbs, a convenient site tree and banner rotation add more action to the website and make its navigation even simpler.

The rich-text editor helps in organizing web content in tables, creating custom layouts, spreading cross-links and leveraging web 2.0 features to create really engaging web pages in a snap. Significantly, you can target certain content to certain website users. Advanced access rights management defines user groups and their access rights to specific content on the web page.

Bitrix® Site Manager tremendously simplifies implementation of online business by offering turnkey websites – a set of ready-to-go design and content templates for corporate, personal and community websites. This shortens the development process and allows launching of a high-quality and fully-customized website in a matter of hours.

New
in version
9.0



Turnkey websites allow launching high-quality website in a matter of hours

”

We really like that now editing, publishing and searching news, and adding pictures and videos are really simple and effective. Bitrix Site Manager also provides great tools for delivering and measuring the effectiveness of advertising campaigns.

Maria Kuznetsova, Web Editor at OK! Magazine



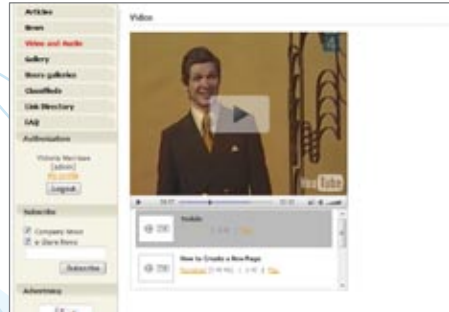
Functions and features

Media Content Management

Providing dynamic, clear and entertaining content helps you convert website users into loyal followers and compel them to action. With Bitrix® Site Manager, you can enliven the website with easily customized photo galleries and video and audio broadcasting.

The built-in media player supports a wide range of media formats including FLV, MP3/4, WMV/WMA and AAC, generates playlists and provides extensive media control features. Additionally, third-party media content from external resources like YouTube, Dailymotion and Vimeo can be included.

The photo gallery allows one to quickly edit, resize, watermark and upload pictures to the website, presenting them to Internet users according to your chosen style. Image processing can be done in batch mode: you simply specify the folder, set up the appearance and publish the pictures online. The feature includes valuable web 2.0 capabilities such as allowing website users to generate personal albums, share them, comment and grow their friend network.



Media player lets you enliven your website with audio and video content



Create custom slideshows in a snap



Create a dazzling web 2.0-style photo gallery in four simple steps

Functions and features

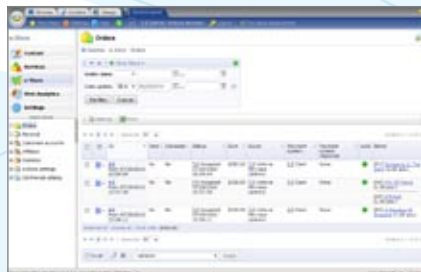
Online Store

Bitrix® Site Manager contains the whole range of tools necessary for launch of a quality online store. The e-Store module lets you maintain a content-rich cross-linked product catalogue, automatically synchronize it with external databases and submit it to product search directories like Google Product Search.

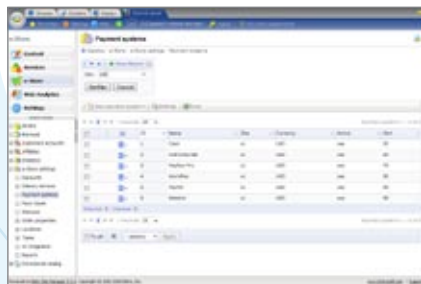
Using the flexible price management feature, you can create virtually unlimited pricing groups for different types of users (retail, wholesale, partner), quickly launch special promotion campaigns juggling discounts and multiple currencies, and introduce a variety of delivery and payment options (credit cards, wire transfers, Internet payment systems).

Friendly wizards gently guide the online store users through the whole ordering process and can send order processing notifications via e-mail and SMS. Each customer possesses a personal shopping account with detailed history about completed orders.

Extensive information about completed orders is accumulated in the centralized database, allowing order tracking, troubleshooting, exploration of correlated purchases and in-depth marketing analysis for better understanding your customers' behavior.



The e-store database contains extensive details about online purchases



Bitrix Site Manager offers flexible payment options



Softkey, an online software store operating in ten countries worldwide, uses Bitrix Site Manager to maintain a product catalogue of 15,000+ items and process thousands of shopping requests per day.

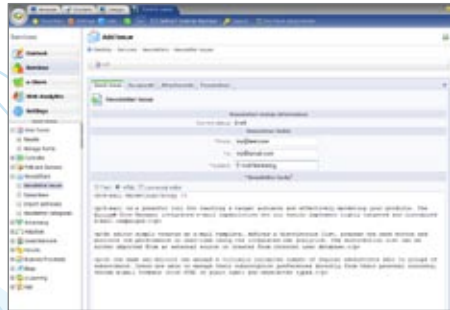
Functions and features

E-mail Marketing

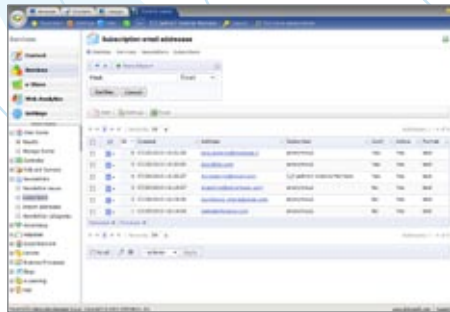
E-mail is a powerful tool for reaching a target audience and effectively marketing your products. The Bitrix® Site Manager integrated e-mail capabilities let you easily implement highly targeted and customized e-mail campaigns.

An user simply creates an e-mail template, defines a distribution list, presses the send button and monitors the performance in real-time using the integrated web analytics. The distribution list can be either imported from an external source or created from internal user database.

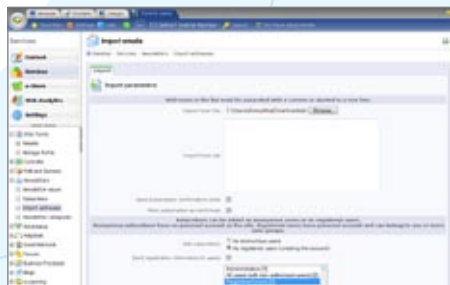
In the same way editors can manage a virtually unlimited number of regular newsletters sent to groups of subscribers. Users are able to manage their subscription preferences directly from their personal accounts, choose e-mail formats (rich HTML or plain text) and newsletter types.



Editors can easily create newsletters and send them to subscribers



Subscriber lists allow implementation of targeted e-mail campaigns



Distribution list import from external sources and automatic newsletter subscription

Functions and features

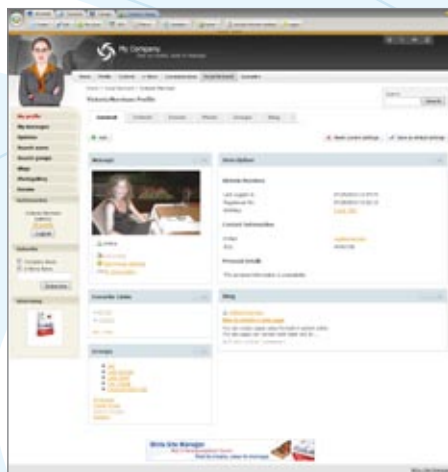
Social Networking

Social networking revolutionized the web environment, giving Internet users their 15 minutes of fame. In fact, this is something that underlies the web 2.0 concept: users actively interact on your website, discuss hot topics, post comments, spread knowledge by word-of-mouth and grow friend networks, thus increasing your website traffic and creating loyal communities, a crucial element for successful online marketing.

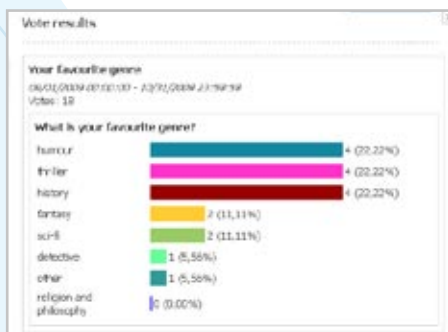
Bitrix® Site Manager offers rich social networking functionality to let you maintain high-quality website communities in either business-oriented or entertainment websites.

The features enable creating discussion groups with rich, user-defined profiles, forums and blogs, as well as photo and video galleries. Users can meet each other and communicate through a friend network, search for relevant content and information, get instant notifications about the latest developments in the community, plan group activities with built-in calendaring and share files.

Editors can create customized polls and surveys with instant result calculation and display them on the website in graphs and charts. Users can receive e-mail notifications while the feature provides bullet-proof protection against online cheating to avoid multiple entries from the same user.



Rich user profiles in social networks give a customized view of an individual user



Polls and surveys enliven your website with web 2.0 features

Functions and features

Web Forms

Web forms add valuable capabilities to your website, extending its business footprint, improving usability and increasing user satisfaction. Web forms started as the key technology for user registration, but have become a great tool for lead generation, getting useful feedback and comments, and performing website surveys. You will also enjoy features that help you process, store and classify the information obtained.

Editors can create an unlimited number of web forms in the visual constructor and set them into action immediately after being filled out by a user. For example, send e-mail notifications, create a custom link for file downloads, process the result and update survey results on the website. Collected data can be exported to external applications for more detailed analysis and reporting. Moreover, you can easily connect web forms with the e-Store to pass pertinent information to online order generation.

Bitrix®SiteManagersupportsgridmodeling, a feature which tremendously improves the basic web form functionality. Grids ideally fit into business-critical tasks such as designing custom catalogues, inventories, registers and contact management, all with minimum hassle and no programming skills. Thanks to integration with business process management, grids also facilitate routine automation, data consolidation and better team orchestration.

Site Visitor Questionnaire

Full name*

Date of birth* (MM/DD/YYYY)

address*


Are you married? Yes No

What kind of knowledge area are you interested in? mathematics physics history foreign languages programming

Your age* 33-39

your education elementary high school college Ph.D.

Annual income (\$)

 Enter symbols from image *

Send

Creating a customized web form is a snap!

List of forms

Name	Parameters	Type	System	Price	Storage	Status
...
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Web forms can be easily managed in an aggregated list

Grid of data

Category name	Department	Phone	Status
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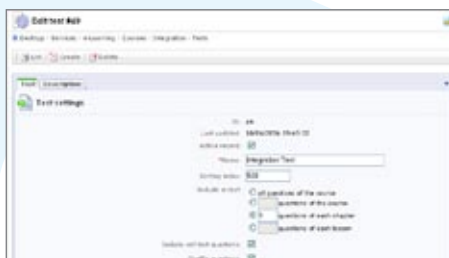
Grids are essential for creating custom catalogues, inventories and manage contacts

Functions and features E-Learning

Bitrix® Site Manager can enrich your website with custom training courses and online tests. Editors can create structured, multi-level courses and flexibly define access rights for specific users and user groups, as well as implement sophisticated tests to check student performance and maintain a unified grade book with results displayed on a dedicated web page. The e-Learning module supports data import and export to and from external training applications like IMS Content Package and IMS QTI.



Training courses are a perfect fit for educational establishments, corporate websites and communities



Customized e-Learning tests

Helpdesk

The helpdesk module enables centralized dispatching of support requests received via website, e-mail, forums, phone and other sources. Support engineers can take advantage of the well-structured list of tickets for more effective request processing while supervisors can monitor performance, assign responsible staff, create customized reports, and identify and solve bottlenecks.

ID	Subject	Status	Priority	Level	Responsible
21253	error in profile	Open	High	Users	Charles Andrew Gilbert
21252	Languages Available	Open	Medium	Users	(waiter) Vladimir Adonov
21251	localization help tool	Open	Medium	Partners	(waiter) Dmitriy Voznesenskiy
21250	Some notes	Open	Medium	Partners	(waiter) Dmitriy Voznesenskiy
1385	Android localization, Bitrix Soft	Open	High	Clients	(waiter) Vladimir Adonov

Structured list of available support tickets speeds up request processing



Monitor helpdesk performance, identify support bottlenecks and best performers

Functions and features

Advertising Management

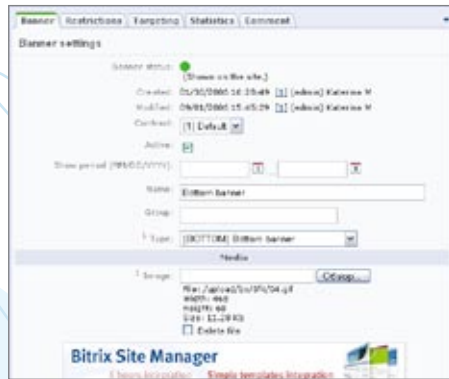
Bitrix® Site Manager offers powerful tools for implementing sophisticated yet transparent and user-friendly advertising campaigns on your website to monetize traffic and control banner display in the most flexible manner.

Each advertising spot on the website is assigned an individual profile that contains a detailed description, location, targeting criteria, priority level, and display timing and restrictions. These profiles can be controlled by either website editors or advertisers through their personal accounts.

The system supports a wide range of banner formats including images, HTML, flash banners and pop-ups.

Targeting the proper audience assures better conversion rates, increases advertisers' satisfaction and leads to more banner sales. You will certainly be happy with this feature as it allows fine adjustment of banner placement regarding websites and web pages, exact time and date, geographical location of viewers and the keywords used in the visitor's searches. Simultaneously, the system can avoid duplication of banners for individual users, account for specific user groups (new visitors; returning visitors, all visitors) and user behavior.

Bitrix® Site Manager generates custom reports with graphical representation of banner rotation, impressions and clicks, as well as effectiveness and performance indicators for a given campaign over a given period of time.



Flexible banner management allows for implementing of sophisticated advertising campaigns



Fine targeting helps reach the proper audience with the relevant advertisements

Functions and features

Web Analytics

Website analytics is your insight into the target audience. Knowing user behavior is a key to implementation of successful online sales and marketing strategies. Indeed, this feature is one of the most important tools to reach business-oriented results.

Bitrix® Site Manager allows you to analyze website traffic with respect to specific users and user groups, to define user preferences and to design custom landing pages, monitor advertising campaign performance, accumulate the detailed history about user activity.

Here is just the tip of the iceberg of important web analytics tools available:

- ✓ **Traffic dynamics**
Build comprehensive traffic reports and display trends by profiling users according to their geographical location, time and date of visit, specific pages and sections visited, and entry and exit points
- ✓ **Event tracking**
Monitor selected user activity (file downloads, link and banner clicks, web forms, purchases, etc.) to analyze trends and develop better online marketing practices
- ✓ **Advertising campaign analysis**
Compare advertising campaigns and determine the most effective campaigns by calculating their financial indicators (ROI, CPC, CPM)
- ✓ **Referring sites**
Trace traffic origins by locating other websites that have links to your website
- ✓ **Search engine research**
See what search keywords and phrases drive traffic to your website to improve your search engine rating and optimize advertising expenses
- ✓ **Export data**
Export website statistics to an external application for more detailed analysis



Bitrix Site Manager's integrated SEO tools had a very positive effect on our highly targeted advertising campaigns, thus increasing website traffic to more than two million unique visitors per month.

*Helen Shaggina
Web Project Manager at Independent Media Sanoma Magazines*

COSMOPOLITAN

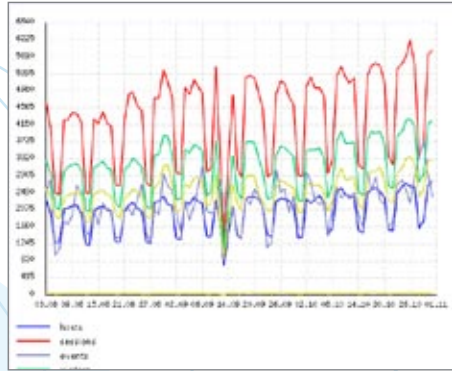
19 (TR) - visitors (sessions)

Search: [input] [button] [button]

Refresh: 09 / 08 / 2017 10:27 / 100 / 1 view / 100 (1)

Advertising	Info	Source	User	Country	Last page	View time from
100% 100% / 100%	4 min 27 sec 25 use	100% (1) [button]	100% (1) [button]	100%	100% [button]	100%
100% 100% / 100%	2 32 min 42 use	100% (1) [button]	100% (1) [button]	100%	100% [button]	100%
100% 100% / 100%	40 min 18 use	100% (1) [button]	100% (1) [button]	100%	100% [button]	100%
100% 100% / 100%	2 18 min 42 use	100% (1) [button]	100% (1) [button]	100%	100% [button]	100%
100% 100% / 100%	4 min 9 use	100% (1) [button]	100% (1) [button]	100%	100% [button]	100%

Get deep insight into website user activity



Monitor advertising campaign performance from a customized dashboard

Statistics | Graphics | Finance | ROI | Events | Enter points | Exit points | Popular

Advertising campaign statistics

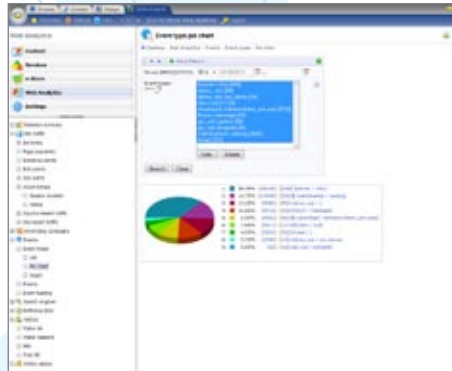
	Today	Yesterday	Day before yesterday	Total	90 days 20 Fr.	
Sessions:	4	3	3	230	268*	
Visitors:	4	5	3	285	30*	
New visitors:	3	5	1	276	0	
Add to favorites:		1*		0	2*	
Hits:	4	5	6	273	89*	
Hits:	5	27	3*	17	986	819*

Analytical parameters

Visitors per day:	5.40
AdReturn:	2.28 (5.04*)
Interruption:	5.41
New visitors:	95.94%
Returned:	11.58%

* - returned after advertising campaign

Bitrix Site Manager accumulates detailed website traffic statistics for future reference



Event tracking allows discovery of popular downloads, pages, sections and other user activities

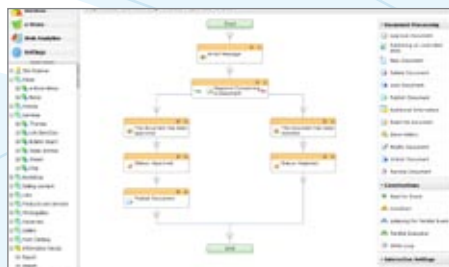
Functions and features

Business Processes and Workflow

Pervasive business processes address a common bottleneck of contemporary website management systems. Routine activity requires lots of paperwork and verbal arrangements which people tend to forget or in which miscommunication goes unnoticed until a critical moment.

Bitrix® Site Manager offers very convenient automation of business processes associated with editing, approval and publishing website content as well as connecting website activity with inherited applications to extend business communications throughout the whole organization. Editors can collaborate on specific documents, web pages and routines. The feature requires no programming skills while users can use intuitive drag-and-drop actions to visualize the process construction, synchronize people and departments, and promptly automate routine activities.

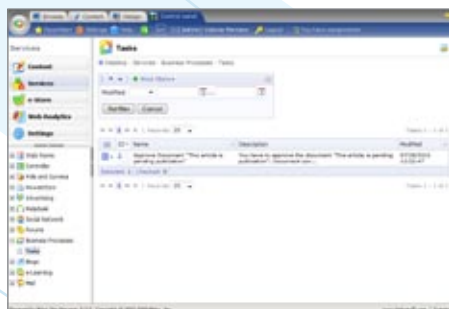
Really, streamlining important business processes has never been this easy.



The business process module automates routine internal activities, streamlines decision-making and puts all stages of website workflow under control



Visual construction with drag-and-drop capability puts the most comprehensive business process design within your reach



You can initiate a business process based on a certain website pages or an activity

Functions and features

Search Engine Optimization

Search Engine Optimization (SEO) allows optimization of your website to get the best rating positions in popular search engines like Google, Yahoo, Bing and Ask. With better ratings, the website will get more visitors and ensure better online sales and marketing results.

Bitrix® Site Manager intelligently analyses web pages, displays aggregated statistics and key performance indicators (link rating, references, keywords, etc.) and provides instant recommendations about changes for more effective interaction with search engines. Moreover, the product accumulates detailed historical data about SEO progress that enables tracking the effectiveness of the website and create custom reports.

The SEO module also helps avoid duplicated links, looping links, and repeating links to improve website usability, increase user satisfaction and avoid formula-based banning in search engines that can breach your business continuity.



Each web page can be analyzed for SEO performance



The SEO module provides extensive statistics of your website performance in search engines

Functions and features

Website Search

Bitrix® Site Manager strengthens the website experience with D.I.G.™ search technology – an advanced search engine that enables high-performance data search in texts, media content and documents with smart ranking, sorting and display. As a result, users will be able to locate necessary services and products more easily and therefore be happy with website usability and performance.

D.I.G.™ employs cutting-edge techniques to attain industry-leading search speed and relevance. It utilizes a multi-lingual, morphology-based approach with a unique compression method that assures up to a 10-fold increase in performance, especially for complex searches. D.I.G. continuously indexes website content, making the latest changes immediately available for discovery. The engine is capable of searching in Microsoft Office, OpenOffice.org and Adobe Acrobat documents and enables connection of third-party file parsers for search in specific formats.

An important and distinctive feature of D.I.G. is compliance with the corporate data security policy. Search results are filtered with respect to the user access rights before being displayed.

Users may create complex search queries using query language, inclusion/exclusion masks and logic operators, as well as choose specific website sections for a highly targeted search.

The technology supports AJAX-powered interactive pages, provides advanced taxonomy service with automatic tag cloud generation and supports Google Sitemap and customizable search forms. It covers English, German and Russian and enables fast and painless connection of other languages with third-party stemming tables.



Full-text morphological multi-lingual enterprise search in text, documents and media content



Search results are displayed according to user access rights and settings

Functions and features

Performance Monitor

Online business continuity is tightly bounded with website performance. Many users refuse to surf slow websites and immediately switch to competitors. With the integrated performance monitor, Bitrix® Site Manager provides instant website assessment and recommendations for improvements. It covers core performance indicators like response time, database and file system efficiency and web environment configuration.



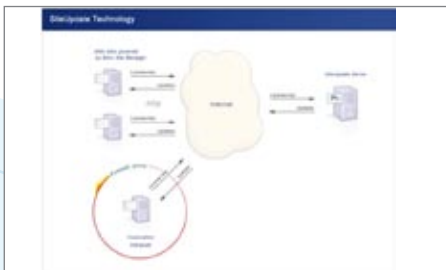
The monitor gives a real-time website performance assessment



Performance improvement recommendations enable professional system tuning by even novice editors

Click-Away Updates

The SiteUpdate module will keep your website updated and ensure download of the latest product features and security enhancements. It provides real-time notifications about the availability of new system updates and those of third-party plug-ins, all of which is executable via automatic, click-away installation.



Bitrix updating system seamlessly integrates into your network

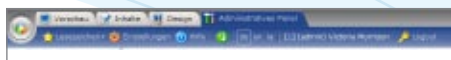


SiteUpdate automatically downloads and deploys Bitrix Site Manager and plug-in enhancements

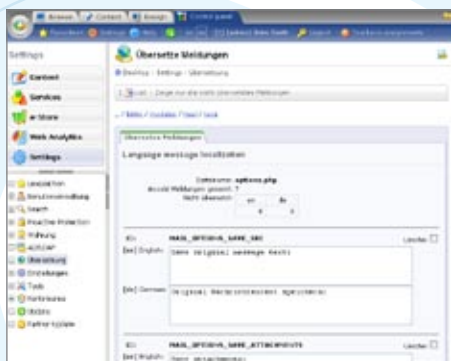
Functions and features

Multilingual Support

With the localization module, editors can easily create multilingual websites suitable for international teams. Bitrix® Site Manager allows translation of the management console interface (table headers, links, buttons, etc.) and switching between languages in a snap. The console texts are presented in a well-structured manner and support multiple character sets for proper language representation.



Editors can translate the interface and switch among multiple languages



Editors can translate the interface and switch among multiple languages

Multiple Websites

With Bitrix® Site Manager you can deploy and maintain multiple websites with centralized control and pervasive business processes. The SiteController module lets you manage any number of remote websites, push content, distribute configuration and design layouts, execute scripts with the built-in event scheduler, monitor performance and define access rights. As a result, website owners can enforce a unified security and content policy across all the organization's online assets.



SiteController lets you manage any number of remote websites, thus enforcing a unified security and content policy

Choose The Right Solution

Bitrix® Site Manager is available in tailored editions to fully meet your business requirements and budget restrictions. The editions smoothly scale in functionality and performance, making the product suitable for organizations of any size, complexity and industry-focus.

	<i>Start</i>	<i>Small Business</i>	<i>Enterprise</i>	<i>Ultimate</i>
Features	● 1 ○	● ● ○	● ● 1	● ● ●
Services	● ○ ○	● 1 ○	● ● ○	● ● ●
Integration	● ○ ○	● ● ○	● ● 1	● ● ●
Security	● ○ ○	● ● ●	● ● ●	● ● ●
Scalability	1 ○ ○	● ○ ○	● ● ○	● ● ●



Bitrixtemplates.com contains 5,000+ ready-made website layouts

We encourage you to order professional website development services from certified Bitrix partners. This way, you can take advantage of best web practices, avoid incompetent advisors and maximize online sales and marketing results with our partners' knowledge and experience.

www.bitrixsoft.com/partners

Bitrix offers a wide selection of ready-made website templates. These allow launching of a high-quality online business in just a couple of days with professional support from Bitrix partners.

www.bitrixtemplates.com

4,000+ Bitrix partners worldwide assist customers with implementing best website practices



Budget-Friendly Website

Bitrix offers hybrid product licensing, a reasoned compromise between free open source and proprietary software. Thanks to incorporating advantages and evening out the disadvantages of the generally adopted licensing models, the hybrid approach provides a well-rounded choice for small and medium-sized businesses and an industry-leading “value for money” indicator.

Have a look at how different licensing models meet your budget and time restriction.

	Open source products	Proprietary products	Bitrix® Site Manager
License Cost	Free	\$ 7,000	\$ 2,399 Enterprise Edition
Training	\$ 5,000 3 days Cost includes the creation of a customized training program for the solution	\$ 3,000 1 day Training by an authorized distributor or VAR	\$ 0 1 day Training can be accomplished online through courses, video material and other documentation
Installation	\$ 10,000 10 days Includes integration of additional modules for basic functionality	\$ 10,000 10 days	\$ 10,000 7 days Installation is quicker because of ready-made templates and standard procedures
Support	\$ 10,000 Contract with supporting company	\$ 0	\$ 0 Technical support comes with the price of the license
Customization of the product	\$ 5,000 10 days	\$ 5,000 10 days	\$ 5,000 7 days
Additional software	\$ 0	\$ 10,000	\$ 0
Legal services	\$ 3,000 5 days 8 hours consulting with the developer, 8 hours consulting time with an attorney	\$ 0	\$ 0
Total project expenses and timeframe	\$ 33,000 28 days	\$ 35,000 21 days	\$ 17,399 15 days

Bitrix® Site Manager

Full list of functions and features

✔ CONTENT MANAGEMENT

- Click-away page and layout editing
- Website explorer
- Rich-text editor
- Static and dynamic content
- File management
- News, articles and catalogs
- Turnkey websites
- Adaptive editor interface
- e-Learning
- e-Store
- Photo gallery
- Image editing
- Media player
- Video playlists
- Website search
- Newsletters
- Web forms
- Custom grids
- Friendly URLs
- Spellchecker
- Breadcrumbs
- Multilingual support
- Sitemap
- RSS feeds
- AJAX support
- Helpdesk

✔ SOCIAL NETWORKING

- Discussion groups
- User profiles
- Private and public blogs
- Forums
- Friends networking
- Polls and surveys
- Tags and interests

✔ SERVICE

- Integrated SMTP server
- E-mail marketing
- Advanced web analytics
- User behavior analysis
- Advertising management
- Search engine optimization
- Performance monitor
- Data export/import
- Integration with Bitrix® Intranet Portal
- Website statistics and reporting
- Event scheduler
- Task management
- Well-documented API
- Workflow management
- Business process development
- Advanced taxonomy
- Click-away updates

✔ SYSTEM

- .NET and PHP
- Oracle, MS SQL and MySQL
- Windows, Unix and Linux
- Active Directory
- Multiple LDAP servers
- VPS friendly
- Multisite support
- Database clustering
- Web farm support
- Source code availability
- Cross-browser support
- Integration with 3rd party applications

✔ SECURITY

- Editor and user management
- Access rights for content and files
- Web Application Firewall
- One-time passwords
- Web anti-virus
- Phishing protection
- Bot protection
- Integrity checker
- Backup

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About Bitrix




Bitrix is a privately-owned company developing advanced business communications platforms to bridge SMBs and their customers (Internet), partners (Extranet) and employees (Intranet). Founded in 1998 and based in Alexandria, VA, Bitrix now incorporates 70+ staff, 30,000+

customers and 4,000+ partners worldwide with three regional offices in Russia and Ukraine. Localized into 13 languages, the company's products are distinguished for their pioneering technology, unique security features, extreme performance capacity and unmatched ease-of-use.

Sample customers



Bitrix Intranet Portal: +1 (703) 382-9177
Bitrix Site Manager: +1 (703) 740-8301
Toll Free for US and Canada only:
1 (888) 5BITRIX or 1 (888) 524-8749
Or contact us by Skype: consult.bitrixsoft

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