

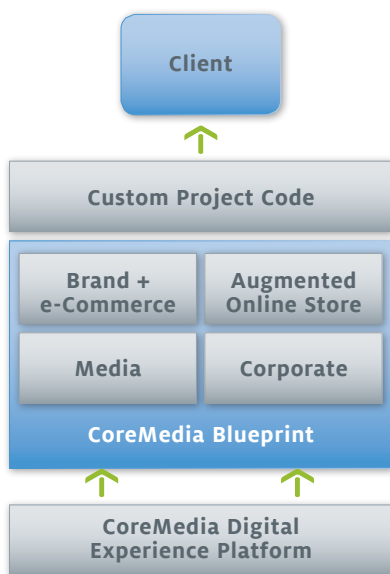


# CoreMedia Blueprint

## Rapid Development Accelerators for Digital Experiences

Companies in all industries are under increasing pressure to increase revenues, expand their reach, and improve customer loyalty while simultaneously cutting costs and consolidating operations. To remain competitive, they need to deliver innovative, omnichannel digital experiences that include advanced capabilities such as personalization, social interactions, real-time e-Commerce integration, and dynamic content delivery. Building a truly innovative online solution from scratch can be an expensive and time-consuming process. As a result, many companies look to jumpstart this process by teaming with a technology vendor that has the tools and experience to address these challenges.

# CoreMedia Blueprint



Along with pre-fabricated responsive digital templates and tools, the CoreMedia Blueprint continuously evolves along with product innovation. This includes the source code, interface enhancements, technical knowledge and best practices.

## Introducing the CoreMedia Blueprint

The CoreMedia Blueprint is both a rapid development platform for advanced online projects as well as an ever-growing repository of innovative new features and best practices.

Often companies are faced with one of two scenarios when selecting the right digital experience (DX) platform: inflexible out-of-the-box solutions with limited APIs and few extension points for customization, or an open development platform that provides few out-of-the box features and requires significant effort to produce a workable online solution.

The CoreMedia Blueprint represents the best of both worlds. It contains a set of advanced code modules, responsive site templates, style sheets, and sample content that can be deployed immediately — yet it is built on top of our flexible, highly customizable digital experience platform to ensure that every solution is unique.

To support the requirements of the broadest range of customers, the pre-built features included in the CoreMedia Blueprint are available in two categories:

- **Blueprint Core** contains a set of product-ready tools that are common to most websites and can help developers get a new website up and running quickly. It also includes a developer workspace for the fast assembly and implementation of project deployment packages. Core features receive the same level of support and maintenance that are given to the CoreMedia digital experience platform and are updated according to the standard product release cycle.
- **Blueprint Flex** contains a range of more advanced code modules and templates that are appropriate for more sophisticated Web projects or those requiring a higher level of customization or competitive differentiation. Flex includes customizable source code that has been extracted from successful CoreMedia projects and modified so that it can be used by other clients and partners. Flex helps CoreMedia's clients implement some of the product's most advanced contextual, social, and mobile capabilities.

In addition to the two category feature sets, the CoreMedia Blueprint contains four sample site templates with associated content examples:

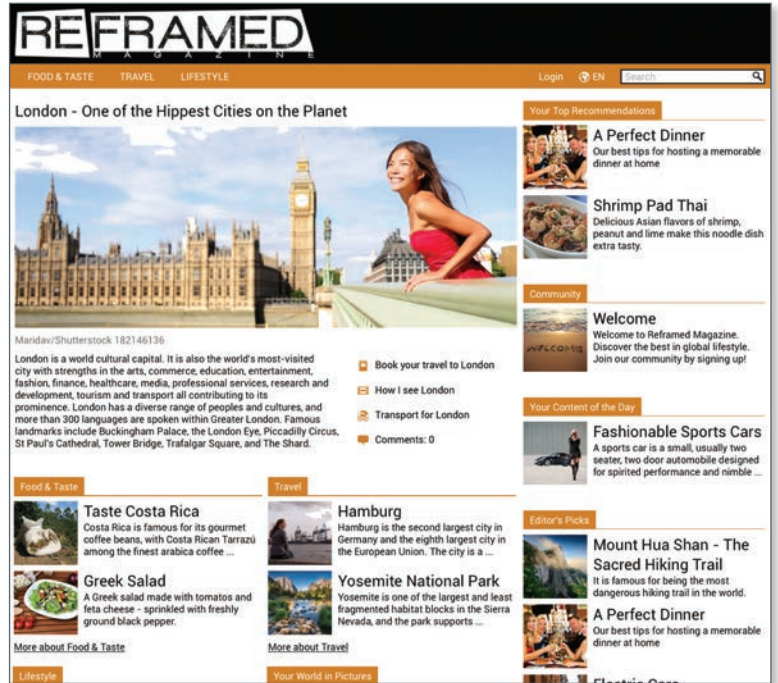
- 1 **Media:** an advanced news and entertainment site incorporating the latest and most innovative mobile-first design paradigms and best practices from some of the world's top media companies
- 2 **Corporate:** a global corporate brand site with pre-built support for multi-site and multi-language publishing
- 3 **Brand + e-Commerce:** an innovative hybrid site that seamlessly blends branded content and e-Commerce functionality
- 4 **Augmented Online Store:** an enhanced version of the IBM® Aurora store for CoreMedia LiveContext customers.

CoreMedia Blueprint templates are based on the latest Responsive Web Design principles and support a range of innovative standards such as HTML5 and CSS3, along with a number of proprietary enhancements. This means that any digital property based on these templates can provide an excellent visitor experience on any device — including PCs, laptops, tablets and smart phones — without the need for any external software.

The CoreMedia Blueprint takes the best non-proprietary features from successful “field tested” projects on some of the world's most demanding and high performance online properties — that routinely serve up billions of page impressions every month — and makes them available to CoreMedia's customers and certified partners. The CoreMedia Blueprint provides up to 80% of the features most customers need to get started out-of-the-box — without limiting them or inhibiting future innovation.

But the CoreMedia Blueprint is more than just a set of templates and tools for launching new digital experiences. It also serves as an ever-evolving repository of continuous product innovation — including code, UI enhancements, technical knowledge and best practice — that can be used by any company with a steady development team and a constant need for innovation and new features.

The CoreMedia Blueprint templates are fully responsive and support a range of innovative standards such as HTML5 and CSS3.





## How to Get the CoreMedia Blueprint

The CoreMedia Blueprint is developed and continually enhanced by a team that includes core product developers utilizing an Agile development process. New features (for both Core and Flex) are made available every six weeks to ensure customers have access to innovative functionality and new product features. Each release contains the actual source code to ensure that enhancements can be adapted or extended as needed. Developers can choose to merge all the new code into their solution or incorporate only the features that make the most sense for their environment. These innovations not only help our customers gain a competitive advance but also support CoreMedia's core product development lifecycle.

The CoreMedia Blueprint is a true launching pad for innovation and the missing link in advanced solution development. Try it today and start on a path to rapid and ongoing innovation.

## The Benefits of the CoreMedia Blueprint

**Innovative companies can take advantage of the following benefits from the CoreMedia Blueprint:**

- **Learn by example and leverage years of experience gained from some of the world's most demanding and high-performance online properties**
- **Kick off projects faster and accelerate time to market with the latest innovative capabilities**
- **Provides highly innovative customers with a constant stream of new features**
- **Quickly develop prototypes and pilot sites**
- **Do more with less — better utilization of IT budget and staff**
- **Drive increased competitive differentiation**
- **Leverage a common architecture to innovate while reducing cost and risk**

**For more information, please visit our website: [www.coremedia.com](http://www.coremedia.com)**

Email: [info@coremedia.com](mailto:info@coremedia.com)

Phone: In North America: +1 .415 .371 .0400 | In Europe: +49 .40 .32 55 87 .0

Copyright 2015. CoreMedia Corporation. All rights reserved. IBM is a registered trademark of International Business Machines Corporation ("IBM") in the United States and in several other countries. All other trademarks are the property of their respective owners. 0415-PB-US-BLU001

