

Press Release

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EPiServer's Content Management System Chosen for National Friendly's new website

National Friendly and its interactive agency twentysix London have chosen EPiServer's award-winning Content Management System (CMS) for the new www.nationalfriendly.com website. The site will go live in November and will provide comprehensive information about National Friendly's products and services.

Formed in 1868 and based in Bristol, National Friendly is a mutual insurance provider that offers a range of savings, investment and protection products, including unique and cost-effective health insurance plans for both individuals and companies. As a mutual it has no shareholders to take a share of its profits and is focused solely on the needs of its members.

Twentysix London was appointed to completely overhaul www.nationalfriendly.com including re-design and re-platform. It recommended EPiServer CMS and another .NET CMS to National Friendly's team. After extensive evaluation EPiServer was chosen for a number of reasons including the ease with which National Friendly's non-technical editorial team will be able to manage – create, update and upload - new content.

Twentysix became an EPiServer partner earlier this year and has already used its CMS for a number of other sites.

Ted Hurlock, Technical Director at twentysix London, said: "EPiServer has worked hard to enable websites which really engage and interact with the user. In addition, its CMS is very easy for non-technical people to use. This is a real selling point for organisations who want to be able to do the day-to-day maintenance on their websites internally".

Thousands of organisations and companies of all sizes are saving time, resources and money by using EPiServer to manage their websites, intranets, online communities and online marketing activities including Mazda, The Lawn Tennis Association, FIFA, Toshiba and the United Nations as well as charities such as Save The Children.

About twentysix

Twentysix is an award-winning full service digital marketing agency with offices in London and Leeds. It has built websites for a variety of organisations including Waitrose, the Royal Bank of Scotland, the Royal Marines and Amy Winehouse. www.twentysixlondon.com

About EPiServer

EPiServer is the world's fastest growing provider of Web Content Management (WCM) platforms and online community platforms. More than 2,500 customers worldwide use EPiServer CMS to create collaborative and attractive Web sites. EPiServer CMS is the foundation for more than 8,500 Web sites and is used on a daily basis by more than 130,000 Web editors. EPiServer delivers its Web Content Management platform through an extensive network of over 330 competent partner companies in 25 countries. EPiServer is a Microsoft Gold Certified Partner, with an AAA-ranking by Dun & Bradstreet since 2000. The company was founded in 1994 and has offices in the United States, Sweden, Denmark, Norway, Finland, The Netherlands, South Africa, and the United Kingdom. www.episerver.com

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