The new Autonomy TeamSite enables you to deliver even more engaging customer experiences across email, mobile, and social media touch points. With the advantage of several new technology integrations, you can leverage TeamSite as a modern digital marketing platform. The new solution allows you to take control of all the channels you want to be in—using web experience management capabilities that streamline the delivery of persuasive content across customer relationship management (CRM) systems, eCommerce, email marketing, rich media management (RMM), and social media applications.

Autonomy TeamSite brings together new capabilities, applications, and technology integrations that let you rapidly and effectively act on opportunities, as you increase customer engagements, market share, and revenue. Autonomy TeamSite brings together new capabilities, applications, and technology integrations that let you rapidly and effectively act on opportunities, as you increase customer engagements, market share, and revenue.

What’s new in the latest version of TeamSite

- **Usability**
  - Enhanced User Interface
  - Persona Based UI
  - iPad App

- **Mobility**
  - Responsive Web
  - Device Database
  - Mobile Emulator

- **eCommerce**
  - Reference Architecture
  - Advanced Personalization
  - Industry Connectors

- **Rich Media**
  - Transparent Asset Publishing
  - Unified DAM Interface
  - Creative to Marketing

- **Cloud**
  - Deployment Agility
  - Subscription Licensing
  - Scalability

- **CRM**
  - Web to Lead
  - CRM Lists Import
  - Industry Connectors

- **Campaign**
  - Campaign Orchestration
  - Email & Twitter Campaign
  - List Management

- **Social**
  - Import Social Profile
  - Post to Social Media
  - Social Media Monitoring

A single platform for web experience management

The latest version of Autonomy TeamSite delivers a range of new capabilities for mobility and usability, multichannel integrations, and the flexibility of cloud deployment—all designed to help you deliver more compelling content.

- **Mobility** — Extend web experiences to a range of mobile devices through responsive web design capabilities. Use the familiar WYSIWYG Autonomy TeamSite interface for content authoring and publishing. Preview content across a variety of mobile devices. Autonomy TeamSite Mobile supports device detection and automatic device-specific rendering of web pages for more than 14,000 devices.

- **Usability** — Tailor experiences based on various user roles, such as site manager, editor and creative publisher with the new, significantly upgraded user interface. Use your Apple iPad to manage the entire approval process and preview websites and content before publishing to a live website with the new Autonomy TeamSite iPad app.
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.”

- **eCommerce** – Our new reference architecture enables a tightly integrated digital experience management and eCommerce platform via a partnership with market leading eCommerce platforms. Now you can use Autonomy TeamSite and Autonomy LiveSite to create, manage, and deliver personalized and targeted content while maintaining the core product information in the eCommerce platforms of your choice.

- **Rich media management** – Autonomy TeamSite has been fully integrated with Autonomy MediaBin, our digital asset management solution, to enable transparent browsing, search, transformation, and publishing of digital assets. With Autonomy Intelligent Data Operating Layer (IDOL) at its core, you have powerful search and indexing capabilities that allow seamless publishing and alignment of brand assets, such as video and images, through the Autonomy TeamSite interface. Content editors and reviewers can now manage digital content reviews, approvals, and publishing workflows on the go, through the new MediaBin iPad app.

- **Cloud** – Autonomy TeamSite is now also available as a cloud solution, as part of the Autonomy Marketing Cloud. TeamSite Cloud can be implemented on HP Converged Cloud and other leading Cloud infrastructures.

- **CRM** – Autonomy TeamSite now allows you to capture and track leads from your website to your CRM and marketing automation systems, further strengthening the “web to lead” process.

- **Campaign management** – Autonomy TeamSite now supports the creation and delivery of emails to leads, prospects, and customers using a lightweight Email Campaign feature. Our solution gives you the ability to create, capture, and import leads and manage lists to use for targeted email campaigns. The content for the email templates may be authored using a simple WYSIWYG, drag-and-drop interface. Send emails using Autonomy TeamSite’s email delivery system or integrate with the email marketing system of your choice.

- **Social media connector** – TeamSite now features a new social connector that allows marketers to deliver, tweet, and share targeted content relevant to social site visitors when they publish comments. The connector also includes widgets that allow site visitors to share web pages with their own social networks.

- **Augmented Reality** – More than 20,000 customers are using Aurasma to deliver immersive mobile experiences. Businesses in every industry are leveraging Aurasma to deliver innovative campaigns that generate higher click-throughs, conversions, and revenue.

### About HP Autonomy

HP Autonomy is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. Autonomy’s powerful management and analytic tools for structured information together with its ability to extract meaning in real time from all forms of information, regardless of format, is a powerful tool for companies seeking to get the most out of their data. Autonomy’s product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management.

Please visit [autonomy.com](http://autonomy.com) to find out more.