



FINALIST – INTERNATIONAL
Best Manufacturing Site

 **BEKAERT**

better together

Joint press release

3 April, 2009

Bekaert elected International Sitecore 'Site of the Year' Finalist and the Winner in the category 'Manufacturing'.

Bekaert, global market and technological leader in advanced metal transformation and advanced materials and coatings, has been elected International Sitecore 'Site of the Year' finalist and the winner in the category 'Manufacturing' with its brand new website www.bekaert.com. Selected from more than 1 500 users, Bekaert is being recognized for their use of Sitecore technology in developing effective and advanced online strategies.

The new global corporate website focuses on uniform and consistent communication in order to strengthen the Bekaert brand and its online presence. Bekaert succeeds in managing thousands of web pages by means of a powerful content management system. Bekaert CMS users from all over the world can contribute to the site via Sitecore, without losing the advantage of centralized content validation.



“Bekaert has demonstrated excellence in creating a website that combines a creative design with rich data sources and applications to guide, inform and motivate site visitors.” said Kim Elsass, Chief Information Officer of Sitecore. “We were impressed by the nature of the overall user experience, and we are proud to recognize and congratulate Bekaert on their achievement.”

“Before making our selection, we studied all major CMS-vendors”, said Stephen Delvoye, e-Communications Manager at Bekaert. “The Reference who was appointed as our web agency suggested the implementation of Sitecore. I have to admit that I was surprised about the usability of this CMS and it is a pleasure to see that all of our future plans – mobile, extranet – seem to fit perfectly into this system. The overall advantage of Sitecore is the ease-to-use (just half a day of training) and the fact that all content contributors worldwide can manage their part of the website without the necessity of calling a helpdesk”.

Sitecore’s 'Site of the Year' contest recognizes customers who have leveraged Sitecore’s technology to develop the most outstanding websites.

About Bekaert

Bekaert (www.bekaert.com) is a global technological leader in its two core competences: advanced metal transformation and advanced materials and coatings, and a market leader in drawn wire products and applications. Bekaert (Euronext Brussels: BEKB) is a global company with headquarters in Belgium, employing 23 000 people worldwide. Serving customers in 120 countries, Bekaert pursues sustainable profitable growth in all its activities and generates annual combined sales of € 4 billion.

About Sitecore

Sitecore's Web Content Management System (CMS) and portal software solutions enable companies to deliver compelling web experiences. Sitecore's award-winning CMS software makes it easy for businesses to create and update dynamic, full-featured websites of all types. Sitecore's industry leading flexibility and scalability allows companies to better leverage their content, improve customer experience and drive business growth.

Thousands of public and private organizations, including national governments and Fortune 500 companies utilize Sitecore solutions for their websites. These organizations have created and now manage more than 20,000 dynamic websites with Sitecore including Microsoft, Sara Lee, Siemens, Toshiba, Omni Hotels, Computer Associates, ISS and Atlanta Falcons.

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