

# Varbase CMS

The Ultimate Drupal 9 Distribution



## Key Benefits

- Faster time to market
- Easier content management
- Reach a wider audience
- Native support for integrations with your enterprise ecosystem
- Lower total cost of ownership

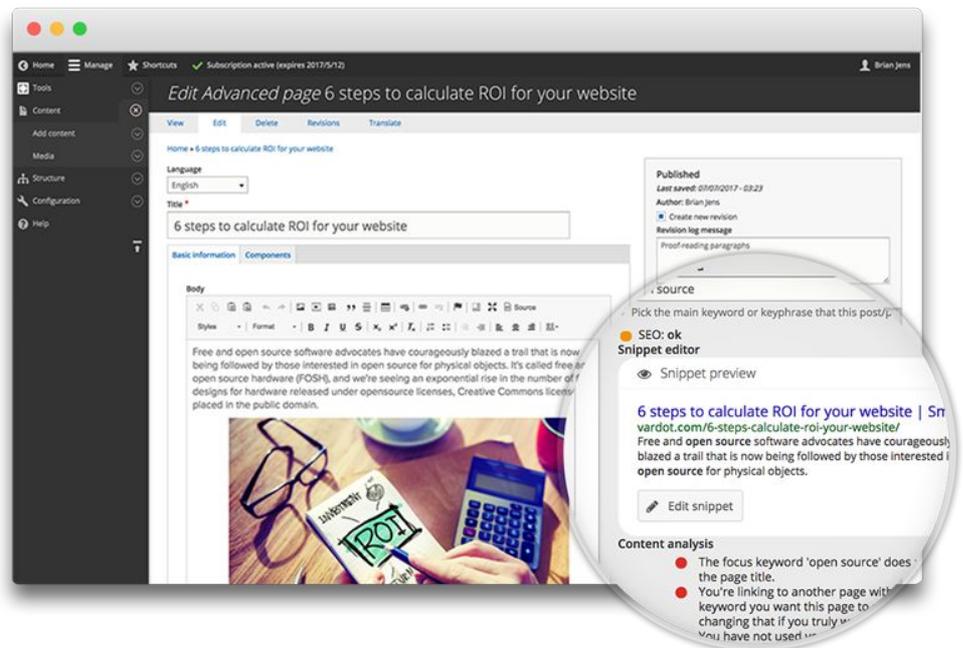
## The Ultimate Drupal 9 Digital Experience Builder

Varbase is the complete digital platform solution that enables both your marketing and IT teams to deliver a shared strategic goal; which is to put you ahead of your competitors and grow your digital business. Global organizations use Varbase to create powerful digital experiences that make an impact.

As an enterprise, Arabic-language enhanced, digital experience builder platform, Varbase combines powerful editorial features, mobile, lead-generation, SEO, social media integration, and beautiful customized designs. It is packed with adaptive functionalities and essential modules.

## Why Varbase

- #1 most deployed Drupal 9 distribution globally
- API-based platform for cross-platform publishing and integration with other systems
- Best in class security
- Saves over 200 development work hours when starting an enterprise project
- Enhanced backend for Arabic-language portals and websites
- SEO readiness offering vast array of built-in on-site SEO optimizations
- Powered and funded by Vardot, and supported by a healthy community of thousands of developers and companies worldwide



Built on top of Drupal 9, Varbase utilizes Drupal's rich system of open source modules and APIs that makes it easy to integrate with your existing enterprise solutions. Varbase enjoys native support that allows for connectivity across your entire IT ecosystem which enables both your marketing and IT departments to collaborate and develop richer digital services, products and experiences for your target audience.

Not only is Varbase a relied upon and popular Drupal 9 digital experience builder by global brands; it is also a fully compliant system with over 100 features and enhancements to Drupal 9 core. Continuously supported, Varbase enables it's users to always be ahead of the curve when it comes to new modules and latest UX trends.

A fully compliant system accessibility, technical best-practices, and information assurance standards. Once in place, Varbase makes life easier for you by allowing you to focus on innovation and achieving your strategic digital business objectives.

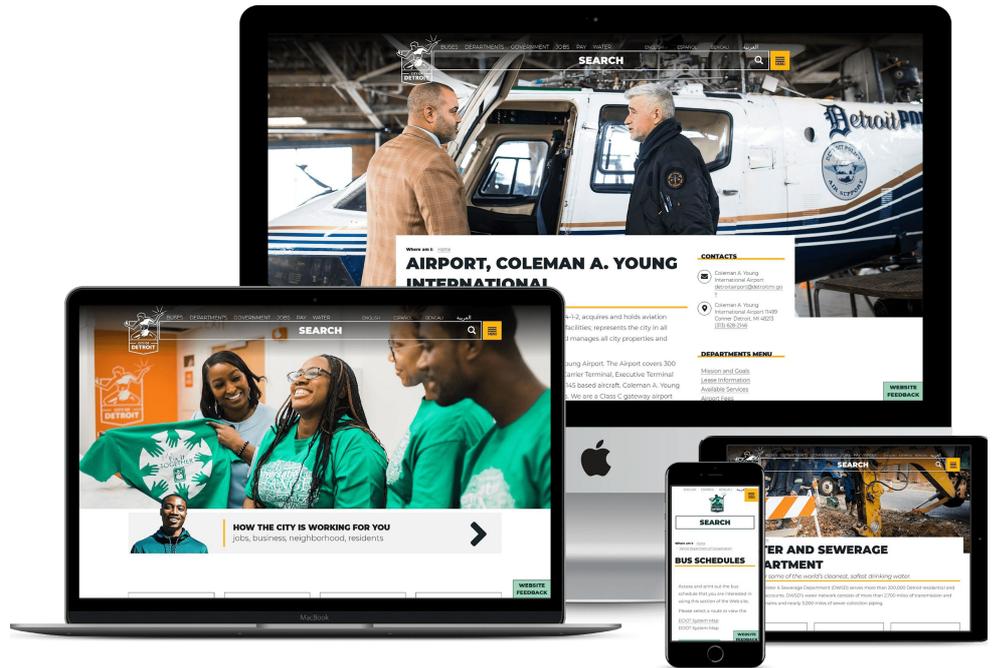
## Built-in Features to Scale

- Mobile Enhanced (Responsive)
- Compatibility
- Accessibility
- Enterprise Security
- Best-in-class SEO
- Multilingual
- Media Library
- Social Media Optimized
- Powerful Search
- Focal-Point Cropping
- Rich Media Embedding
- Forms Builder
- Real-time Analytics
- Flexible Content Structure
- Flexible Layouts
- Intuitive Content Promotion
- Content Categorization
- Tiered Roles and Permissions
- Flexible Page Builder
- Editorial Tools
- Slideshows

## Naturally SEO Friendly

A full onsite search engine optimization checklist is provided out of the box with Varbase to ensure content is compliant with all the search engine indexing best practices. This guarantees that your content and website will enjoy unparalleled visibility across search result pages and naturally enhancing your search rankings over time.

The built-in checklist includes Rich Meta Tags, Schema.org Implementation, Real Time SEO Content Optimizer, Search Engine Friendly URLs, Rich Data Snippets, and RDF, Accelerated Mobile Pages (AMP), XML Sitemaps and much more.



## Responsive Previews and Mobile Ready Platform

Digital natives seamlessly consume information across devices that include smartphones, tablets, computers, and devices we haven't even thought of yet. Therefore, mobile agility, responsiveness, and design is key. Varbase supports responsive mobile design out of the box and provides all the necessary for your digital platform to travel well.

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## Multilingual Support

Varbase provides a multilingual administration user interface, enabling administrators and content authors in to edit and translate content in their native language. Varbase also offers the best Arabic-language enhanced interface for enterprise digital experiences through right-to-left layouts and localized metadata that is SEO aware.

## Digital Asset Management

Rich media content is now crucial for engaging visitors on public-facing online experiences. Varbase empowers business users to store and access thousands of digital assets including images, graphics, PDFs, text files, video and audio. Varbase digital asset management tools support drag and drop of entire folders directly into media libraries. Meta-tagging enables quick access by users. Rich editing tools enable basic manipulation to reuse digital assets and reduce re-creation costs.

## Built-In Features to Scale



Mobile Enhanced (Responsive)



Compatibility



Accessibility



Enterprise Security



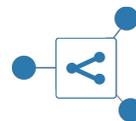
Best-in-class SEO



Multilingual



Media Library



Social Media Optimized



Powerful Search



Focal-Point Cropping



Rich Media Embedding



Forms Builder



Real-time Analytics



Flexible Content Structure



Flexible Layouts



Intuitive Content Promotion



Tiered Roles and Permissions



Slideshows



Flexible Page Builder



Editorial Tools

## Solutions and Services

- Web and Mobile Digital Experience Development
- Digital Strategy
- Marketing Automation
- UX Design
- Migration Services
- Enablement and Training
- DevOps Support
- Hosting and Maintenance
- Continuous Digital Delivery

## Related Products

- Vardoc: Knowledge Base System and Intranet
- Varbase Newsroom: Corporate Newsroom System
- Vardot E-Commerce
- Vardot Booking and Rental
- Open Social™: Social Business Software
- Mautic™: Marketing Automation

## About Vardot

Vardot is one of the world's premier enterprise digital experience building agencies with well established partnerships with strategic industry leaders such as Acquia, Google and Mautic.

A Drupal Association Support Partner, Promote Drupal Initiative Sponsor, and a prominent contributor to the Drupal ecosystem; Vardot is consistently ranked amongst the Top 5 Drupal providers in the world; Vardot is the only dedicated and specialized agency in the Middle East and North Africa region focused on enterprise Drupal implementations with over 200 successfully launch digital platforms.

Strategically located across North America, Africa and Asia; Vardot also boasts the largest and most certified team of Drupal developers in the region. As of 2019, Vardot has the largest Acquia Certified team in the Middle East.

Vardot's rich history and experience in tailoring Drupal powered digital experiences enabled them to become the go-to B2B solutions provider for global and regional enterprises in the following industries: Hospitality, Financial Services, Tourism, Retail, eCommerce, Public Sector/Government, Nonprofits, Healthcare, Higher Education, Media and Entertainment.

We also work with leading technologies to ensure successful delivery of business objectives. Such as continuous integration, automated testing, platform hosting, multisite governance, and integration solutions.

Moreover, we have committed a segment of our time to contribute numerous Drupal modules free-to-use by the entire community. Our Drupal contributions have been downloaded over 250k times by the global open-source community.



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## CONTACT VARDOT

For more information about Vardot products and services, visit [vardot.com](http://vardot.com) or call the numbers below to speak to a representative at Vardot.

US and Canada: (408) 329 9888

Middle East or International: +962 6 581 7612

Or send an email to [sales@vardot.com](mailto:sales@vardot.com)

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