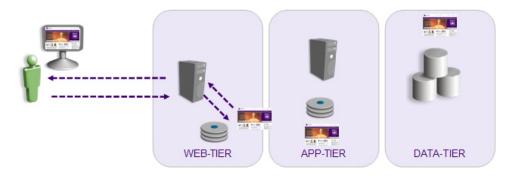


OpenText High Performance Web Delivery is an integral component of the Customer Experience Management (CEM) suite that OpenText offers to help organizations execute on comprehensive Enterprise Information Management strategies. CEM is a set of technologies that organizations can take advantage of to exceed customer expectations, reach new markets, and provide superior experiences across all digital channels.

The challenge of delivering dynamic and personalized sites with seconds-fresh content is paramount in keeping customers loyal and engaged. Most content delivery networks and other caching solutions are good at addressing the needs of static content but not dynamic page components. Achieving both has been near impossible.

OpenText High Performance Web Delivery is a caching solution that provides caching for both static and dynamic page components. High Performance Web Delivery provides a unique, integrated combination of real-time caching and intelligent cache management capabilities.



High Performance Web Delivery fits into standard 3-tier architectures, maximizing the user of the web tier



What is caching, and why is it important?

Traditional caching increases the speed that web pages are delivered to your site visitors in order to improve their experience.

Unfortunately, traditional caching has not evolved to meet the needs of today's agile and personal web. There are many reasons why, including the following:

- It's complex and usually managed by IT, limiting you from making necessary changes on the fly.
- It requires manual quality assurance effort.
- It can create an artificial delay between the publishing of content and when users see it.
- It doesn't support dynamic, personalized, or localized sites well.

If you run a media site, every second counts

If you have a breaking story, you probably want that story live on your site as soon as possible. With traditional caching, even though your editor said "publish" at 1:03 p.m., your site might be relying on IT-managed policies that don't push out the new story until the half hour, meaning your readers won't see it until 1:30 p.m. unless someone in IT does a manual override. In a world where your competitor has journalists at the same event, every minute counts.

If you are a consumer goods manufacturer, errors are not an option

A consumer goods manufacturer may not have that same sense of urgency as a media site. However, you may need to make a crucial update to your product information or usage instructions that need to be populated simultaneously on every page where a product is mentioned. With classical solutions, your web team may make the update on the piece of content in question and then, through manual efforts, have to seek and update any other pages or lists where that information might appear. Hoping that no mistakes are made isn't good enough in a world where lawsuits are the norm.

If you have many microsites, agility is critical

You need to maintain data and brand consistency across all sites. Having to do quality assurance on each of those many sites every time you make a central content update could make the prospect of frequent updates rather frightening. You cannot let your business be crippled by these limitations; you need a solution that will automate this function for you.

If you are a government agency, responsiveness and accuracy are crucial

You might have an emergency notification that needs to be communicated immediately across all your content channels. Traditional caching might not get that crucial update to everyone who needs it fast enough or accurately enough.

Peak performance with less effort

In addition to delivering peak performance, the intelligent cache management elements can reduce the burden on content managers. Content managers often have to manually cross-reference content dependencies or monitor hundreds of spiders on their site to ensure that one change in a piece of content doesn't undermine the remaining content on that site. Designed for high-traffic, content-centric sites, High Performance Web Delivery can help improve dynamic website performance and make sites more scalable while helping reduce costs.



Decide what to cache, how to cache, and when to cache

High Performance Web Delivery helps customers improve performance by providing scalable, fast sites while containing IT and development costs through the use of OpenText-integrated application and web tier caching.

Advanced user event reports: Define custom events to track actions across the website and include specific metadata information used to generate advanced reports with multiple filters.

The following chart displays many features of High Performance Web Delivery.

Features	Benefits
Reduce Human Resource Effort	Intelligent Cache Management: Intelligent cache management capabilities enable tracking of all content associated with one or more pages or page components. When content changes are detected, High Performance Web Delivery proactively updates the cache and regenerates dependent pages. High Performance Web Delivery determines if expired high-volume page components or parts of a page require regeneration at the point changes are made instead of when the new page is being requested by a user. This minimizes the performance impact of refreshing high-traffic pages.
	Business-Friendly Administration: High Performance Web Delivery is designed for policy-based management, allowing caching based on various criteria, including: what to cache, how to cache, and when to cache. Business or administrative users are able to set caching parameters with a point-and-click user interface that does not require IT resources. High Performance Web Delivery provides a caching summary to allow administrators to easily view current caching policies.
	High Performance Web Delivery enables users to modify caching parameters on pages or sections of pages without programming, using familiar administration consoles. Training costs are low and ongoing administration time and complexity is minimal.
Minimize Total Cost of Ownership	Architecture Flexibility: High Performance Web Delivery has a flexible architecture that supports web tier and application tier caching, is highly configurable and will support fail over, and accesses content that resides within and outside of OpenText delivery applications. High Performance Web Delivery is complimentary to Content Delivery Network (CDN) caching solutions because it allows CDNs to pull refreshed content from High Performance Web Delivery.
	High Performance Web Delivery can reduce page processing time and increase page delivery throughput a site. Due to intelligent cache management, High Performance Web Delivery can reduce loads and load spikes, thereby reducing total hardware needs and costs.
Site Continuity	System Health Monitoring: The High Performance Web Delivery console provides indicators to alert administrators of any system issues. High Performance Web Delivery's optional web tier caching for Apache, IIS, and IBM® HTTP web servers continues to deliver cached pages during planned or unplanned application server downtime.
	Display Fresh, Accurate Content: Instead of content managers doing endless quality assurance to monitor changes in interdependent pages and content, High Performance Web Delivery automates this laborious process. High Performance Web Delivery's sophisticated dependency management architecture helps ensure the freshest, most recently updated content is displayed on the site and contained within the cache at all times to reduce risk while delivering the best possible experience.



Features	Benefits
Cost Reduction	Optional Web Tier Caching Support for Apache, IIS, and IBM HTTP Web Servers: The system can be configured to cache pages at the web tier or application tier. Web tier caching provides the ability to serve cached pages without interruption during planned or unplanned downtime. Additionally, using the optional web tier caching to grow the web tier architecture infrastructure vs. the application tier can be a less-expensive alternative for enterprises. It also has the benefit of reducing resource loads on the application tier. Platform Support: High Performance Web Delivery is fully integrated with OpenText Portal and OpenText Web Experience Management.
Dynamic Content Support	Dynamic Component Caching: High Performance Web Delivery can store variations of cached pages, such as different language versions or customer segmentations. High Performance Web Delivery supports AJAX or SSI as dynamic caching options when using Portal with or without Web Experience Management. Personalized components that don't require caching can be parsed out to support personalization.
	High Performance Web Delivery provides the ability to set varying caching parameters on portions or regions within a web page, including the exclusion of personalized elements that don't require caching.
	Improve Site Responsiveness: Because of the High Performance Web Delivery patented caching methodology, content rendering from the cache only occurs when required, enabling more rapid and improved user experiences.

Caching solution helps enhance user experiences

The OpenText intelligent caching solution resolves many of the limitations of traditional caching. With High Performance Web Delivery, you can easily, cost-effectively deliver a positive impression of your organization, converting more users to customers and providing superior experiences to increase their loyalty. High Performance Web Delivery provides a unique, integrated combination of real-time caching and intelligent cache management capabilities that can help improve dynamic website performance, make websites more scalable, and, in many cases, reduce costs and manual overhead.

Enhance your business with intelligent caching

Your organization can leverage the capabilities of High Performance Web Delivery to make your web team more agile and your web experience more compelling, all while reducing the total cost to your organization. Let OpenText help you deliver the best experiences to drive conversion on your sites with our intelligent caching solution; High Performance Web Delivery.

OpenText provides Enterprise Information Management software that enables companies of all sizes and industries to manage, secure and leverage their unstructured business information, either in their data center or in the cloud. Over 50,000 companies already use OpenText solutions to unleash the power of their information. To learn more about OpenText (NASDAQ: OTEX; TSX: OTC), please visit: www.opentext.com