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# Open Text Web Experience Management

## *Dynamic Portal Module for Third Party Portals*

## Functional White Paper

Product Management
Rev. January 2012


**Abstract**

Dynamic Portal Module provides an easy way to serve content from the Open Text Web Experience Management Content Repository in Open Text Portal by means of a set of Web Content Portlets. This functionality has been extended to other application Portals with the appearance of Dynamic Portal Module for Third Party Portals product. This white paper covers the features supported by this product.

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# Executive Summary

Open Text Web Experience Management Content Repository is the leading content repository server for the web. To make the delivery of content to the end user easier, Open Text provides Dynamic Portal Module and Dynamic Site Module.

This White Paper is an extension to the *OpenText Web Experience Management - Technical White Paper* document, which explains the specific characteristic of Dynamic Portal Module for Third Party Portals. Refer to it for a more detailed description of the standard Dynamic Portal Module features.



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# Features

## Supported Features

Dynamic Portal Module for Third Party Portals is an extension of the standard Dynamic Portal Module that provides the same template management and in-context editing capabilities as the standard version. Particularly it supports all of the templating components provided by Dynamic Portal Module.

- Navigation component
- Text component
- Content Item component
- Content List component
- Image component
- Smart List component
- Search and search results (*)
- Community tools (*)
- Community applications (*)

And other features of Dynamic Portal Module:

- Easy management of content presentation.
- Mobile-based delivered model
- Caching
- Inline editing (*)

*(*) Available only on DPM 8.1*

It also supports the development of custom components to match specific needs of the Site.

## Non Supported Features

The following features from Dynamic Portal Module are not supported in Dynamic Portal Module for Third Party Portals:

- Support for Friendly URLs.
- AJAX-enabled JSP Renders.
- Portal Search Connector.
- Out of the Box Personalization (Profile Implementation Class).
- High Performance Delivery.



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# Support Matrix

Open Text Dynamic Portal Module 8.x supports the following Portal Servers:

## Liferay Portal

Liferay Portal is one of the world's leading open source portal solutions. Dynamic Portal Module for Liferay Portal 8.0 supports versions 5.1 and 5.2 of Liferay Portal and Dynamic Portal Module for Liferay Portal 8.1 supports version 6.0.

## IBM WebSphere Portal

IBM WebSphere Portal is the Portal server of IBM and is tightly integrated with other members of the WebSphere family like WebSphere Application server. Dynamic Portal Module for WebSphere Portal 8.0 supports version 6.1 of WebSphere Portal. Dynamic Portal Module for WebSphere Portal 8.1 supports version 7.0.



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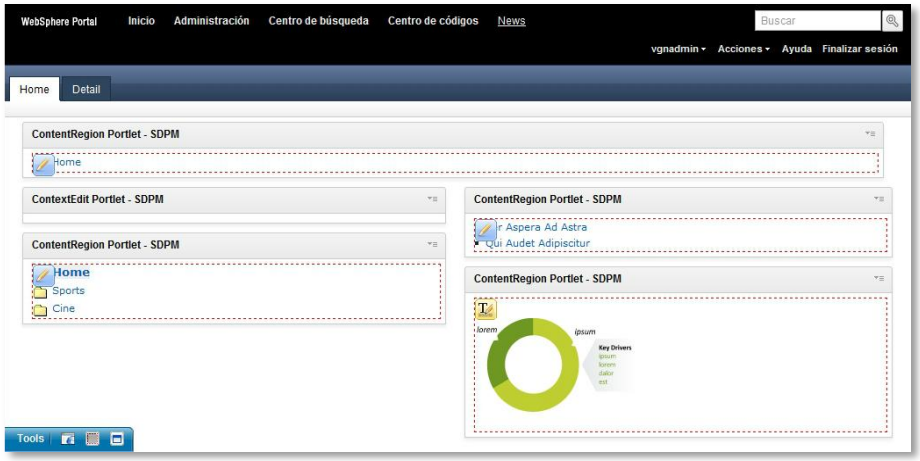
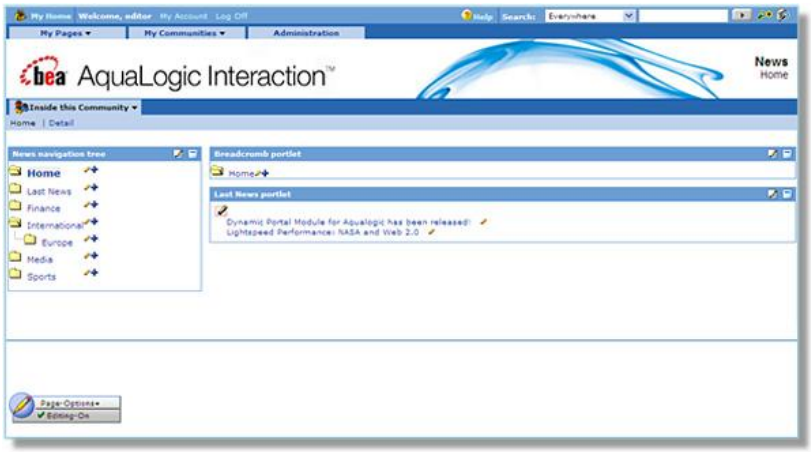



## Oracle WebCenter Interaction (formerly Aqualogic)

Former Weblogic Aqualogic Integration is a framework for applications that allow the connection with JSR-186 containers through WSRP. As part of the Oracle WebCenter suite it is available as a JSR-168 container. Dynamic Portal Module for WebCenter Interaction 8.0 supports version 10.3 of Oracle WebCenter Interaction. Oracle WebCenter Interaction is not supported on Dynamic Portal Module for WebCenter Interaction 8.1.



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## Summary

| | Liferay Portal | IBM WebSphere Portal | Oracle WebCenter Interaction |
|---|---|---|---|
| **DPM 8.0** | 5.1 and 5.2 | 6.1 | 10.3 |
| **DPM 8.1** | 6.0 | 7.0 | N/A |



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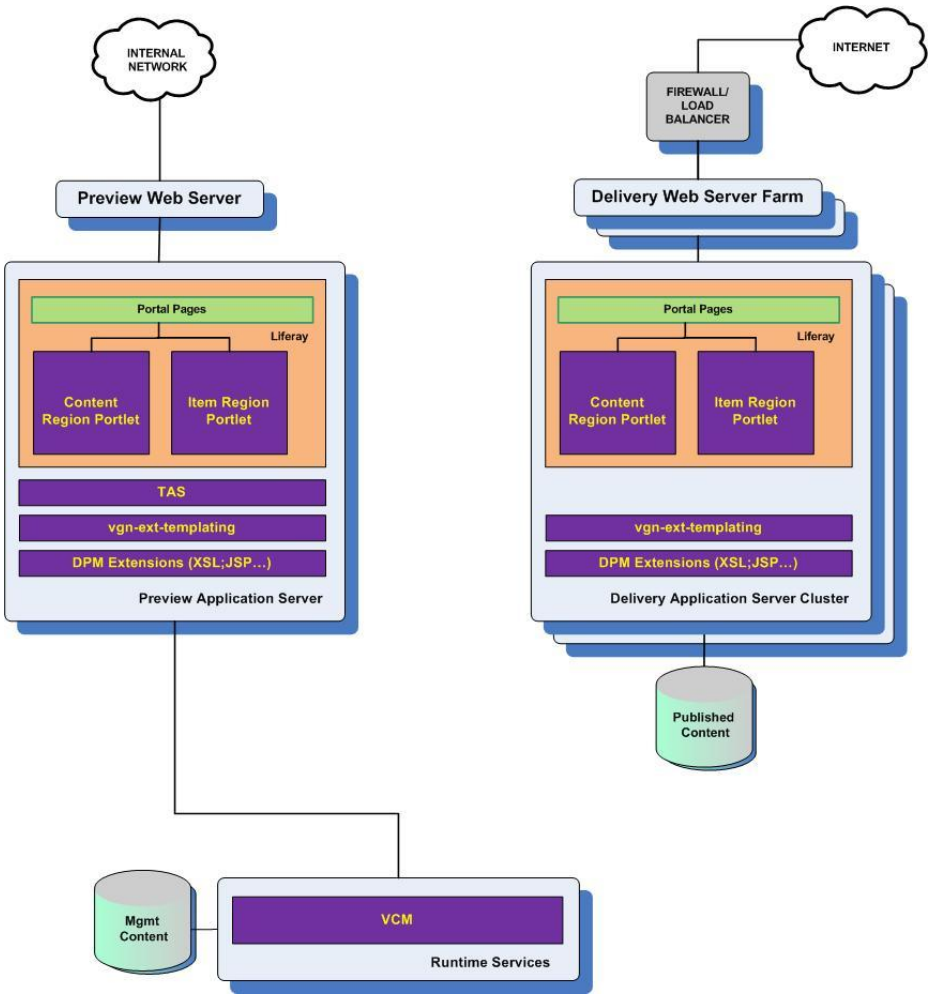
# Architecture

The intent of this chapter is to provide an overview of the recommended implementation architecture when using Dynamic Portal Module for Third Party Portals to integrate Web Experience Management with portals from other vendors.

The architecture is based on two different stages; preview (also called management) and delivery. Organizations can decide to have multiple delivery stages but all of them follow the same architecture principles.

The following figure shows an example architecture diagram for a deployment with Liferay.




In the case of **Oracle WebCenter Interaction**, the portlet container is remote to the portal server. It can be deployed into the same application server but the requests to the portlets will be WSRP. The architecture splits the Web



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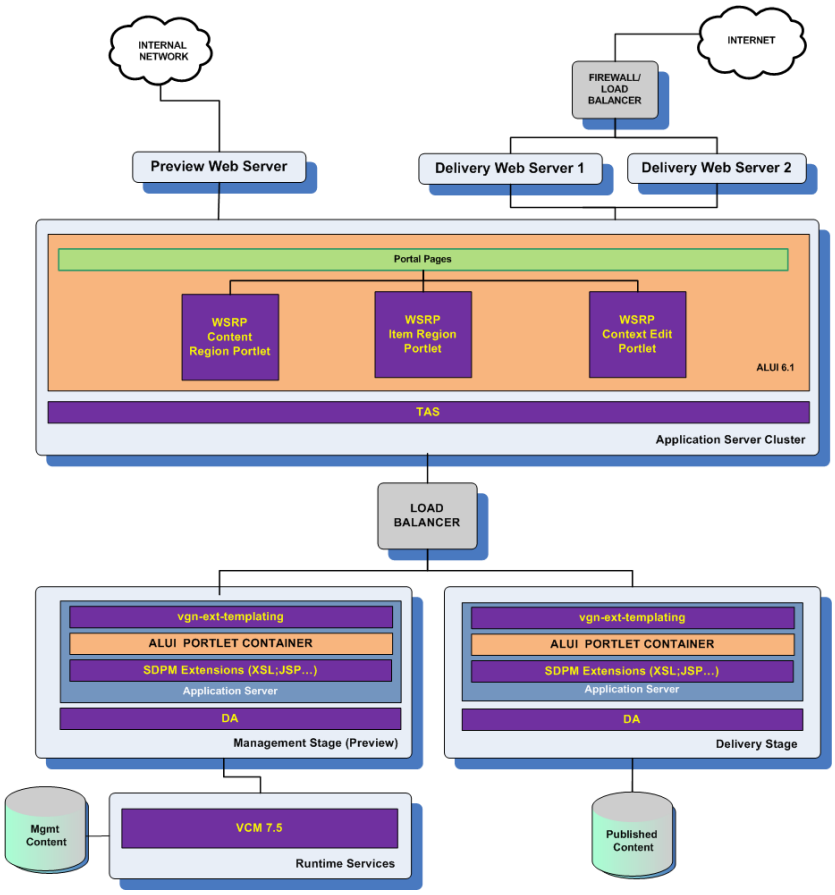
Experience Management Content stages by portlet container. There is one portal server with two different portlet containers; one for management stage and one for delivery stage. Each different delivery stage must have its own portlet container.

The following diagram shows this scenario:



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# Dynamic Portal Module Features

## Easy management of content presentation

Dynamic Portal Module provides an easy to use and powerful framework to implement any desired content presentation. At the heart of the presentation management capabilities lies the fundamental concept of **templating**. Templating provides the ability to apply predefined and reusable page templates to fragments of content. In Dynamic Portal Module for Third Party Portals each page template is associated with a page in the portal server.

**Page templates** can be applied to:

- Channels for those pages that build the site navigation tree up
- Content types, so that all instances from this specific content type are presented using the same page template.

Page templates are created, configured, and managed directly from the **preview environment**. A page template is a “managed object”, therefore, various stages of the web content lifecycle is applicable too (approval, publishing). As a consequence, a change in a page template can dynamically impact tens of thousands of pages at the same time.

### Page assembly model

In order to facilitate the creation and management of page templates by business users, Dynamic Portal Module relies on a logical “page model” to deconstruct individual pages into **reusable elements**. Each of these elements is “managed objects” that go through the same process as any piece of content in the product:

- **Regions** define which places in the page template are suitable to receive content components. Regions can be locked or unlocked to allow some variations at the page level. They can also be preconfigured with default content components and for supporting a subset of content components types only. Regions can contain any number of content components. In Dynamic Portal Module for Third Party Portals these regions are defined by placing the provided portlets on the portal page.
- **Components** define which content to display in a specific area. The product includes a number of out-of-the-box components but also supports the registration of new components.

Regions and components can be **shared and reused** across page templates; for instance, a navigation bar component is likely to be used in all page templates for a given site.



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## Page design model

On top of the logical page model comes a design model to control the overall page look and feel. Again, these elements are built on system content types and can be reused in multiple contexts:

- **Themes** control the overall appearance of the page. They are made of the web assets such as CSS style sheets and images that will ultimately be included in the page HTML.
- **Page layouts** control the placement of regions on the page, for instance, a two column or a three column layout.
- **Region layouts** control the placement of components in a region, for instance, a 2x2 grid for components.
- **Page features** control the execution of micro functionalities at the page level, such as
    - Including a Facebook or Twitter widget
    - Inserting an observation script (e.g., Google Analytics)
- **Display views** control the HTML generated for a given component, for instance, an ordered list of articles might have a couple of display views available:
    - Title only
    - Titles and summary
    - Titles, summary, and thumbnail image

## Portal-based delivery model

Dynamic Portal Module for Third Party Portals **uniquely equips portal**-based environments with:

- Templating
- In-context editing
- Preview and staging capabilities

Web Experience Management is automatically augmented by some of the **key portal capabilities**, such as:

- Ability to combine the web content portlets with other application portlets
- Ability to leverage the portal users, user profiles, and groups management for personalization features
- Ability to leverage the portal authorization model to show/hide certain portlets and content to different audiences

# Mobile-based delivery model

All the presentation management capabilities discussed so far are natively applicable to **mobile websites** that can be managed exactly the same way as “regular” websites. To simplify this management, Web Experience Management



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provides a concept of “format” for managing page variations based on the type of device that would view the page.

## Caching

In order to be able to support high volumes of traffic, a dynamic delivery solution like Dynamic Portal Module for Third Party Portals relies on two layers of caching mechanism:

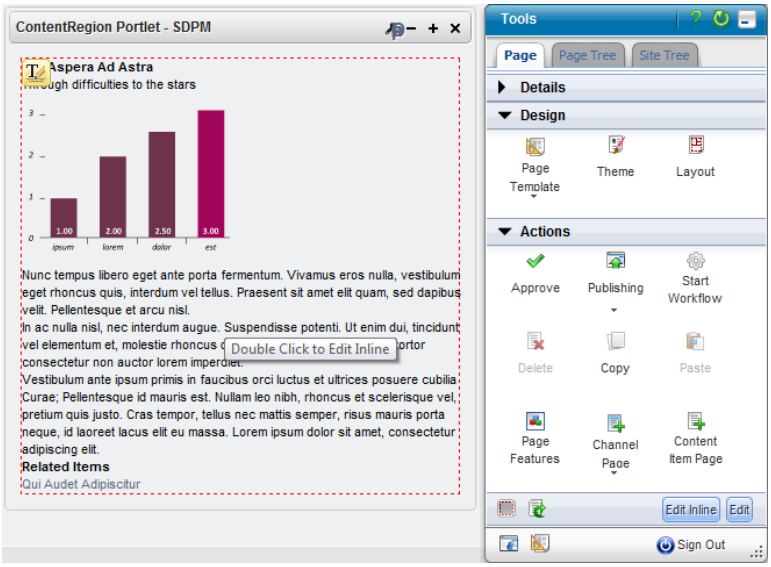
- **Object-level caching**, in which any object returned by the API is cached first in memory (Level 1 caching) and persisted to a local disk if required (Level 2 caching), which greatly reduces the load on the database and the applications server
- **Fragment-level caching**, in which the HTML for rendered regions and components is cached as well to avoid regenerating these fragments before the associated content is updated or deleted

Each of both caching mechanisms can be tuned in a number of ways. They also come with automatic **dependency management** and associated cache flushing notifications so that obsolete entries are removed from the cache when needed.

## Inline Editing (only available on WEM 8.1))

Dynamic Portal Module supports the ability to edit content directly within the preview environment, a mode known as “inline editing”. This mode is especially adapted to users with limited knowledge of the product who need to be able to make quick changes and reviews.

The inline editing mode can be enabled from any page from the preview environment, either by double-clicking on the area to edit or by switching to the global editing mode for the current page.



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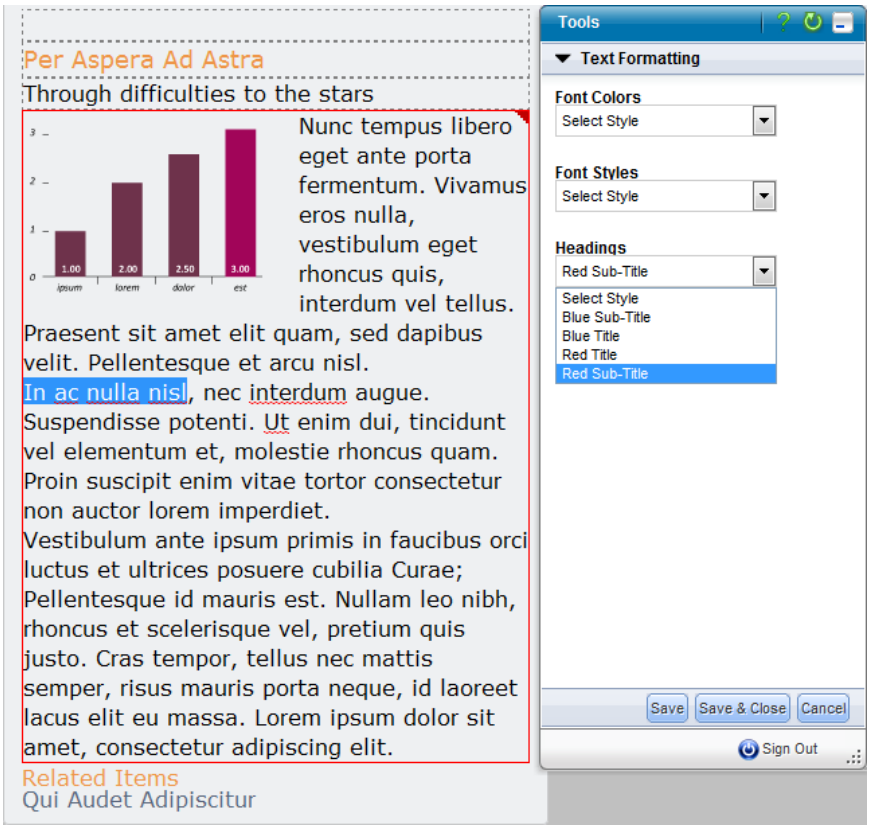
The inline editing mode can be used for editing text, rich text, and image content. When editing text and rich text, the formatting options are available as per the associated theme for the current page, in order to control the overall CSS structure for the page.




When used for an image, the inline editing mode lets end-users either:

- Apply effects to images (resizing, cropping)
- Select a different image
- Upload a new image

The inline editing mode can be used for updating multiple content items displayed on a single page in just one operation.



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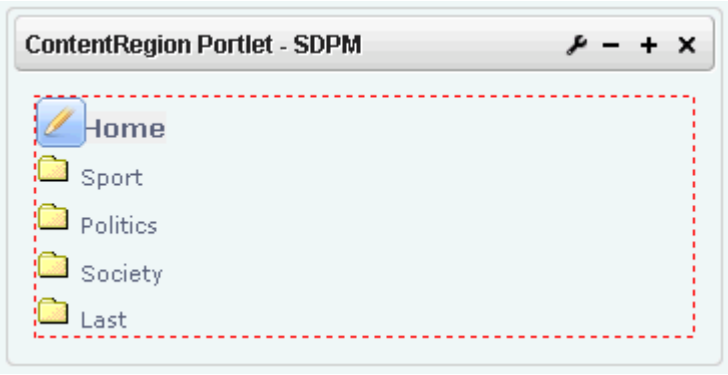
# Components

Dynamic Portal Module for Third Party Portals provides a set of components to make it easier to construct the desired final page structure. In addition to these components it is possible to implement other components to fulfill the user requirements by following a simple set of rules.

## Navigation component

The navigation component could be used to display the different channels of the site to allow the user to navigate to them. Also, it is used to display the breadcrumb.

The following figure represents a DPM portlet configured with a Navigation component in Liferay Portal.




## Text component

The text component can be used to display text in page region. It is used in page centric design, or in cases where creating a content instance is unnecessary.



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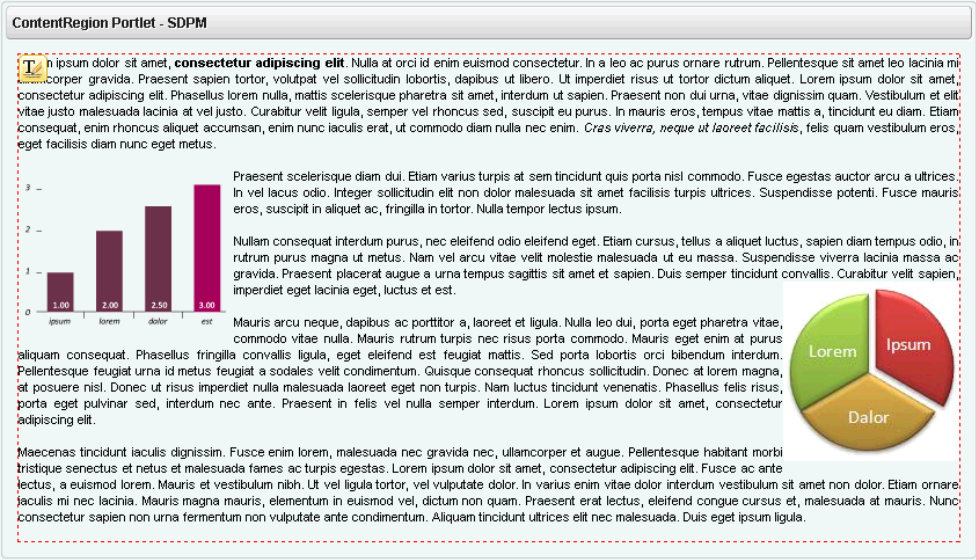
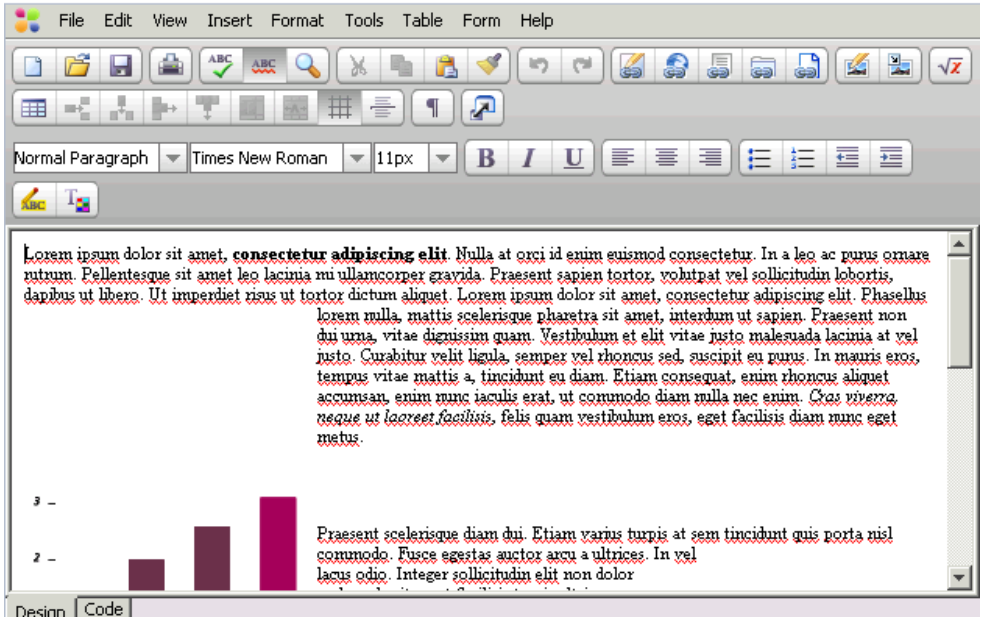



This text is entered using Ephox EditLive! rich text editor. This editor provides a full set of tools to edit the text, supporting similar capabilities as Microsoft Word, including the ability to receive content from Office applications with automatic HTML clean-up.




Once the text has been created, it can be edited directly on the page, without the need to open the rich text editor, by using the Inline Editing Mode. With this mode it is possible to perform quick changes to text, while maintaining the text formatting.



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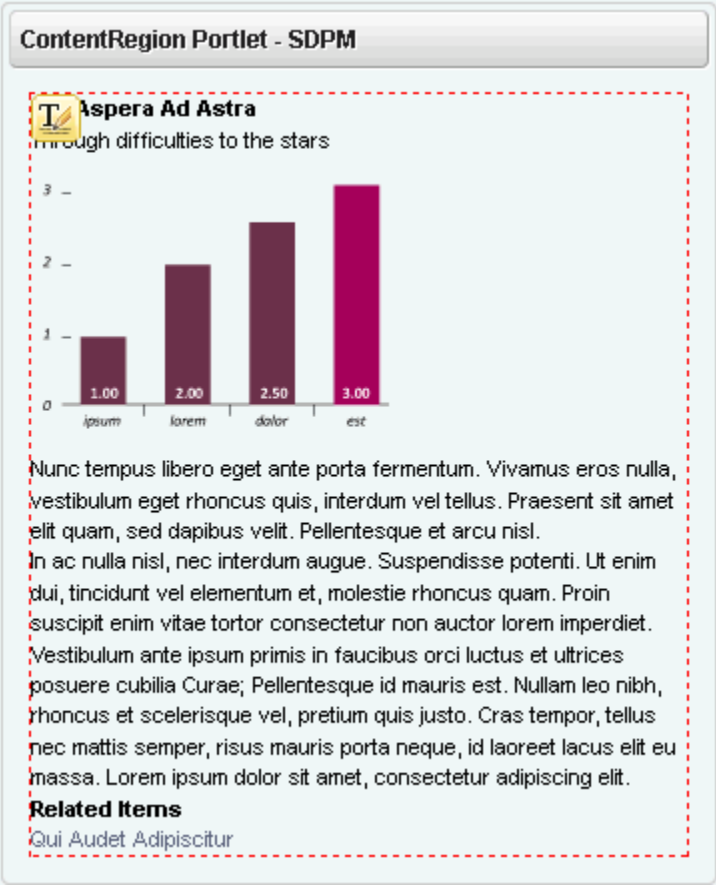
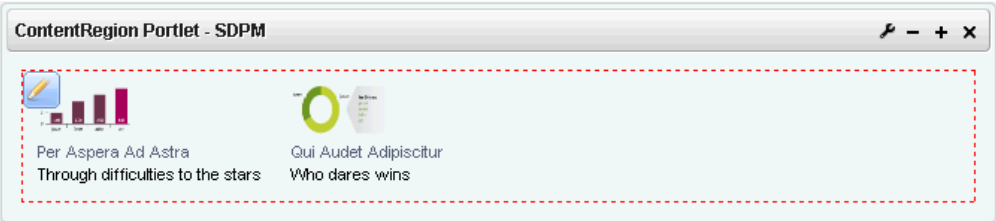
## Content Item component

This component can be used to display a single content instance in a page region.




## Content List component

This component allows the user to select a set of content instance that will be displayed in a page region. This component could be used to display content instances that must be manually selected by the user.



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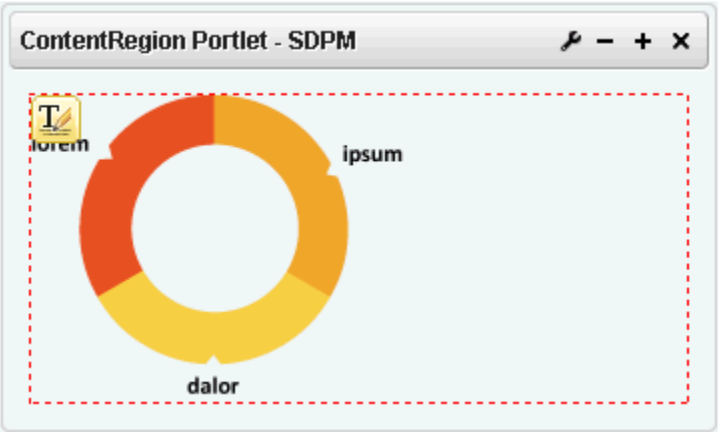
## Image component (Media Item Component on WEM 8.1)

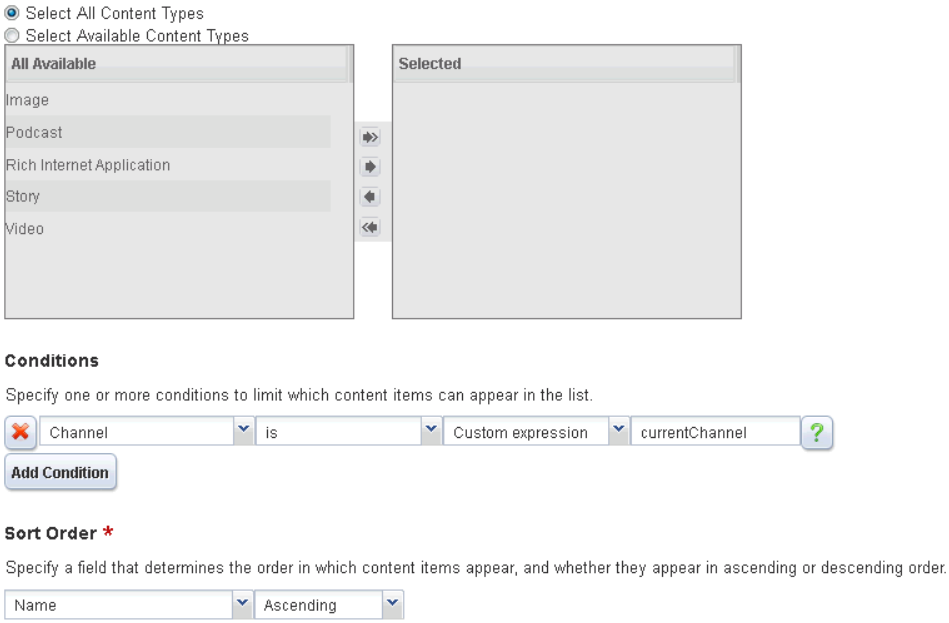
This component displays a selected image or other media content.




By using the Inline Editing Mode the user can easily change the displayed image or make simple editing changes like crop or adjust color levels.

## Smart List component

This component allows the user to configure a set of conditions to select the set of content instances to be displayed.




The presentation of this component is similar to the Content List component.



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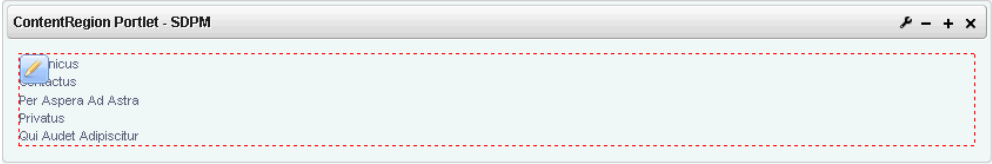
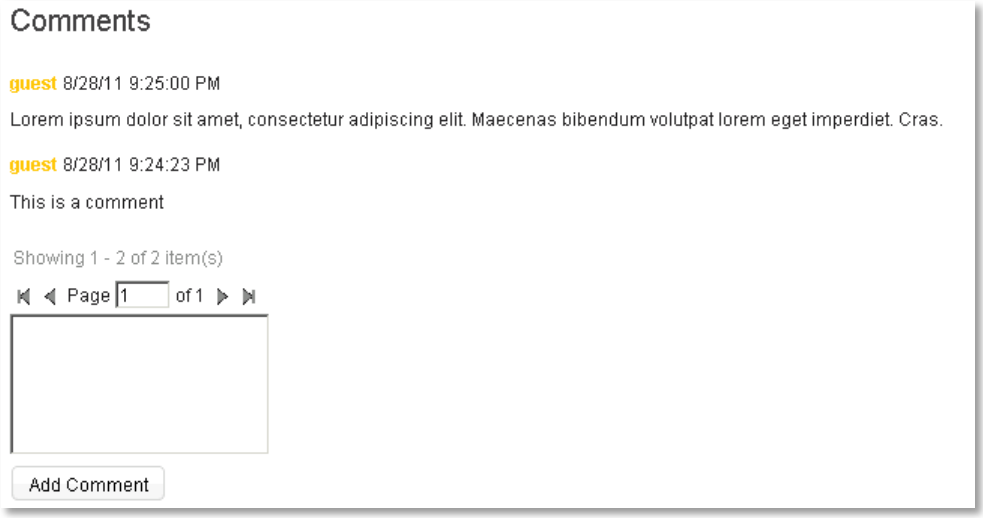



## Search and search results (only available on WEM 8.1)

The components Search Toolbar and Search Results allow together, to easily implementing the search functionality for a site.

## Community tools (only available on WEM 8.1)

This component allows using the comments and ratings from Open Text Social Communities.




## Community applications (only available on WEM 8.1)

This component allows creating an entry point to a Social Community application.



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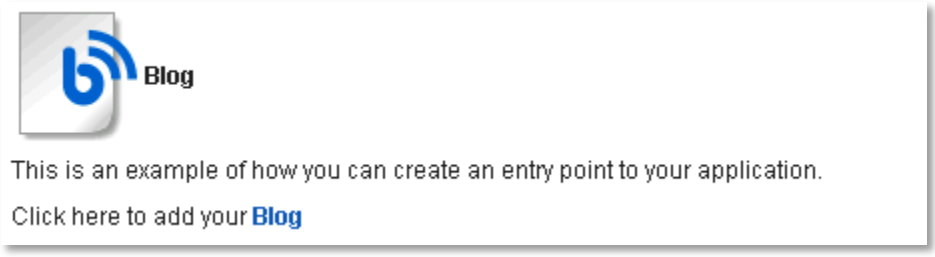




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Together with our customers and partners, we are truly The Content Experts,™ supporting 46,000 organizations and millions of users in 114 countries around the globe. We know how organizations work. We have a keen understanding of how content flows throughout an enterprise, and of the business challenges that organizations face today.

It is this knowledge that gives us our unique ability to develop the richest array of tailored content management applications and solutions in the industry. Our unique and collaborative approach helps us provide guidance so that our customers can effectively address business challenges and leverage content to drive growth, mitigate risk, increase brand equity, automate processes, manage compliance, and generate competitive advantage. Organizations can trust the management of their vital business content to Open Text, The Content Experts.

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