



OpenText Web Experience Management

Delivering dynamic web experiences

OpenText Web Experience Management 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.

Focus on your message

The web is the primary way people connect, whether it is to share ideas, generate revenue, support customers, or reach out to citizens. To engage audiences on the web, organizations must be able to provide relevant, current, and compelling content along with ways to interact online—without hindrance of a cumbersome application. With a new ergonomic design that empowers marketers to launch immersive web experiences, OpenText Web Experience Management helps marketing focus on increasing unique users, time spent on a site, conversion rates, customer loyalty, and, ultimately, profitability.

Online success requires a robust and ergonomic web application

With a focus on brand consistency and time to market, many marketing teams need a web content management solution that empowers efficient communications to target audiences with consistency across diverse audiences, languages, and contributors. Web Experience Management is a core element of the OpenText Customer Experience Management (CEM) suite, enabling business users to create websites, microsites, and landing pages

on-demand. This critical functionality brings speed and flexibility to marketing teams—a new level of agility that can make the difference in competitive efforts to reach customers via the web. Web Experience Management is designed to manage highly dynamic, complex websites without requiring technical knowledge. In order to leverage high-value content assets, this web experience management application provides capabilities for content reuse across many sites and channels, reducing the cost to succeed on the web.

Simplicity for rapid time to value

With Web Experience Management, OpenText is helping some of the world's best known brands to create compelling and valuable web experiences across thousands of users and millions of content items.

The enterprise foundation of Web Experience Management offers a simple way to create and manage compelling web experiences by streamlining the management of web layouts and structures. Its intuitive user interface drastically improves time-to-completion and offers a modernized web content management workspace that supports activities required by the organization.

BENEFITS

- Allows brand consistency
- Expands global reach
- Boosts customer web experience
- Saves costs and lowers total cost of ownership
- Offers flexible deployment
- Automates publishing and offers secure deployment
- Centralizes access management

Name of product

OpenText Web Experience Management

This includes page, site, and navigation management, content production, taxonomy, and task management.

Adopt and adapt

To help customers overcome the cumbersome and costly migration, training, and adoption issues often found in enterprise software upgrades, Web Experience Management has been specifically designed to allow organizations to move easily to the new interface at their own pace. Leveraging the mature platform, users have the option of continuing to use their familiar interface or invoke a modular upgrade option to adapt to the new interface as needed. The compatibility mode features progressive upgrade options to help minimize training costs, risk, and impact to ongoing operations.

Presentation management

Web Experience Management deploys new sites in minutes, creates new pages with one click, and allows users to easily maintain pages with its personalized in-context editing environment. Relying on this, users can:

- Create new sites from site templates derived from their existing site, clone existing sites, or launch a sample site with out-of-the-box content type, workflow, and presentation assets
- Have a site running and populated immediately following installation
- Apply graphical themes, page, and region layouts to pages, templates, or whole sites
- Browse content in contextual, multi-dimensional workspaces by site, content type, folder, category, or explorer views

Adaptable content authoring

Web Experience Management offers a user-friendly console, branded themes, and preferences that empower its content owners to easily create and manage web content while automatically adjusting to day-to-day authoring actions. This enables users to:

- Edit pages and content with a zero pop-up experience and non-intrusive toolbars
- Improve productivity with contextual views that present information users need when and where they need it
- Publish in just one click

An intuitive and configurable solution

Web Experience Management offers users many options and features.

Presentation management and in-context editing

Powerful, yet easy-to-use, the site layout, theme, and content templating interface enables the business user to control how site content is presented and helps ensure consistent branding and communication to a variety of audiences while reducing site development and maintenance costs. In-line or in-context management tools simplify content editing and creation by allowing the content worker to navigate the website as an end-user would to find the particular content they need to manage.

Personalized workspace

Business and technical users can manage all content through one intuitive and configurable role-based management console. Web Experience Management includes time-saving features like a “quick actions” ribbon menu and properties toolbar for commonly used items; content tracker; task inbox; and powerful content search with saved queries. AJAX technology promotes zero-click interaction and ergonomic controls for faster editing, including language, time zone, filters, page, and content settings.

Content reuse for multi-site management and multi-channel output

Save time, effort, and money by managing content objects once but reusing them for delivery across multiple sites, channels, or user devices while maintaining brand and layout consistency. For example, publish the same article or update your company logo on more than 100 sites with a single management workflow.

Vanity URL support

Vanity URLs can be completely automated or manually defined by marketing professionals on their own, and can help increase site rankings in major search engines and support marketing campaigns, promotions, and brand messaging which can help increase the number of visitors to your site.

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Social networking and collaborative sites

Integrates with other OpenText offerings including, but not limited to:

- Web 2.0 tools and applications for rating, comments, blogs, wikis, forums, image, and video libraries
- Caching automation and point-and-click configuration of caching policies
- Simple template-based presentation services
- Enhanced portal-based presentation model including personalization, delegation of layout, and the creation of composite applications with support for leading portal standards (JSR168/286, WSRP 1.0/2.0)

Content authoring, integration, and migration

Non-technical business users can create content using their favorite tools and intuitive web forms. Content from other repositories can be dynamically integrated or migrated for full lifecycle workflow and publishing management. Images, podcasts, Adobe® Flash® files and video metadata management allows editors to streamline the approval, metadata tagging, and publishing of these assets.

Content from other repositories can be dynamically integrated or migrated for full lifecycle workflow and publishing management.

Role-based management

Support for roles makes it easy for organizations to customize access for content creators, content approvers, web developers, and other user types. This allows individuals to participate in select processes automatically while standardizing and enforcing business practices that are exposed to users through delegated administration.

Process workflow definitions and content types

The powerful workflow engine and content type modeling capability accommodate a large range of business requirements. OpenText offers native best practices-based templates in the sample site to help you get started quickly.

Content type modeling and evolution

The content type modeler provides an intuitive interface to create and modify powerful real-world content objects such as articles, products, news, etc. that may span content sources and formats. Since requirements change over time, content type evolution allows you to make common modifications like adding or removing relations without system downtime.

Content repository with library services

Manage enterprise content, application code, and other objects in virtually any data format, including files, database records, XML documents, and rich media assets such as images, videos, and podcasts. Organize, secure, produce, and expire assets via library services that include check-in/check-out, version control, rollback, content history, security, content classification, metadata indexing, and search.

Content staging and delivery

Web Experience Management provides tools and best practices to optimize the staging and delivery of managed content through websites, portals, and other applications. The application streamlines the retrieval of content items according to their multi-faceted taxonomies and then transforms the items to suit the intended delivery context, application, or device.

Automated publishing and secure deployment

Enable users to publish content via automated workflows that deliver content to multiple delivery applications (e.g., web servers, databases, application servers). The publishing engine manages content dependencies, so content retains its context throughout the lifecycle; helping ensure reliable, efficient, and secure delivery to globally distributed environments (including development, testing, and production).

Search

Integration of powerful search capabilities from OpenText allows for parametric search across content, content attributes, and system/user metadata, both within the

management console and for site search features, as well as a framework for third-party search, enabling high degrees of search accuracy for enhanced productivity.

Centralized access management

Web Experience Management offers the ability to manage user access centrally, including delegated administration, based on Lightweight Directory Access Protocol standards.

Superior platform support, stability, and availability

Web Experience Management supports a broad array of operating system, database, web server, and application server combinations, including Java6, 64bit operating systems, and support for virtual environments to provide deployment flexibility. Comprehensive application fail-over, load balancing, and n-stage environments for the most mission-critical web initiatives are also offered.

Standards support and localization-ready

Architecture natively based on J2EE, XML, and web services. Display, store, and search content in any language, including Eastern European and Asian languages.

The right solution

Leave difficult, complex web management behind when you choose Web Experience Management. Its intuitive, easy-to-use features will help you save time and money while you increase global reach and brand consistency throughout your organization. And it won't just enhance your business—with Web Experience Management, you can boost your customer's web experience and deliver the dynamic, web 2.0 message they have come to expect. ■

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