opentext™

OpenText™ Web Site Management 16

Is your Web Content Management (WCM) system up to the task? OpenText is.

Your website is no longer a website. It's a network that connects users to information and to each other. It's a workplace for employees and marketplace for customers. It's a kind of chat room with ongoing conversations about your organization, your products, and your brand. Today's website is a portal through which information flows in both directions.

Yesterday, your website was you most important outbound communication vehicle. It was how you spoke to customers–not to mention employees, partners, the media, investors, and the general public. It was how you informed them about products and services, employment opportunities, technical support, corporate history. You were in control of that message. Today is a different story. People who visit your site want to interact. They want a conversation. They want to–and will–help you shape your message to the market. Welcome to business beyond Web 2.0.

In the world of disrupted challenges and new digital business processes or growing interactive customer behavior, your website is an integral part of your overall information management strategy. Until now, the website has often been regarded as a separate IT system, but organizations are realizing that web content is enterprise content. As a result, your WCM system will become the foundation for an unlimited range of content-based applications that unfetter communication while opening new business opportunities. But if that's the vision, how do you get there? More importantly, how do you get there safely? And ultimately, how do you profit from new web-based business models?

SUMMARY

OpenText™ Web Site Management addresses a specific business need and an important piece of your organization's overall digital strategy. Indeed, Web Content Management is often the important first step many organizations take on their journey toward Enterprise Content Management. And deploying a WCM ecosystem built on OpenText web solutions provides you with a foundation on which you can confidently add functionality later to meet changing business requirements.

Build today–with a foundation for the future

Deploying a web solution based on OpenText technology is not only a strategic decision that lays the groundwork for future web applications, it is also a near-term tactical move that addresses today's business requirements. Few organizations have unlimited budgets and resources. As a result, technology decisions are ROI-based. With Web Site Management 16, you can build a robust website with the level of sophistication that's right for your organization–whether that's empowering authors inside and outside the firewall, integrating secure search that taps proprietary data, or delivering dynamic; personalized content based on what users want. Regardless of the complexity of your website, OpenText Web Site Management 16 is designed to help you accomplish the following four objectives.

Pull from anywhere, push to everywhere

Web Site Management 16 enables you to integrate content from any relevant sources, then aggregate and contextualize it for many types of delivery. An OpenText solution can extract content in any repository, including CRM, ERP, and legacy systems, and deliver it where it can be most valuable to an organization, anywhere, anytime.

- Integrate with existing infrastructure and ecosystem
- Deliver applications from any environment, using the .Net Framework
- Extend portal applications built on Microsoft® SharePoint®, SAP NetWeaver®, and IBM® WebSphere®

Reach new markets

Web Site Management 16 provides a foundation for marketing your products and services more effectively to customers anywhere in the world.

Web Site Management 16 is a web-based content management and publishing system. It provides optimal coordination and cooperation of user actions. Management Server simplifies all workflows and provides an intuitive interface for website designers. It automates the publication of documents, ensuring that your online publications are always up to date.

With OpenText you can build a world-class website localized and targeted for any audience with these features:

- Manage and publish content in multiple languages, adding new languages as needed
- Take advantage of multilingual workflow support
- Speed localization with split-screen translation interface and other efficiency tools
- Decentralized content administration
- Strict adherence to a predefined design
- Continual design and content control through page preview
- Automatic link consistency
- Quality control by means of release procedures
- Authorization maintenance
- Separation of content and layout
- Ongoing usability of content

Users create and administer content easily with the intuitive technology that Management Server provides.

Web Site Management Server assists you in the administration of professional websites by integrating numerous functions that support the automated creation, control, and organization of content.

Optimize content for any user

Key to harnessing the value of content is the ability to recommend content and optimize content delivery and user experience based on behavioral data and delivery rules. Web Site Management 16 enables you to deliver personalized content with precision.

- Proactively provide the information, applications, and tools employees need to better perform their job
- Tailor information to prospects at every point the buying cycle
- Deliver content with the appropriate security to any device, including mobile phones, PDAs, and other wireless handhelds

Web Site Management: Highly integrated with the OpenText ECM Suite

Web Site Management 16 is both a standalone solution that addresses a specific business need and an important piece of your organization's overall Enterprise Content Management (ECM) strategy. Indeed, WCM is often the important first step many organizations take on their journey toward ECM. And deploying a WCM ecosystem build on Web Site Management 16 provides you with a foundation on which you can comfortably add functionality later to meet challenging business requirements.

Safely enter the world of a digital end-to-end customer experience

Despite the buzz about digitization and Internet of Things, most organizations are hesitant to deploy these technologies on a large scale. And for good reason, many data repositories or back-office applications lack the controls required for new business. To meet your need for big data or GDPR compliance, Web Site Management 16 integrates security, delivery, and contextualization into the interactive experience. Create enriched experiences while maintaining control, process, and structure and manage content within a secure environment while allowing users to control the experience

Enabling your website to evolve as your needs change

Web Site Management 16 offers a modular design of software capabilities, allowing flexible deployment depending on your individual requirements. The variety of modules provide you with efficient and easy-to use tools for all stages of your website strategy, allowing you to purchase what you need now and add functionality as your business changes.

Service for content management

At the heart of Web Site Management 16 is a content management foundation that supports content authoring, online collaboration, workflow, and navigation management. The solution:

- Empowers business users to create, manage, and publish content to a website or other online destination without involving technical experts
- Allows employees to keep content fresh and relevant for your web audience
- Frees IT resources to focus on higher-value activities

Enhanced service:

- Integrates with existing repositories, expands document management, and leverages content syndication through Library Services,

- Provides centralized access to other repositories

- Keeps important documents safe, allows users to find documents quickly, and supports document versioning

- Uses syndication and integration to transfer content between your site and third-party websites

Experience services:

With Web Site Management 16, where you store or save content is up to you. Your website can combine content from various sources to create a personalized experience. Provide a superior user experience with a solution that:

- Populates an existing portal or creates a portal-like interface with a specific look and feel tailored for individual users

- Personalizes content to any target, channel, or audience

- Delivers content to any device, across multi-cultural environments, web sites, or leading portals

Optimization services:

Web Site Management 16 enables organizations to discover and report on visitor behavior, push content accordingly, and optimize presentation at an individual level. Web Site Management:

- Incorporates analytics dashboards to provide insights and enable search engine optimization

- Streamlines the process of publishing content from anywhere to anywhere

- Makes it possible for you to leverage an ecosystem of best practices and plug-ins to enhance your site

- Integrates with OpenText™ Optimost™ A/B and multi variant testing

Interactive services:

Web Site Management 16 allows companies and organizations to put the power of communication directly into the hands of content contributors by ensuring that users and visitors can create, modify, comment on, and interact with the organization's content. Web Site Management:

- Makes your business content and data safe for interaction with security rights and compliance

- Allows you to create, manage, localize, and design a web experience with unprecedented ease of use

- Supports features such as forums, blogs, wikis, tagging, and voting

Who's it for?

Web Site Management 16 is the ideal candidate for digital content and asset hub for organizations or enterprise departments that need to elevate engagement to increase the lifetime value of customer interactions. It provides "smart start" for customers and prospects to enable a strategic digital business model by integrating existing content and data within business process and customer experiences.

www.opentext.com/contact