



Documentum 4i Web Content Management Edition

Highlights:

- Empowers non-technical business users through template-based contribution and integration to a wide variety of authoring tools
- Manages multilingual content creation and delivery for global companies with multiple localized Web sites
- Supports XML content creation, management, and publication for deployment of Web-based e-business applications
- Automates content personalization for tailoring content to each individual Web site visitor
- Meets IT requirements for robust site management tools to enable sophisticated site development and controlled Web content management
- Integrates with leading application servers for seamless delivery of both cached and secured content, balancing speed with flexibility

Automating the Production and Delivery of Content to Web Sites and Web Applications

Your Web site is so much more than just a company storefront. It's the way you interact with customers. It's how prospects learn about your company and your business, often the first step in the sales cycle. It's the direct line of communication between you and your partners. Deriving maximum utilization value from your Web site requires a Web content management system capable of handling dynamic, highly personalized, multilingual content for consistent delivery to individual customers around the world.

Go From Zero to Web With Documentum

With Documentum 4i WCM Edition, you empower business users with the ability to create, edit, and publish content to the Web faster and with greater confidence than ever before. And because 4i WCM Edition is built on Documentum 4i, recognized as the leading enterprise content management platform by industry analysts and market research firms, you also gain a truly scalable, enterprise-class foundation for managing personalized, multilingual content. With Documentum 4i, you're assured of a future-proof foundation for handling every e-business initiative that involves not only creating and delivering content on the Web, but increasing site utilization for deriving maximum online value.

Streamline Content Creation

Documentum 4i WCM Edition makes content contribution much more efficient by empowering content creators and Web site developers, allowing both groups to focus on their skills and expertise. Non-technical business users can publish content quickly with pre-defined templates that offer fill-in-the-blank forms. Additionally, writers, editors, and graphic artists can access and contribute content with tools they're already using, including desktop application suites such as Microsoft Office, popular HTML tools such as Macromedia Dreamweaver, and XML authoring tools such as SoftQuad XMetaL and Arbortext Epic. To further speed content production, administrators can employ 4i WCM Edition to establish business workflows that manage the publication process and streamline the interaction between content contributors, reviewers, and Web site developers — while also helping to promote standards compliance and protect corporate brand integrity.

Enable Rapid, Controlled Site Updates

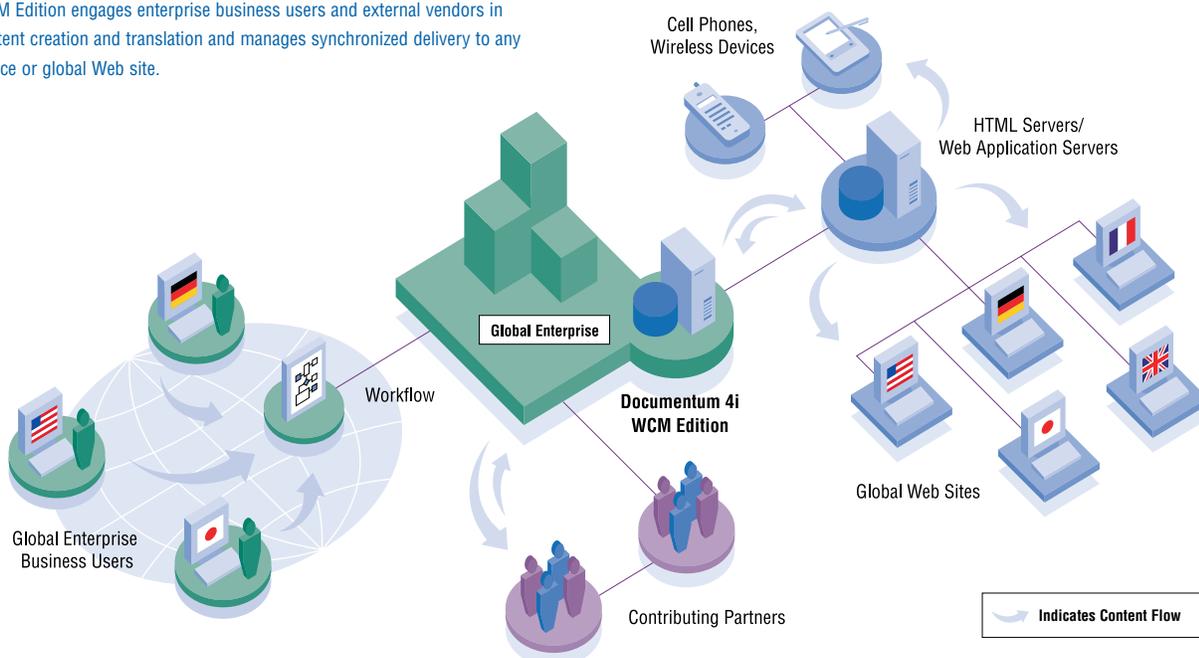
To speed content creation and updates while controlling content accuracy, 4i WCM Edition provides automated workflow and intuitive in-line editing for content contributors. This system allows users to navigate a live site, quickly locate content that needs revision, and make the changes in an edit mode.

Before these changes are implemented, 4i WCM Edition notifies the content manager responsible for this page through a simple workflow that provides the required approval process. Check in/check out, configurable security, and versioning capabilities guard against unauthorized changes or inadvertent file overwriting, while lifecycle processes can be used to push content to a live site or retire content on a defined schedule. These features, in conjunction with easily implemented workflow processes, provide a means for ensuring that published Web content is timely, reliable, and current.

Deploy Multilingual Content on International Web Sites

The Documentum 4i foundation, with an industrial-strength content management repository at its core, also gives WCM Edition unmatched capabilities for managing global Web sites with synchronized content deployment in every major world language. Through a combination of standard and inter-enterprise workflows, 4i WCM Edition engages internal personnel and external vendors in the content creation and translation processes, while promoting strict adherence to publishing schedules, managing all versions of translated content, and synchronizing multilingual deployment across global sites in a highly flexible way. For instance, 4i WCM Edition allows companies to deploy content translations to various sites at different times throughout the day.

With unmatched global content management capabilities, Documentum 4i WCM Edition engages enterprise business users and external vendors in content creation and translation and manages synchronized delivery to any device or global Web site.



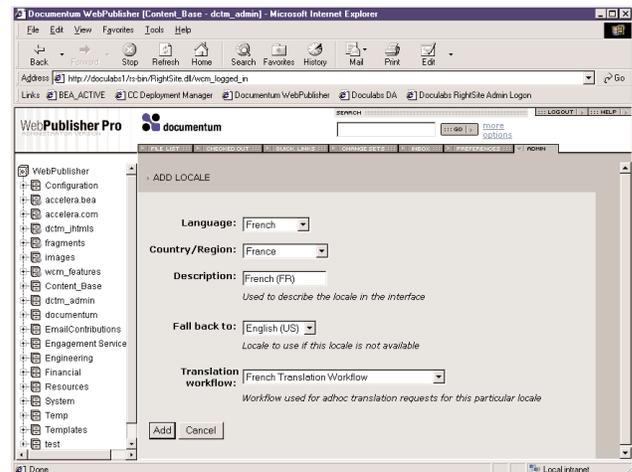
Configurable fallback rules enabled by 4i WCM Edition allow for situations in which content is translated into specific locales, while dictating rules for publication where no translation exists. For example, a U.S.-based company may deploy slightly different Spanish versions of its site in Mexico and Spain: if a given page has been translated but not localized for a Mexican audience, the standard Spanish content is displayed; and when no translation exists, the English version displays.

Now Web sites can be defined completely independent of language. As new languages are added or the site is localized for specific geographies, a global company can rapidly or incrementally deploy and efficiently maintain microsites that adhere to corporate branding, while meeting the needs of specific audiences and enabling richer user experiences. The better and richer the user experience, the more likely the site is utilized, increasing the potential for e-business activity. No other solution provides this level of multilingual, multi-site Web content management functionality.

Simplify Content Personalization

The ultimate goal of any Web content management project is to deliver the right content to the right person at the right time. Multilingual capabilities are important for localizing content for global audiences, and personalization is a key component for increasing content relevance, which in turn increases site utilization. Documentum 4i WCM Edition simplifies and automates the personalization process, resulting in significant time savings for business users while enabling more precise content targeting to meet the needs and preferences of Web site users.

Leveraging the personalization capabilities of Documentum 4i, WCM Edition provides content contributors with easy-to-use, automated tagging and categorization features. Business users may select from a list of optional keywords defined by site administrators or click a button to create a list of suggested metatags based on content parsing. And because it manages this metadata in a Documentum repository, 4i WCM Edition dramatically reduces the time and work of updating metatags as business requirements change. This means users can quickly find, replace, or apply new metadata.



Administrators easily configure language translation processes to speed time to Web for multilingual content, promote consistent corporate branding, and enable a rich user experience.

Leveraging XML on E-Business Web Sites

As company sites have evolved from “brochureware” to fully interactive Web applications serving partners, employees, and customers, extensible markup language, or XML, has become a key enabling technology, facilitating the fluid exchange of information across the Web.

Documentum 4i WCM Edition provides end-to-end control of the creation, storage, management, and production of XML content to support e-business Web sites. Specifically, 4i WCM Edition addresses these requirements:

- Web-based templating for XML content creation
- Integration with leading XML authoring tools such as SoftQuad XMetaL and Arbortext Epic
- Ability to automatically parse, validate, transform, and map imported and existing content as XML
- Automated XML content tagging
- Transformation of XML documents with integrated XSLT support
- Component and link management support
- Powerful search capabilities across structure, content, and metadata

Documentum is the only vendor that provides such complete functionality for XML content management. With XML and Documentum 4i WCM Edition, companies can leverage Web sites to bring product and sales information to market faster to meet e-business demands, improve customer satisfaction, and drive sales through multiple channels.

Deliver Content Quickly, Accurately, Globally

As Web sites become more international in nature, Documentum meets the challenge of global Web content management. With capabilities such as byte-level differentiation and secure socket layer encryption (SSL), Documentum 4i WCM Edition provides high-speed, synchronized content deployment to Web servers and Web farms located around the world, promoting consistency in content delivery for every user, regardless of location or time zone. In addition, WCM Edition supports all leading application, personalization, and commerce servers, including IBM WebSphere, BEA WebLogic, ATG Dynamo, and leading J2EE-compliant platforms, enabling effective content delivery while preserving IT investments in best-of-breed technologies. Chances are, whatever technologies your partners and remote offices may be using, Documentum can fit right into those infrastructure circles and facilitate interoperability.

Because it's built on an enterprise content management foundation with an innovative architecture, WCM Edition enables development of Web applications that can pull content from within the firewall as easily as they access cached content outside the firewall — balancing speed with security. These applications can provide access to secure, Documentum-controlled content when users meet defined criteria, such as supplying a user ID and password. And because this content is delivered dynamically, WCM Edition provides registered users and visitors alike with a tailored experience.

Manage Sites and Content Confidently

Documentum 4i WCM Edition meets stringent IT requirements by providing robust tools that enable sophisticated site management in a cost-effective, scalable, and reliable way. With 4i WCM Edition, Web teams can manage and deploy sites with confidence.

For administrators and Web developers, 4i WCM Edition includes Documentum 4i Web Development Kit (WDK) for creating Web applications requiring content management functions, as well as tools for site reporting, site versioning and editioning, workflow management, and code management. With its intuitive graphical interface, WCM Edition allows Web developers to define standard templates, create Web site navigation and other technical elements, and configure the work environment for business users. Site administrators can also guard against errors by employing code differencing on check in to ensure that changes can be versioned and the site can be quickly rolled back in the event of errors or corruption.

Transform Business with Web Content Management

With content volume on corporate Web sites growing at exponential rates and the demand for accurate, relevant, and personalized content increasing continuously, companies today need infrastructure systems that go beyond simply storing and controlling simple HTML documents designed for a single purpose, developed by a single user, and deployed to a single Web site. Companies who are able to leverage all of their corporate content for dynamic, multilingual Web applications are the ones who will be increasing their site utilization. They will empower users both within and beyond their firewalls, providing them with easy-to-use authoring tools and secure access to content. They will create systems that can reuse, re-purpose, and assemble content on the fly. As they personalize content for specific audiences and transform it for any number of destinations, including multiple devices and multiple sites, they are fortifying their own success in the e-business race.

Perhaps that's why over 1,200 of the top organizations in the world trust their content to Documentum. Industry-acknowledged and award-winning, Documentum 4i WCM Edition delivers the Web content management tools that lead to e-business success. To find out more, visit: www.documentum.com



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