

EMC Documentum Web Content Management Edition

Using content to drive business on the Web

The Big Picture

- Unifies content and infrastructure between websites and portals to provide greater accuracy, consistency, and quality
- Strengthens your WCM investment with capabilities for managing portal content and rich media (audio, video, images)
- Increases relevance and targeting of information for end users through intelligent content personalization
- Supports native XML management for deploying e-business applications
- Manages multilingual sites with internationalized capabilities featuring localized clients and locale management capabilities
- Empowers non-technical knowledge workers with easy-to-use Web publishing tools
- Integrates with enterprise systems to make content easily accessible to your users

Your websites and portals have become the primary source of information about your business. They're the first avenue for employees, prospects, customers, and partners to learn about new products, current sales campaigns, customer support, partnering opportunities, and employee information on topics such as payroll and benefit changes. Content is at the heart of each of these inquiries. To build and sustain relationships with a diverse audience that demands relevant and fresh content—anywhere, in any format, at any time, in any language—you need to move beyond traditional Web content management capabilities. You need EMC[®] Documentum[®] Web Content Management Edition.

An Enterprise Approach to Transforming Your Online Presence

Traditional Web content management (WCM) capabilities have focused on publishing HTML content to websites. But businesses today manage and edit rich media, publish content to portals as well as websites, support collaboration among internal and external users, and manage records for compliance requirements. They need advanced capabilities for Web content publishing.

EMC Documentum Web Content Management Edition provides an enterprise approach to effectively deliver the content that supports relationships with customers, partners, and employees. It's the right solution for organizations that are struggling with content creation, management, and publishing challenges across a myriad of disparate systems, including traditional document management repositories, legacy systems, digital asset management systems, XML repositories, internal and external websites, and other knowledge management systems. Documentum WCM Edition is a key part of a single, strategic, and unified content architecture, providing a fully integrated environment for managing, sharing, and reusing all types of digitized content throughout an enterprise.

As an integral part of the overall EMC Documentum architecture, Documentum WCM Edition enables you to:

- Deliver a superior experience and greater productivity for your customers, employees, and partners

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- Ensure quality, consistency, and accuracy across any number of websites and portals
 - Transform your business and realize rapid returns on your investment

Delivering a superior user experience with greater productivity

Too often, bottlenecks in content creation or Web publishing processes delay or prevent information from reaching websites and portals in a timely manner—and thus, from reaching the people who need it. Web teams are overwhelmed and content experts lack the tools for publishing content themselves. The answer? A WCM solution that empowers non-technical contributors, enforces consistency and quality without burdening Web teams, and incorporates a unified content infrastructure for managing all content across the entire enterprise.

Easy to use, highly flexible

Documentum WCM Edition has an easy-to-use, highly flexible interface that fits the needs of developers, administrators, and non-technical users alike. The interface includes many powerful usability features to help ensure the right content is created and published as quickly as possible, including the following:

- Ability to use standard desktop and XML authoring tools, such as Microsoft Office, Allaire HomeSite, Macromedia Dreamweaver, Corel XMetaL, and Arbortext Epic
- Native XML content management, which enables rapid site updates based on XML templates and metadata
- Single sign-on, which allows users to easily perform related actions across other Documentum clients, including the ability to interact with rich media and manage content in a central content repository
- Flexible role support, allowing administrators to create and tailor roles with functionality specific to users such as authors, content managers, and developers

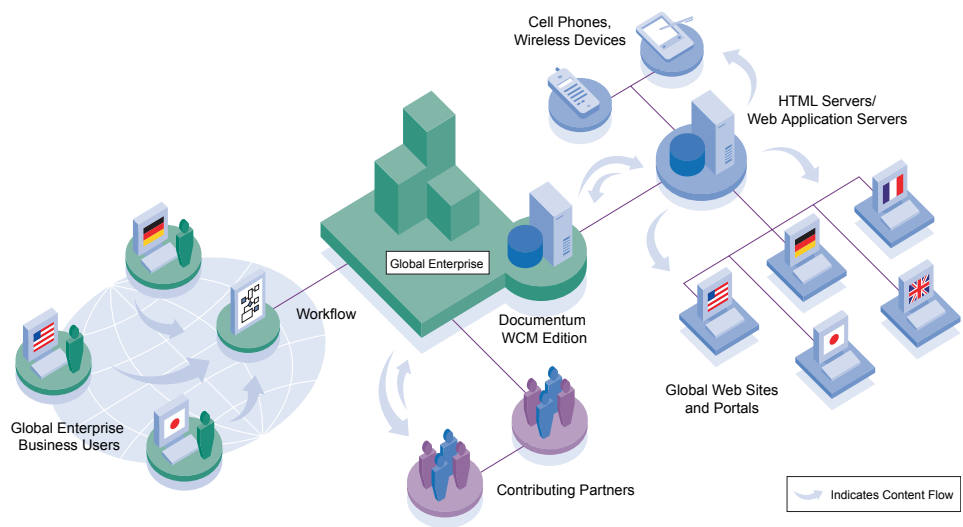
Empowering business users to streamline content creation

Documentum WCM Edition makes content contribution much more efficient by empowering content creators and website 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 Corel XMetaL and Arbortext Epic.

Simplified content personalization and categorization

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 WCM Edition simplifies and automates the personalization process. Leveraging the personalization capabilities of the Documentum platform, WCM Edition provides content contributors with easy-to-use, automated tagging and categorization features, resulting in significant time savings for business users while enabling more precise content targeting to meet the needs and preferences of website users.



With unmatched global content management capabilities, EMC Documentum WCM Edition engages enterprise business users and external vendors in content creation and translation and manages synchronized delivery to portals, global websites, and wireless devices.

Ensuring quality, consistency, and accuracy for all published content

The Documentum platform’s enterprise approach provides the control and productivity capabilities to ensure technical and business users alike are able to manage the needs for greater quality, consistency, and accuracy. Users can administer multiple sites, internationalize content, customize their environment, and integrate with other systems.

Rapid, controlled site updates

To speed content creation and updates while controlling content accuracy, 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, WCM Edition notifies the content manager responsible for the page being changed 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.

Publishing multilingual content to global websites—with confidence

An industrial-strength content management repository gives Documentum WCM Edition unmatched capabilities for managing global websites with synchronized content deployment in every major world language. Through a combination of standard and inter-enterprise workflows, 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.

Documentum WCM Edition enables your company to rapidly or incrementally deploy—and efficiently maintain—any number of sites in the primary languages of your audience or quickly create micro sites that target specific users with highly relevant content. And WCM



With EMC Documentum Web Publisher, one component in the Documentum WCM Edition, business users can easily manage and edit rich media (photographs, video, animation) for publishing to websites and portals.

Edition gives you the confidence that the content you distribute and display is accurate, reliable, and timely. With WCM Edition, you can:

- Automate delivery of content from a Documentum repository to Web farms and servers around the world
- Provide high-speed, synchronized delivery to help ensure consistency of information at every server and at every site around the world
- Enable safe, secure, and rapid content deployment with features such as byte-level differencing and SSL encryption
- Allow distribution and syndication of trusted content in any format using industry standards, including ICE, FTP, and e-mail

Sophisticated site management

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

For administrators and Web developers, WCM Edition includes tools for site reporting, site versioning and editioning, workflow management, and code management. It also includes Documentum Web Development Kit (WDK) for creating Web applications that require content management functions. The WDK framework provides a number of powerful features and benefits, including the ability to rapidly create new websites and applications by reusing existing elements.

Integration with best-of-breed technologies

Documentum WCM Edition supports all leading application, personalization, and commerce servers, including IBM WebSphere, BEA WebLogic, ATG Dynamo, and other leading J2EE-compliant platforms, enabling effective content delivery while preserving IT investments in best-of-breed technologies.

Transforming your business with Documentum WCM

With content volume on corporate websites and portals 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 website. By leveraging all of your corporate content, empowering business users, and harnessing advanced WCM capabilities, you will increase the reach and effectiveness of your business through your numerous websites and portals—powerful channels for building relationships with customers, employees, and partners. By providing users both within and beyond the firewall with easy-to-use authoring tools and secure access to vital content, you enable them to deliver targeted, highly relevant information to the people who need it. Industry acknowledged and award winning, Documentum WCM Edition delivers the Web content management tools that create success.



EMC Corporation
6801 Koll Center Parkway
Pleasanton, CA 94566-7047
1-925-600-6800
In North America 1-800-607-9546

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Produced in the USA. 3/05

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