

## IBM FileNet Web Site Manager



---

### Overview

---

***IBM FileNet Web Site Manager uniquely combines easy-to-use Web content management capabilities with integrated process capabilities for managing the creation, approval and publication of Web content and complex documents to multiple Web sites, in multiple formats, and in multiple languages.***

IBM FileNet Web Site Manager is a dynamic Web content management solution that manages the user experience and delivers content for large numbers of global Web sites, all from a single platform. Web Site Manager can control vast amounts of dynamic Web content across globally distributed sites and provides integrated process management capabilities to ensure secure and accurate publication of Web content. Its ease of use enables your business users to publish information quickly while giving Webmasters the necessary control to create, deploy, and administer your sites.

Web Site Manager's dynamic delivery capabilities allow organizations to keep their Web content timely and relevant across multi-channels of business, while maintaining strict control over the behavior and presentation quality of all content. Its dynamic delivery capabilities allow you to control and personalize content for customers and business partners, resulting in more positive interactions. This rich interaction is commonly referred to as

persuasive content, and Web Site Manager can take advantage of both content and process to make your Web sites an active part of your customer and partner engagement strategy.

Web Site Manager also provides excellent multi-site management capabilities, effectively supporting highly-localized content, in a multilingual environment, while conforming to overall branding and site structures. It also supports rapid creation and launching of microsites in support of specific Web or mixed media campaigns. This allows for centralized management of content that both meets your needs for control and consistency, yet can be highly local and specific to the viewing audience. Examples of this include state or region specific Web sites where the site structure and navigation are standardized, but specific sections of the page are local and familiar to the viewing audience.

Web Site Manager manages Web sites on a global scale but is designed to allow business users to manage their content and Web sites. Web authors can take advantage of an intuitive, easy-to-use Web content management interface or simply manage their content directly in IBM FileNet P8, portal environments, Microsoft Office or SharePoint environments. Business users can author and manage their content in an intuitive WYSIWYG manner and preview their changes on-the-fly. This allows them to manage

their content and sites without needing technical Web or IT teams heavily involved in the process, thereby increasing agility and lowering cost of ownership.

## Features & Benefits

### Dynamic Page Assembly

- Content objects and templates are assembled as pages are requested from the Web server, resulting in reliable and timely content delivery.

### Personalization

- Deliver personalized content for more effective Web site interaction.

### Content Scheduling

- Automated scheduling with start and end date and time.
- Dynamic publishing or removing of content on scheduled date.
- Current and relevant content at all times – no outdated content on Web site.

### Multi-Site Management

- Maintain any number of sub-sites related to a master site.
- Define, maintain, and control dependencies like “mandatory,” “auto create,” or “optional” content and content structure centrally through an inheritance mechanism.
- Greater control over corporate design and corporate identity.
- Share content across various sub-sites.

- Share functional components (navigation, applications, etc.) among separate Web sites.
- Share workflows across separate parts of the organization.

### Multi-Language Support

- European, Cyrillic, and Asian character support through a variety of encoding standards, including Unicode UTF-8 encoding.
- Support for a variety of multi-language strategies.
- Facilitates management of global sites.

### Syndication of Content

- Allows for selectively and continuously supplying diverse platforms such as SMS, WAP, or PDAs.

### In-Context Authoring

- Build and contribute richly formatted content in easy-to-use templates without leaving the Web site.
- Lowers training effort for content contributors.
- High system acceptance.

### Versioning

- Graphical tool to control and access versions of any instantiated page or site (Version Warp).
- Easy and fast view and, if necessary, restore any version of a page on the Web site.

### Graphics Rendering Engine

- Facilitate brand management for media-based intellectual property.
- Improve the customer experience of your Web site through effective use of images.
- Leverage skill sets by simplify common image handling tasks.
- Streamline storage requirements and costs by eliminating redundancy in your image handling capabilities.
- Streamline editing process through automation of graphics generation.

### Workflow

- Workflows assignable to users, roles, and scripts.
- Ad hoc routing for urgent tasks.
- Creation and maintenance of workflows through graphical user interface.
- Nested and parallel workflows – complex process management.
- Notification and escalation process based on defined criteria.
- Enables adherence to corporate policy through mapping, visualizing and enforcing business processes.

### Staging

- Separated authoring, staging and publishing deployments for controlled and secure content authoring.
- Publishing content to dedicated publishing servers across firewalls.
- Secure and dedicated environments for each critical step in the content lifecycle.

---

## Platform

---

### ■ **Operating Systems**

*IBM AIX, Microsoft Windows,  
Sun Solaris, HP HP-UX,  
Red Hat Linux*

### ■ **Databases**

*IBM DB2, Microsoft SQL Server,  
Oracle*

### ■ **Directory Services**

*Microsoft Active Directory, Novell  
eDirectory, Sun Java System*

### ■ **J2EE App Servers**

*IBM WebSphere, BEA WebLogic,  
IBM WebSphere, Sun Java  
System, Oracle, JBoss*

### ■ **Browsers**

*Microsoft Internet Explorer,  
Netscape, Browsers that support  
HTML 4.0 and CSS 2.0 Platform*

### **Standard Compliance**

- Compliant to JCA, J2EE, SSL, XML, LDAP, WebDAV, and others.
- All content management application functionality accessible through browser.
- 100% Java – same code on multiple platforms.

### **Object Caching**

- Multi-Level caching.
- Caching of content objects in RAM and on the disk.
- Fast and dynamic page assembly and serving.

### **Author System Clustering Support**

- JMS synchronization of multiple instances of the author systems.
- Full scalability of Author system.
- Integrate WSM with your J2EE-based infrastructure.
- Security extension to syndication, both on the sender and receiver sides.
- Allow the content syndication over unsecured links such as the public internet.

### **Part of A Comprehensive Web Content Management Suite**

Web Site Manager is part of IBM FileNet's Web Content Management (WCM) suite which offers customers the flexibility to choose any combination of IBM FileNet WCM solutions that meet their specific needs, all enabled by a single ECM platform. IBM's WCM suite utilizes a single source content management model, allowing business users to publish to multiple audiences via multiple channels, in multiple formats and languages from a single underlying item of content.

IBM FileNet's WCM suite includes IBM FileNet Web Site Manager, IBM FileNet Document Publisher and IBM FileNet Site Publisher. Document Publisher is designed to allow users to automatically publish document-based content to multiple viewing communities without requiring expertise in Web publishing technologies. Site Publisher makes process-driven Web content immediately available via Web sites when and where it is needed, giving users access to the right information at the right time.



© Copyright IBM Corporation 2007

IBM Corporation  
Silicon Valley Laboratory  
555 Bailey Avenue  
San Jose, CA 95141  
U.S.A.

Printed in the United States of America  
03-05  
All Rights Reserved

IBM FileNet P8, IBM, the IBM logo and the On Demand Business logo are trademarks of International Business Machines Corporation in the United States, other countries or both.

Microsoft and Windows are registered trademarks of Microsoft Corporation in the United States, other countries or both.

Java and all Java-based trademarks are trademarks of Sun Microsystems, Inc. in the United States, other countries or both.

Other company, product or service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

 Printed in the United States on recycled paper containing 10% recovered post-consumer fiber.