

WebSphere Portal 4.1: Web Content Publishing Function Overview

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Market Manager

05/13/02

Agenda

- Content Publishing Overview:
 - Carolyn Fendelman
- WCM Integration with the Portal:
 - Mike Ferro
- Positioning Tips with respect to our partners:
 - Carolyn Fendelman

Content publishing functionality improves the overall Portal value to the user

What function is being added?

The content publishing functions of WebSphere Portal enable the collaborative process of creating, maintaining, and deploying web content over scalable web sites to ensure accuracy, authenticity, timeliness, and effectiveness.

Value Proposition

Allows Portal users to create and maintain consistent, interactive content representing large volumes of rapidly changing information by leveraging a flexible workflow process, authoring/presentation templates, syndicated content, and versioning.

WebSphere Portal's publishing functions offer a solution to customers struggling with managing web information

Information Chaos

High volumes

Ability to reuse


Consistent & Timely


Attract diverse visitors

Offer appealing information

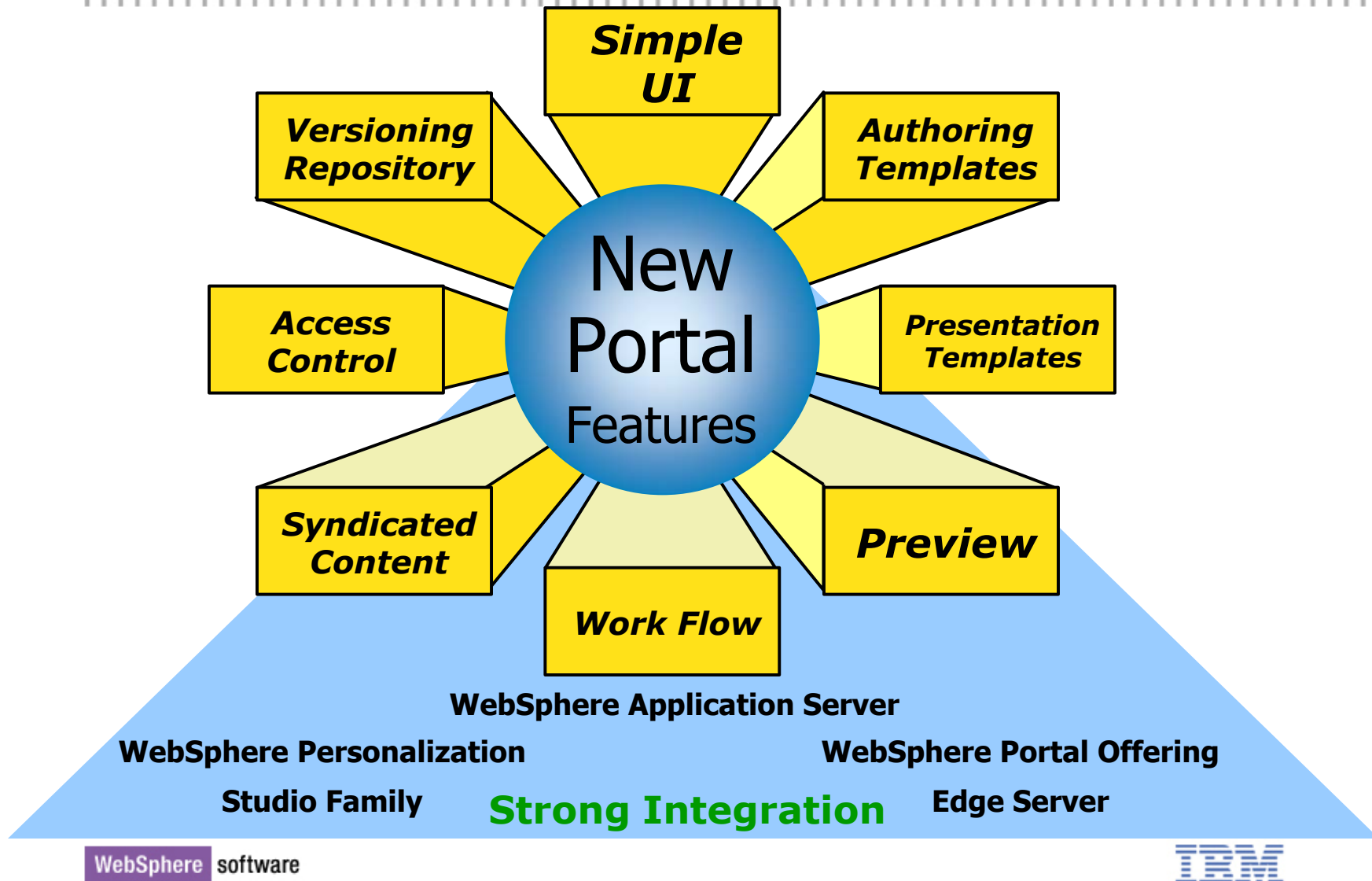
Organize

Solutions

- 
- Maintenance costs
 - Labor costs for authoring and design
 - Web Publishing IT costs
 - Business risk of publishing erroneous content

- 
- Sales and profits
 - Web site control and quality
 - Accelerated time to the web

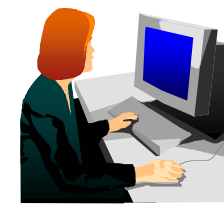
WP content publishing allows Portal users without technical skills to manage information on the web



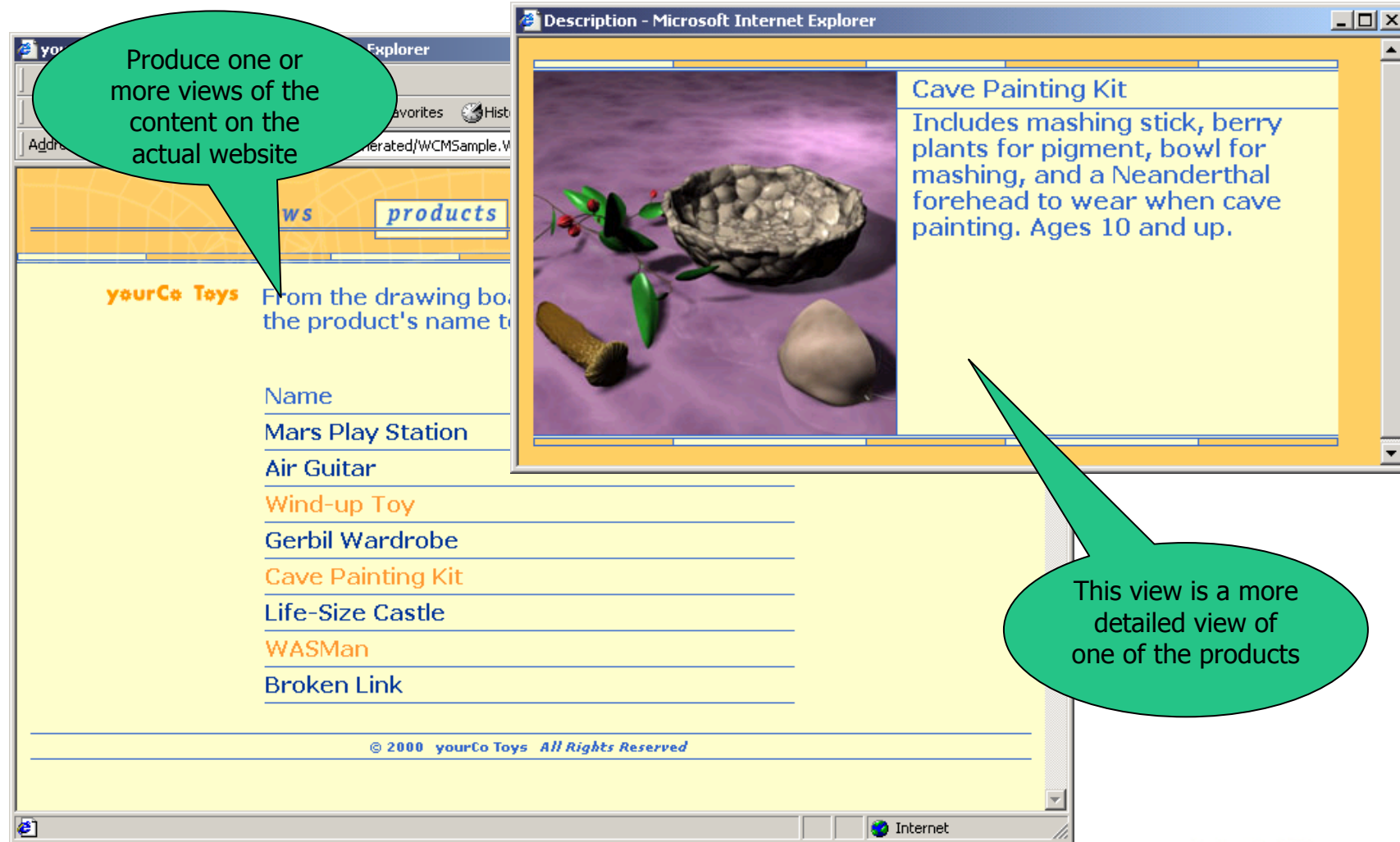
Customers benefit by having WP content publishing integrated with other technologies inside WP and other IBM brands

Product Name	Version Integrated with Today	Date Expected
WebSphere Application Server	4.0	May 02
WebSphere Personalization	4.0	May 02
Tivoli Site Analyzer	4.1	May 02
WebSphere Edge Server	2	May 02
IBM Content Manager	V8	2 nd Half 2002
Domino Application Server	5.0.8	May 02
Lotus WF	3.0	May 02
WebSphere Studio App Developer	4	May 02

Site visitors view web site content through **presentation templates**



Site Visitor



Produce one or more views of the content on the actual website

Description - Microsoft Internet Explorer

Cave Painting Kit
Includes mashing stick, berry plants for pigment, bowl for mashing, and a Neanderthal forehead to wear when cave painting. Ages 10 and up.

yourCo Toys From the drawing board, the product's name to

Name

Mars Play Station

Air Guitar

Wind-up Toy

Gerbil Wardrobe

Cave Painting Kit

Life-Size Castle

WASMan

Broken Link

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Internet

This view is a more detailed view of one of the products

Content contributors can navigate quickly through a **simple UI**



Content Contributor

The Content tab shows the files and template driven content

Content is shown in a standard directory view

Quick preview pane displays images and other summary information

Filename	MIME Type	Last Modified
<input type="checkbox"/> LouGerstner.jpg	image/jpeg	Feb 11, 2002 2:30:06 PM
<input type="checkbox"/> airGuitar.jpg	image/jpeg	Feb 11, 2002 2:29:34 PM
<input type="checkbox"/> brokenLink.jpg	image/jpeg	Feb 11, 2002 2:29:52 PM
<input type="checkbox"/> castle.jpg	image/jpeg	Feb 11, 2002 2:29:56 PM
<input type="checkbox"/> cavePainting.jpg	image/jpeg	Feb 11, 2002 2:29:57 PM
<input type="checkbox"/> dragon.jpg	image/jpeg	Feb 11, 2002 2:29:58 PM
<input type="checkbox"/> gerbil.jpg	image/jpeg	Feb 11, 2002 2:30:00 PM
<input type="checkbox"/> marsBase.jpg	image/jpeg	Feb 11, 2002 2:30:00 PM
<input type="checkbox"/> products_bottom.gif	image/gif	Feb 11, 2002 2:30:00 PM

Content contributors use **authoring templates** to create and edit content



Content Contributor

The screenshot shows the IBM Web Content Publisher interface in Microsoft Internet Explorer. A 'Search in File' dialog box is open, displaying search results for files. The dialog box has a 'Site:' dropdown menu set to 'Raleigh' and a 'Save' button. The search results table is as follows:

Search Criteria	Search Results	Content type: File
images/Animated/camer.gif	image/gif	Feb 11, 2002 2:29:36 PM
images/Buttons/careers.gif	image/gif	Feb 11, 2002 2:29:55 PM
images/castle.jpg	image/jpeg	Feb 11, 2002 2:29:56 PM
images/Banners/cat.gif	image/gif	Feb 11, 2002 2:29:48 PM
images/cavePainting.jpg	image/jpeg	Feb 11, 2002 2:29:57 PM
images/icon/cellphone.gif	image/gif	Feb 11, 2002 2:30:03 PM
images/Banners/cloth.gif	image/gif	Feb 11, 2002 2:29:48 PM
images/icon/coffee.gif	image/gif	Feb 11, 2002 2:30:03 PM
images/Buttons/contactus.gif	image/gif	Feb 11, 2002 2:29:55 PM
images/icon/desk.gif	image/gif	Feb 11, 2002 2:30:03 PM
images/Animated/dog.gif	image/gif	Feb 11, 2002 2:29:38 PM
images/Animated/dolphins.gif	image/gif	Feb 11, 2002 2:29:38 PM

The background interface includes a navigation menu with 'Tasks' and 'Content' tabs, and a sidebar with 'Administration' and 'Project: WCMSample Edition: base'. A 'Done' button is visible at the bottom left, and 'User: rob Logout' is at the bottom right.

The authoring template can link the fields to other pages to provide help

The template can show a thumbnail of images or news

For types the new text...

Search for images.

After authoring content, content contributors can **preview** their work



Content Contributor

IBM Web Content Publisher - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search

Links IBM Business Transformation IBM In

Address http://gtm1.raleigh.ibm.com/wcm/main

Tasks Content

- Structured Content
 - CompanyNews
 - Product**
 - Syndicated Content
- Files
 - contacts
 - generated
 - news
 - products

10 Items - Selected: 98989

Edit Properties Show Details Copy Get Version Add Version Access Control Edit Settings

Properties Links Settings

Path: /

Product Number: 98989

Name: Castle Land

Description: Take a break from reality and visit the land of make believe.

Retail Price: 15000.00

About Help

User: rob Logout

Done Internet

The author can preview a file as it will look on the site, including any modifications that they've made

Preview is easy because authors work in separate **work spaces**



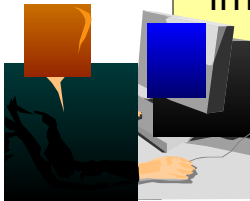
Content Contributor

Workspace

Preview

Baseline
page1.html
image1.jpg

page2.html
image2.jpg



Tara

Workspace

Changed
page1.html
image1.jpg

Preview
Changed
page1.html
image1.jpg
page2.html
image2.jpg



Rob

Container for the set of changes made during a job

A virtual copy of the site is made by overlaying the baseline edition with the changed content

Baseline site

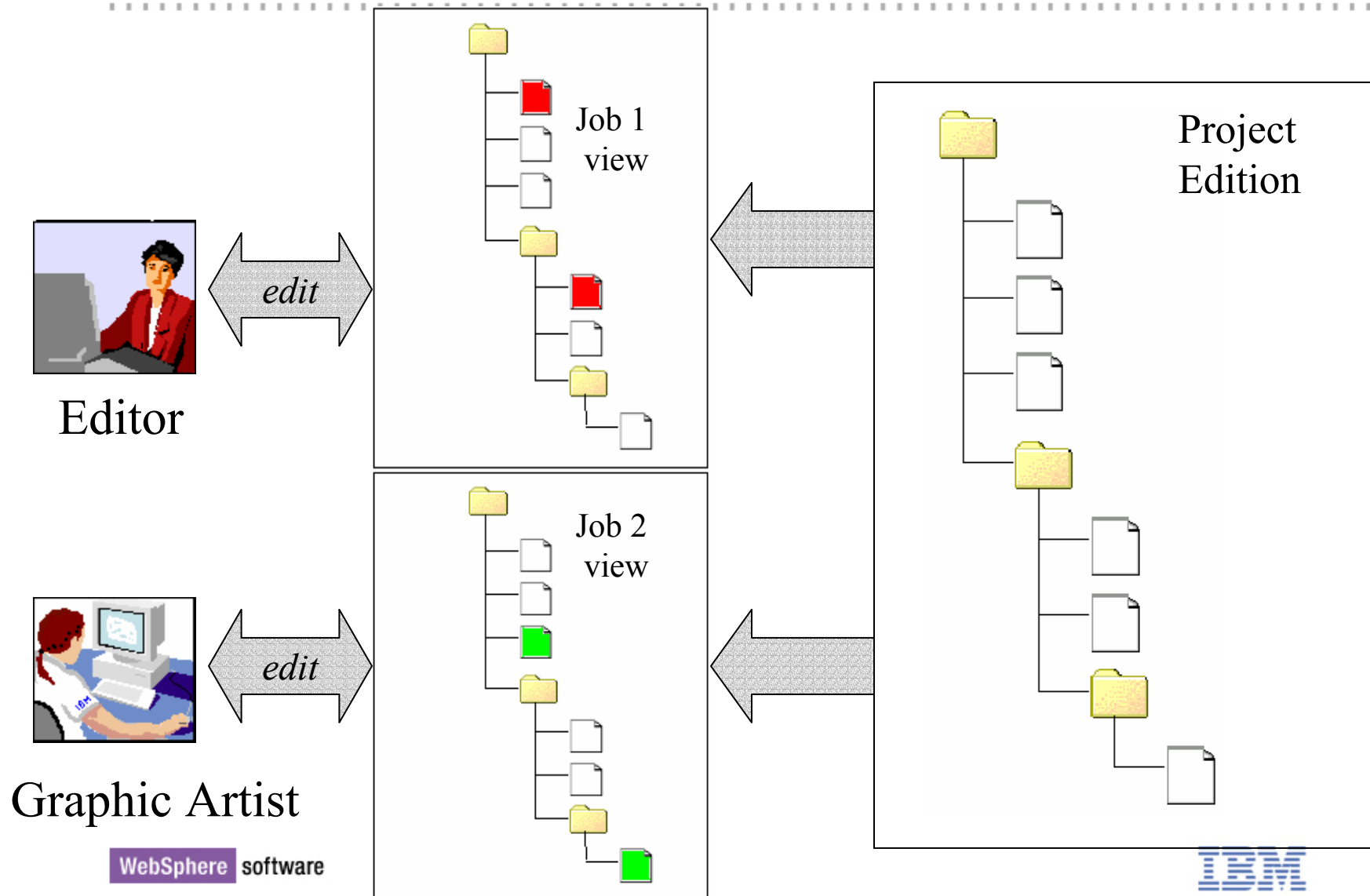
page1.html
image1.jpg

page2.html
image2.jpg

Job based views of the Project isolate work in progress



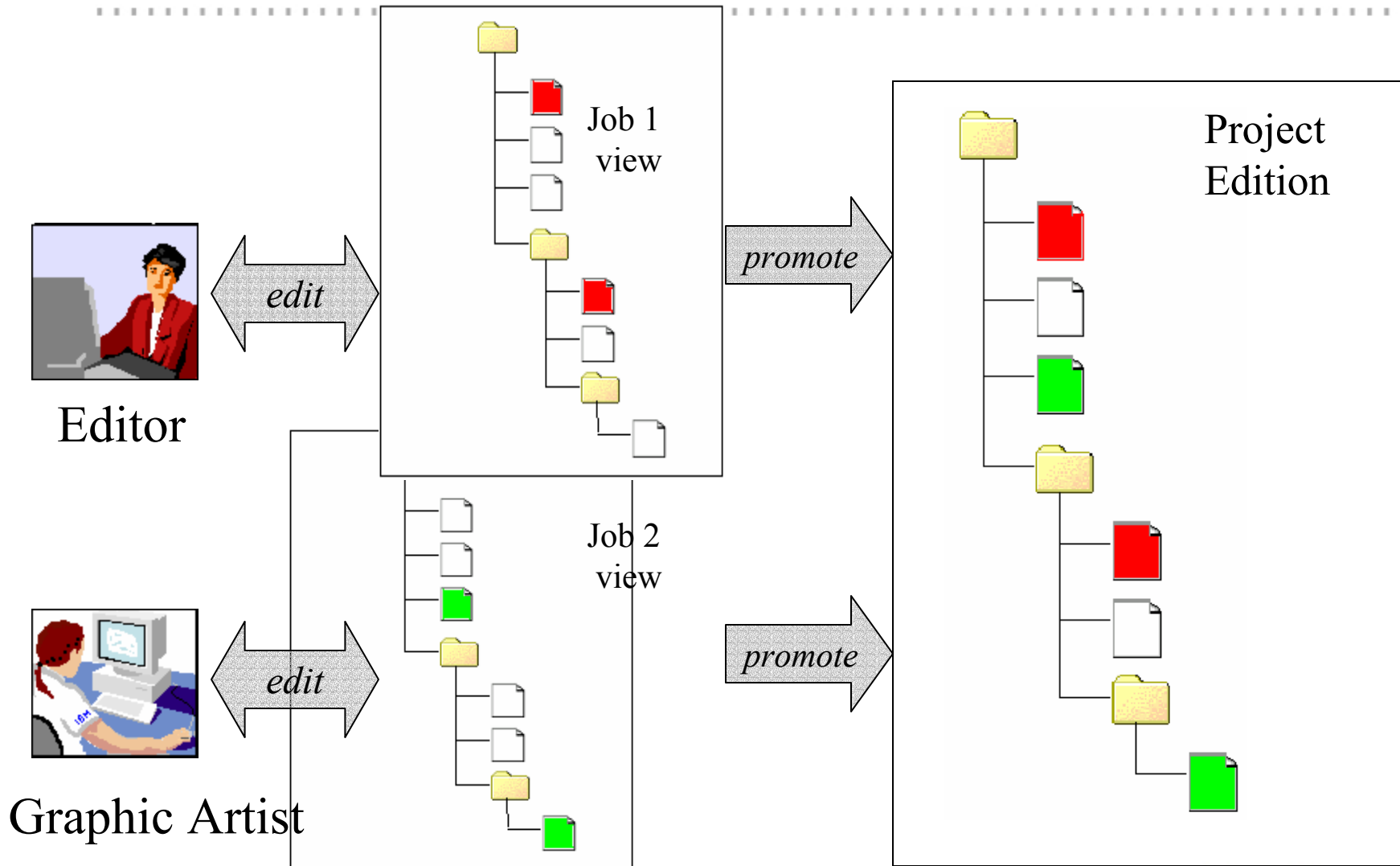
Web Professional



WebSphere software



Changes are promoted when approved



Versioning offers content contributors the ability to repurpose content



**Content
Contributor**

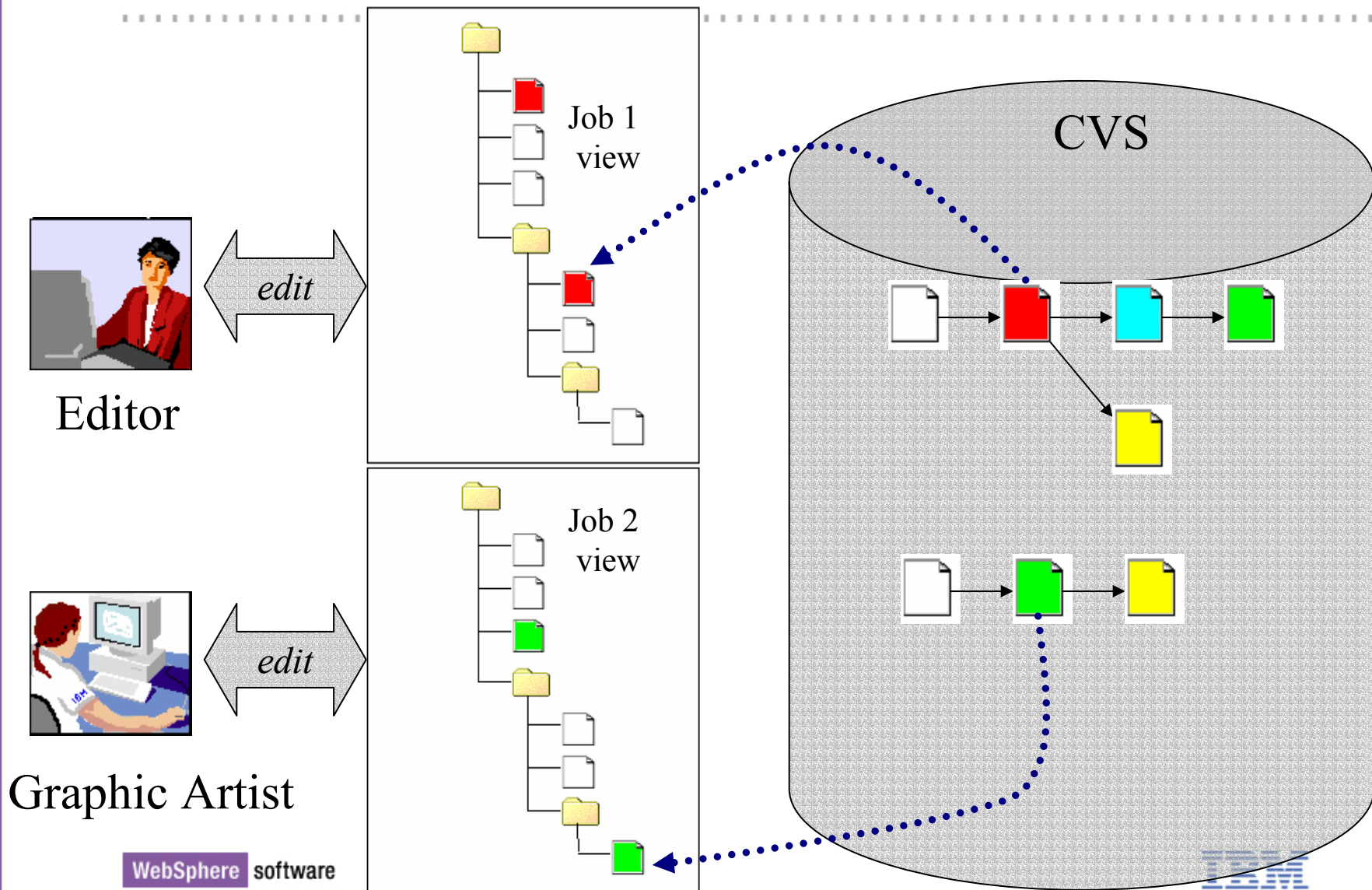
A Version is a Snapshot of individual content
i.e.. (JSP, XSL, an instance of a resource ...)

- When content is promoted a new version of the individual content is created automatically
- Authors work with the most current version unless another version is explicitly selected
- Authors can retrieve previous versions of any given piece of content.

Resource-based Versions can be picked from the Repository



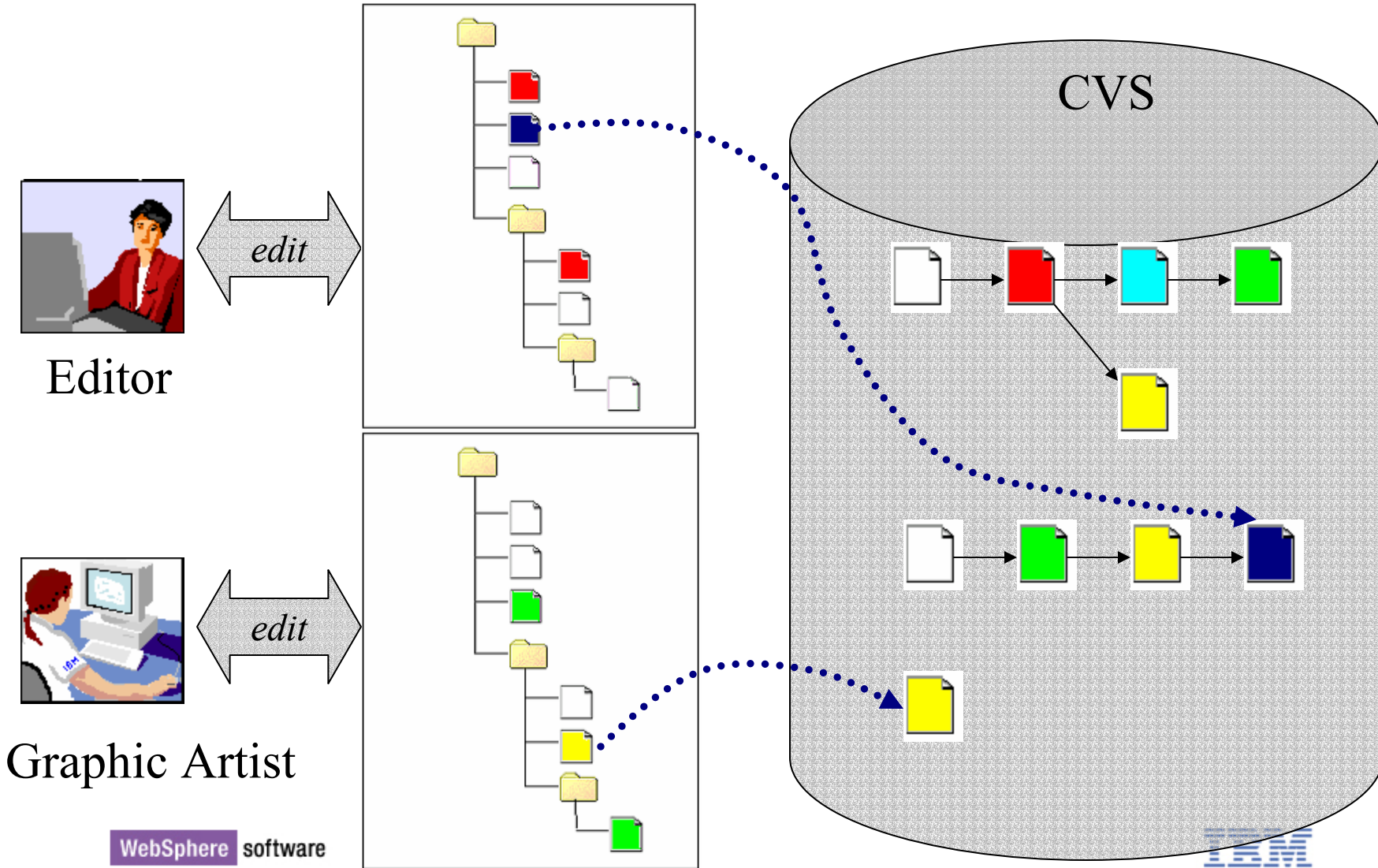
Web Professional



WebSphere software



Or resource-based versions can be put into the Repository



Content contributors can search for existing content and save results



Content Contributor

WCP Main - Microsoft Internet Explorer

Address: http://willrc.raleigh.ibm.com/wcm/main.jsp

Tasks Content Administration

Task: base Project: Project Two Edition: base

Number	Name
ET0100	Mars Play Station
ET0200	Air Guitar
TT0330	Wind-up Toy
TT0660	Gerbil Wardrobe
WT4000	Cave Painting Kit
WT9200	Life-Size Castle
WW0550	WASMan
WW0700	

8 Items - Search

Properties Links Settings

Path:
Product Number: TT0660
Name: Gerbil Wardrobe
Retail Price: 0.00
Wholesale Price: 0.00
Description: Latest fashions for favorite family pets. Turns any gerbil into a super-model. Formal

Searches
HighPricedProducts

Reuse when needed

About Information Center Help User: rob Logout

Users go to the **Tasks** tab to identify work items



**Business
Manager**

The Tasks tab shows activities that you are working on, or that you might want to work on.

WCP Main - Microsoft Internet Explorer
Address: http://willrc.raleigh.ibm.com/wcm/main.jsp

Tasks | Content | Administration

Task: base | Project: Project Two | Edition: base

New Job

Job	Task	Priority	Due Date	Originator
test 3	Review Request	2. Medium		Rob Architect
Job 6	Make Change	2. Medium		Rob Architect
Share 1	Review Change	2. Medium		Rob Architect
aaa	Review Request	2. Medium		Rob Architect

Work On

Task Details | Commentary

Name of the Task: Make Change
Name of the Job: Job 6
Job Description:
Process for the Job: Simpler Change Process (no start task approval required)
Project: Project Two
Edition: base
Priority: 2. Medium
Originator: Rob Architect

About | Information Center | Help

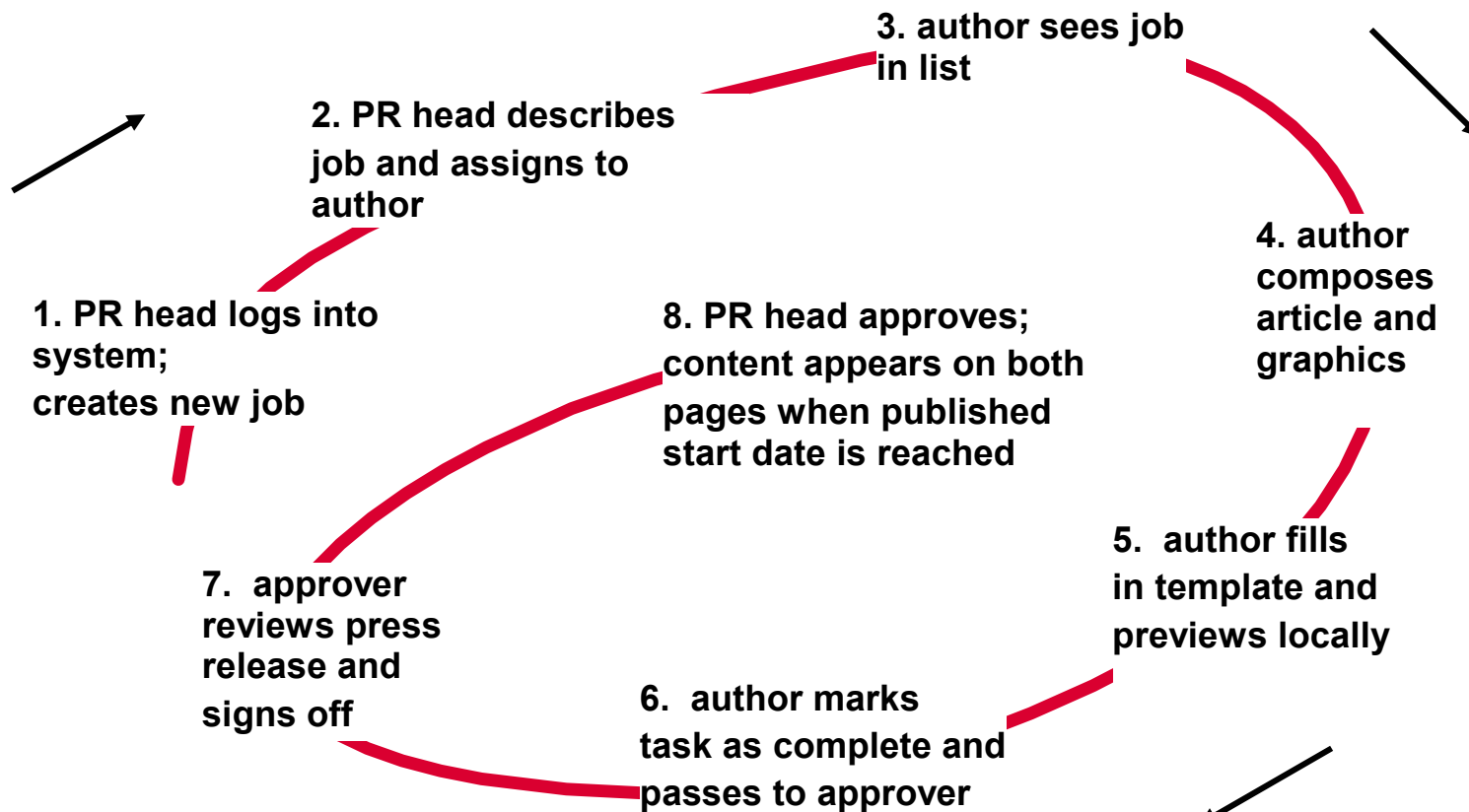
User: rob | Logout

This **example** shows how web site content evolves from start to finish



**Business
Manager**

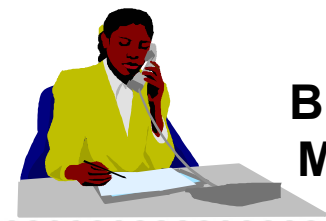
Public Relations wants to add press release to Press Index and Breaking News pages



WebSphere software



The business manager can **approve** or reject submitted content



Business Manager

■ Approval

- Claim the approval activity
- Fill in the approval dialog
- Accept or reject

Accept Task - Microsoft Internet Explorer

Accept Task

Name of the Task: Review Request
Name of the Job: Create a website
Job Description: We need to sell our products, so they need to be out on a website.
Process for the Job: Simple Change Process
Project: Default
Edition: base
Priority: 2. Medium
Originator: Tara Webmaster
Owner: Rob Leader
Date Job started: 2/20/02 1:38 PM
Due Date: 2/25/02 1:49 PM
State: OPEN.RUNNING

Is this suggestion valid? Accept Reject

Commentary:

I talked with tara and dave and it's ok to proceed.

rob (2/20/02 1:47 PM): Review Request

Help Accept Cancel

The business manager controls when to **publish** new content to the web site



**Business
Manager**

The screenshot shows the Business Manager interface in a Microsoft Internet Explorer browser window. The main window displays a list of content items with columns for 'Number' and 'Name'. A 'Publish Content' dialog box is open, allowing the user to configure publishing options. Red circles highlight the 'Publish' button in the main interface, the 'Select publish server' section, the 'Type of publish' section, and the 'When to publish' section.

Number	Name
FT0100	Mars Play Station
FT0200	Air Guitar
HH123	PowerPuff
SM0001	Installation logo
IT0330	Wind-up Toy
IT0660	Gerbil Wardrobe
WT4000	Cave Painting Kit

Publish Content

Select publish server

gtm1
localhost

Type of publish

- Publish only the items that have changed since the last publish
- Publish all items

When to publish

- Publish content now
- Publish content in a background process

Start date: March 4 2002 Start time: 6 45 PM

Buttons: Publish, Cancel

Business managers use access control to assign privileges to various roles



**Business
Manager**

A screenshot of a web application interface for access control. The browser window title is "WCP Main - Microsoft Internet Explorer". The address bar shows "http://willrc.raleigh.ibm.com/wcm/n". The main content area is titled "Access Control - Microsoft Internet Explorer" and shows a "Roles" tab. A list of roles is displayed, with "Content Contributor" selected. A table of permissions for this role is shown, with columns for "Allow", "Block", and "Authorities". The "Authorities" column lists "View", "Create", "Update", "Delete", and "Check Links". The "Create" row is circled in red. Below the table, there are radio buttons for "Replace or inherit asset level authority here and below" and "Replace all inherited authorities here and below". The interface also shows a "Content" tab on the left with a tree view for "WCMProduct" containing "Channel Items" and "Files". On the right, there is an "Administration" section for "Project Two" and "Edition: base".

Allow	Block	Authorities
<input checked="" type="checkbox"/>	<input type="checkbox"/>	View
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Create
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Update
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Delete
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Check Links

Access privileges are granted on a role basis or user basis

Access privileges apply to a folder, a resource type, a file type or an individual file within a specific project and edition

Web professionals set up the initial process and handle any necessary technical changes



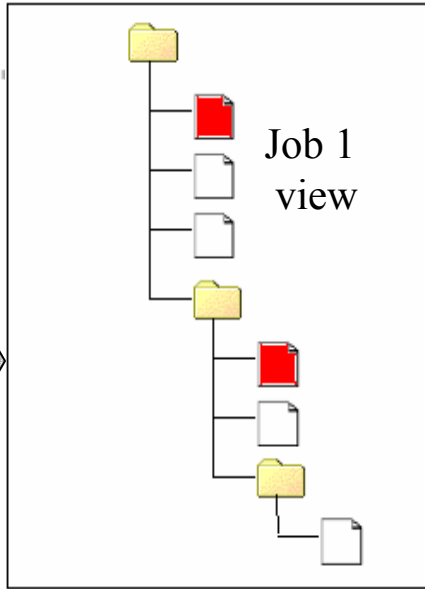
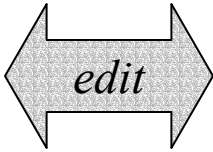
Web
Professional

- Plan
 - Identify the content and develop content models
- Prepare
 - Implement resources, prepare the website, create templates
- Define work flow
- Import content from existing sites

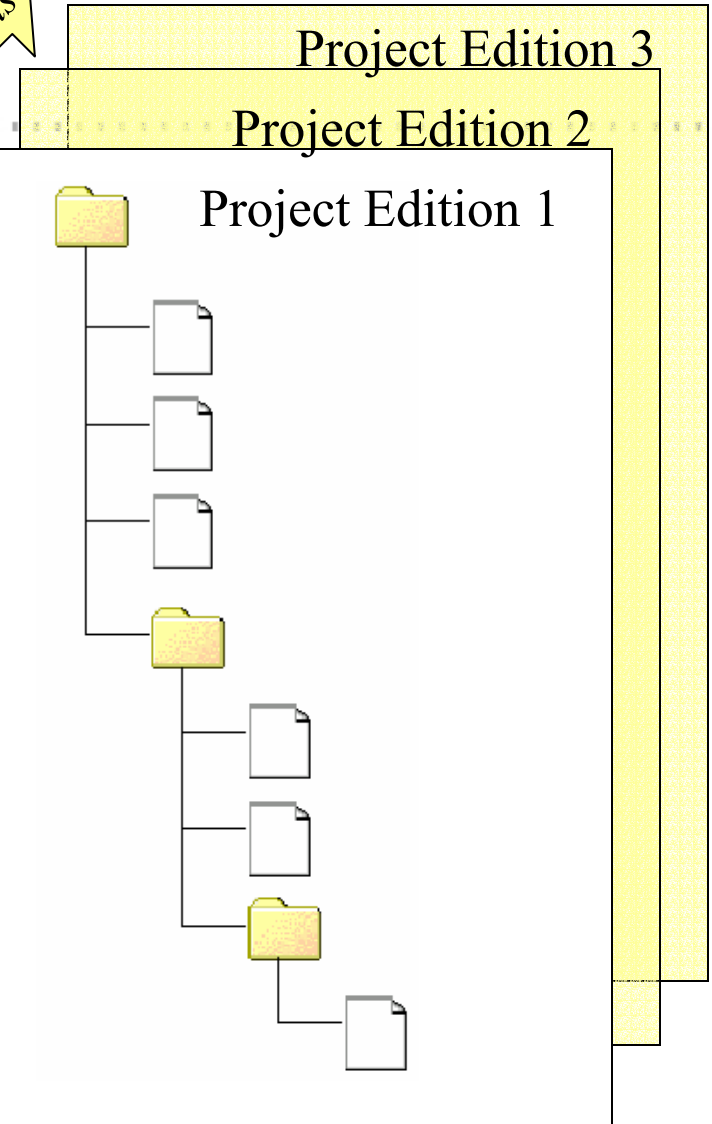
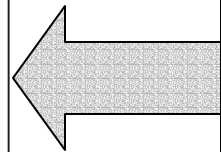
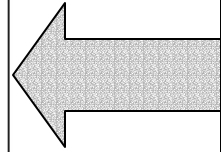
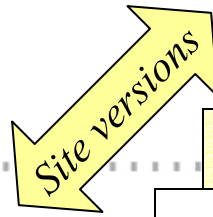
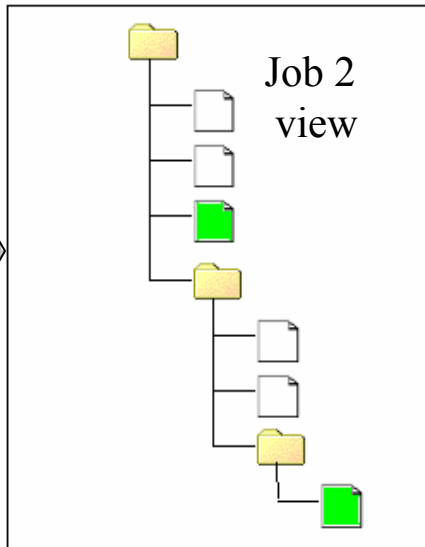
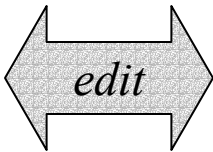
Editions



Editor



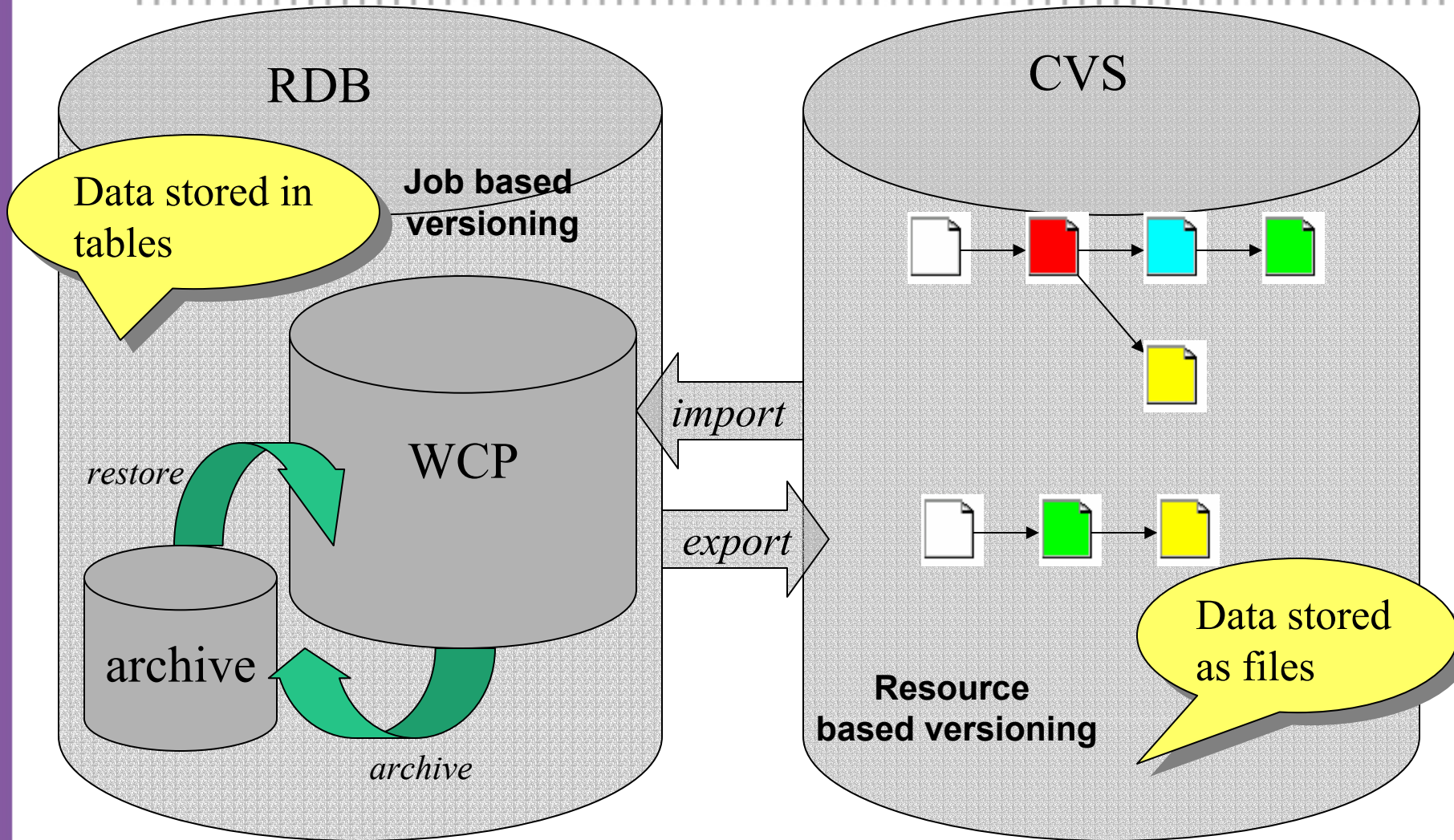
Graphic Artist



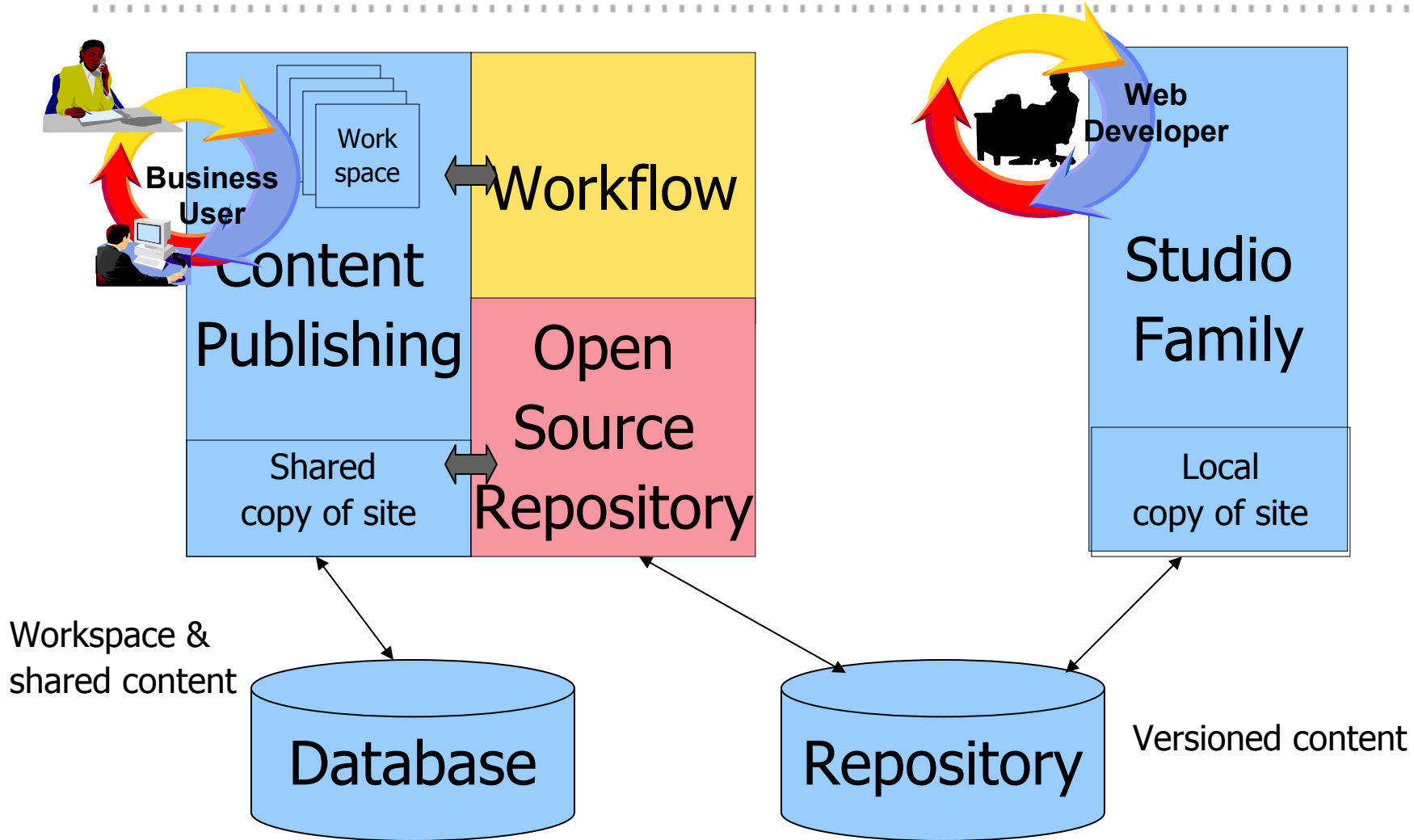
Archiving content



Web Professional



This is the configuration that web professionals manage

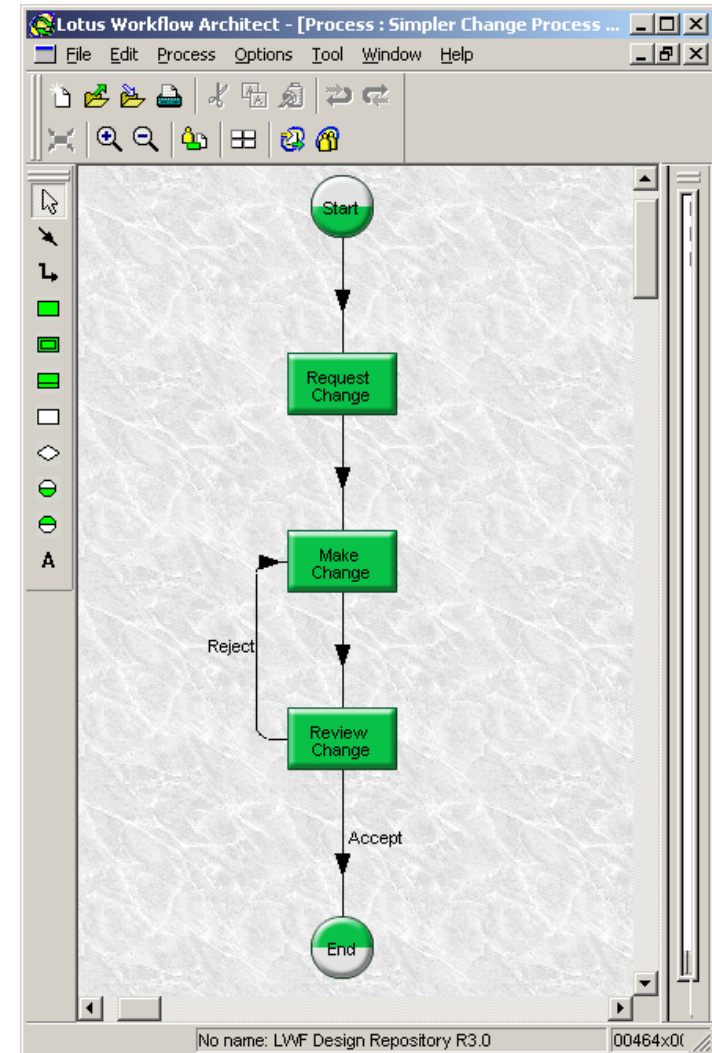


The web professional creates the **workflow** process



**Web
Professional**

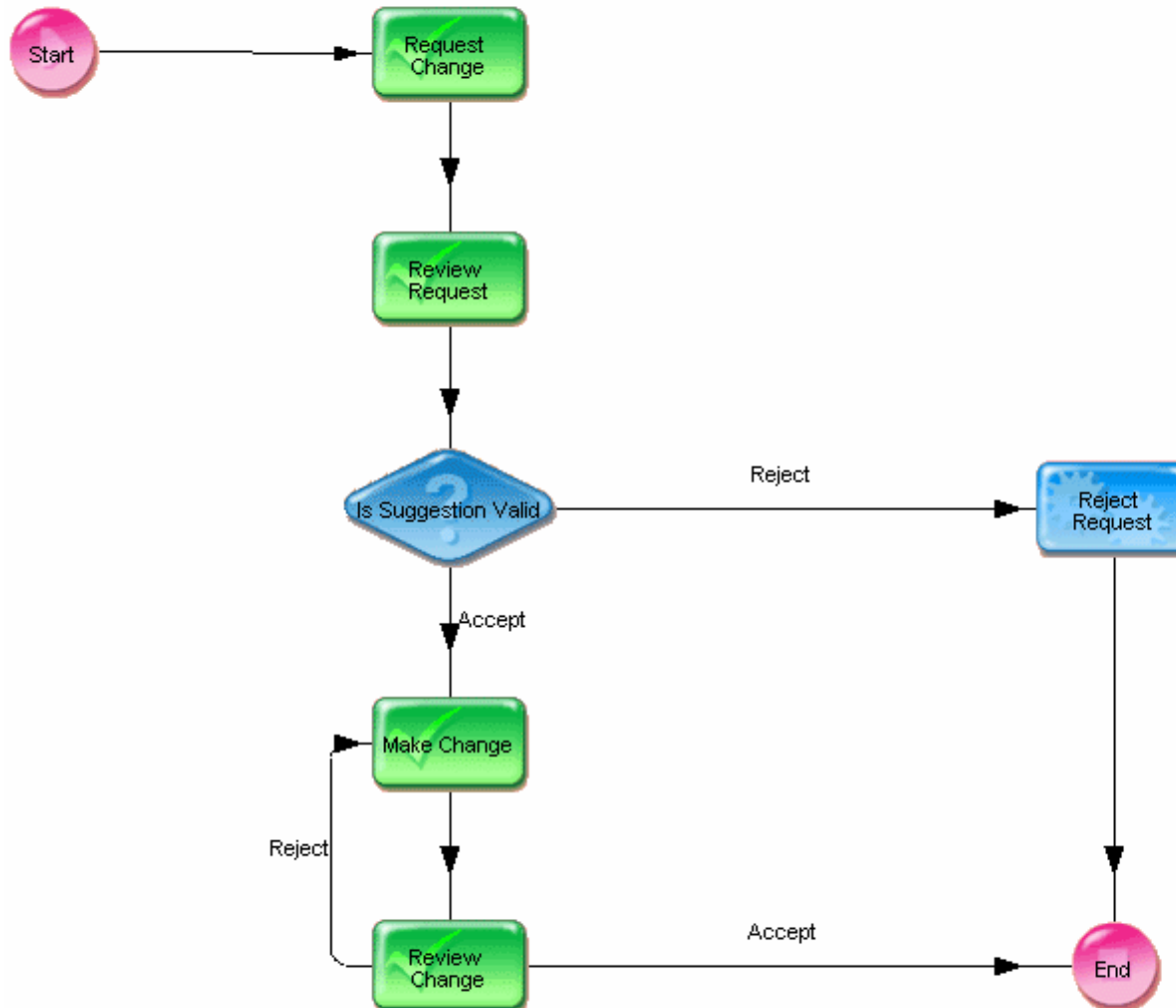
- **A simple UI is used to graphically design one or more processes.**
- **Each step in the process is assigned to a specific role.**
 - **When a new job is created, a work item is put on the potential work queue of everyone in the specified role.**
 - **One of the users claims that activity, and after they complete that step, the work is put on the next work queue(s) as defined in the workflow.**



A Simple Change Process



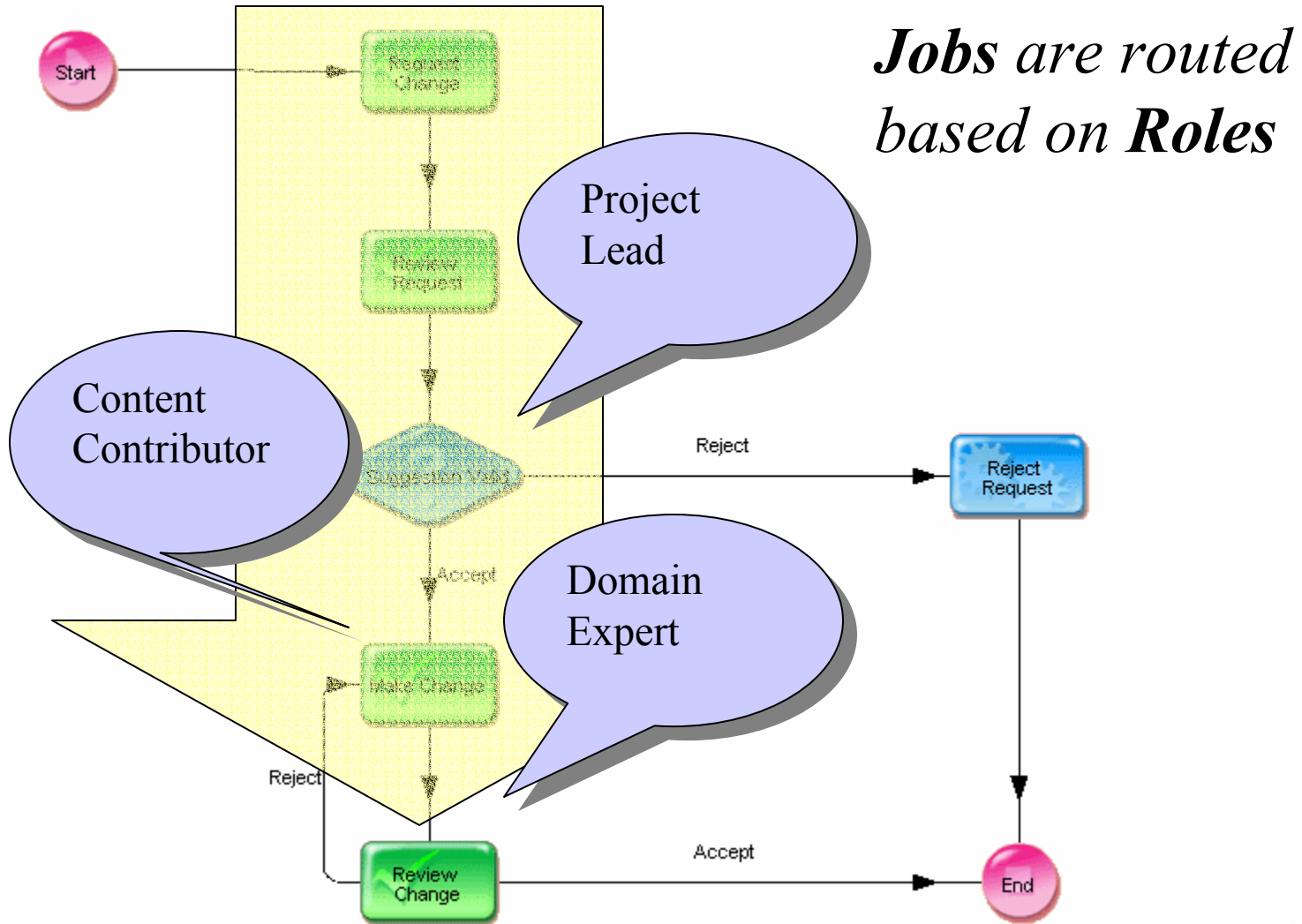
Web
Professional



A Simple Change Process



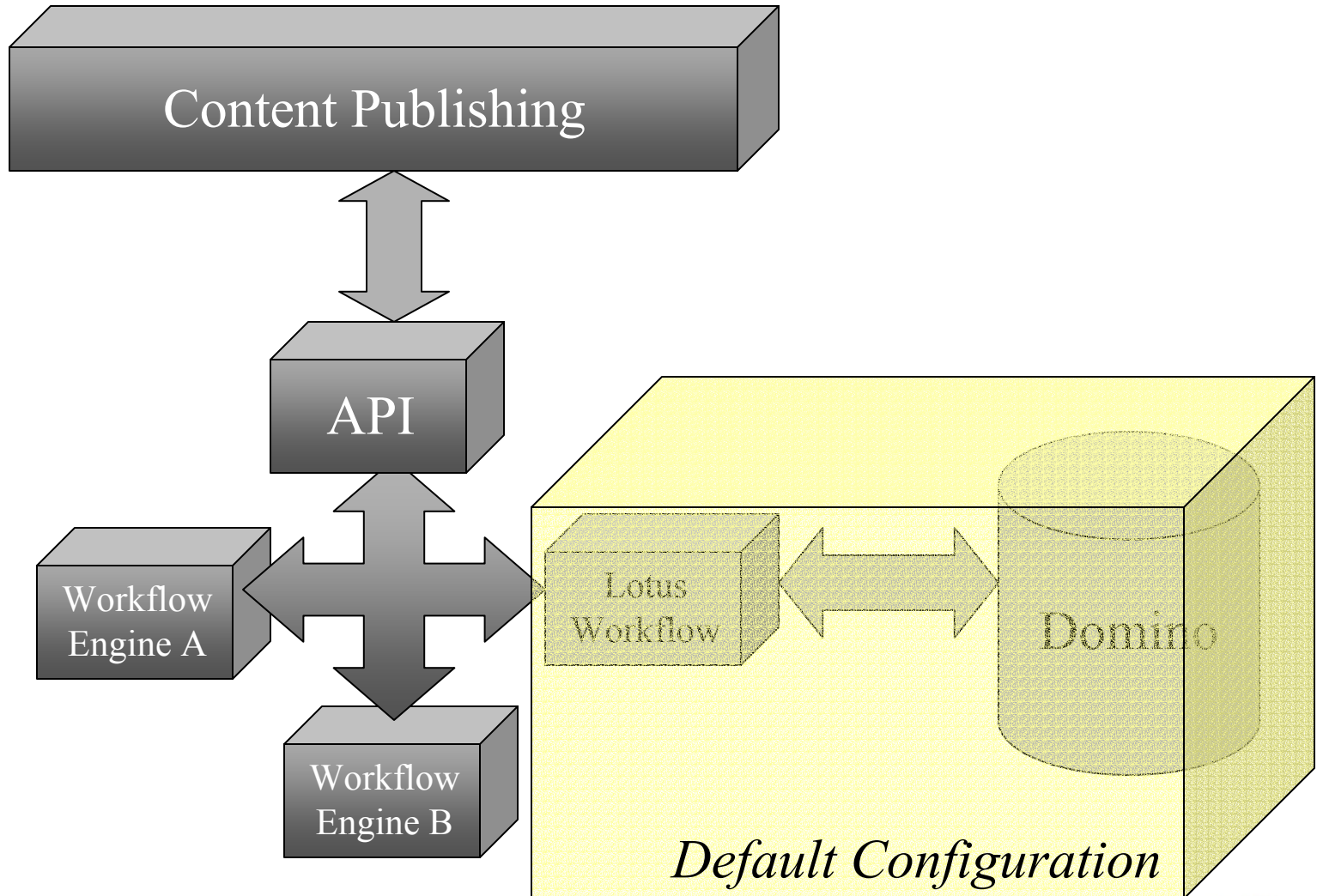
Web
Professional



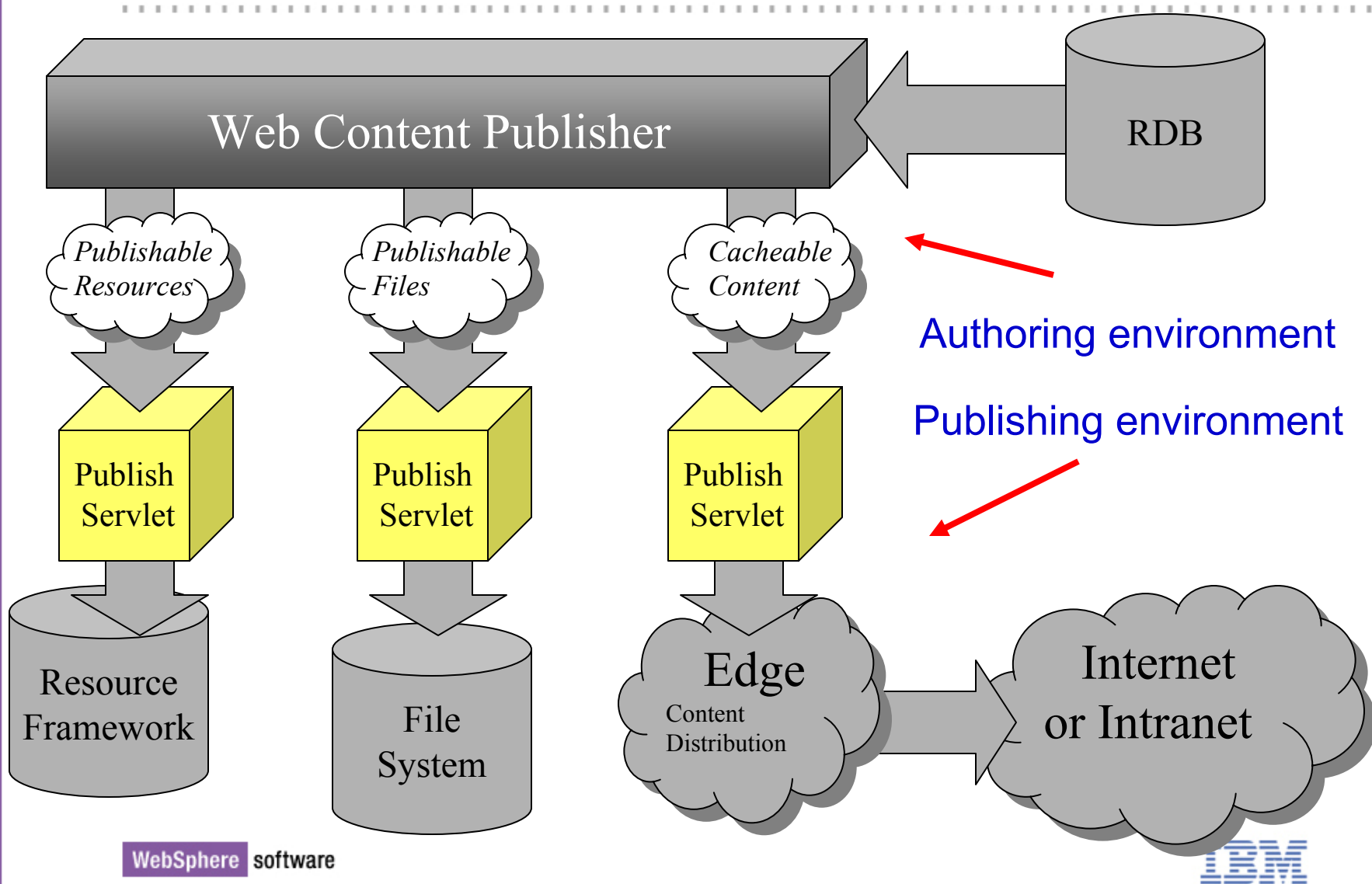
Workflow Topology



Web
Professional



Publish Topology



WP content publishing technology utilizes the following products packaged with WP along with the Portal Framework for presentation

- WebSphere Application Server 4.0
- WebSphere Personalization 4.0
- Domino Application Server 5.0.8
- Lotus Work Flow 3.0

Agenda Reminder

- WCM integration with the Portal

Engagement Process

- Web content publishing capabilities have been added as a component of WebSphere Portal
- WebSphere Portal will continue to partner for customers who require the functionality provided by our partners' products
 - Partners include:divine, Documentum, Interwoven, Presence Online, Stellent, Vignette
- IBM sales representatives should focus on selling Portal and support the customer in determining the direction of their WCM purchase

Which Solution To Sell?

IBM WCM partners include:

divine, Documentum, Interwoven, Presence Online, Stellent, Vignette

Engagement Situation	WCP	WCM Partner
Incumbent is present-- partner bringing lead to IBM		X
Requirements dictate a particular partner choice		X
Customer preference for a particular vendor		X
Content publishing function box is checked and identified as a medium/low priority in the RFI/RFP	X	
Portal (or ECM) is driving the deal and customer identifies required content publishing needs as basic	X	
Customer prefers to have an all BLUE solution	X	

Positioning Help

Function	WebSphere Portal	Partner Products
Shared repository with Studio Tool Family	X	
Domino WF environment	X	
Entry level solution for customers with basic WCM needs	X	
All Blue solution with roadmap for increased content publishing function	X	
Ability to Personalize content once it has been created	X	X
Provides core features such as templates, versioning, rollback, users and groups, workflow, syndicated content import, etc.	X	X
Extensive reporting and audit trail capabilities		X
Wide variety of out-the-box templates and portlets		X
Advanced publishing features including content expiration, selective publish, transactional publish		X
Industry specific WCM expertise such as pharmaceuticals		X

Primary Sales Focal Points

- **Sharon Roberts:** WW Sales Rep for WCM Market
Sharon J Roberts/Houston/IBM@IBMUS
- **Peter Miller:** Portal War Room
Peter Miller/Jericho/IBM@IBMUS
- **Rick Skanron:** AP
Rick Skanron/Somers/IBM@IBMUS
- **Jules Soria:** Southern EMEA
Julio-Fernando Soria/Boulder/IBM@IBMUS
- **William Learned:** Northern EMEA,
William Learned/Southfield/IBM@Lotus

Additional Information

For information on WebSphere Portal go to:

www.ibm.com/websphere/portalfamily

Information on WCP and the WCM Space

April 11, 2002 Teleconference with Carolyn Fendelman and Rob Will	http://w3-3.ibm.com/software/websphere/websites.nsf/LookupAIMEvent/04BAAD39E777182387256B92006B5E0B?opendocument
E-Learning Presentation: Describes WCP and Positions it for a sale	Portal Gateway site
Web Content Publisher documentation	http://shackleton.raleigh.ibm.com/wcp/helpsystem/en/docFrameset.html
eBU Online 2002 presentation "Power Introduction to Web Content Management"	http://lt-2.lahulpe.ibm.com/servlet/Gate/Component?action=load&customer=IBMINTRA&offering=eBU&itemCode=ltu1016f
Regarding what to sell when, eBU 2002 presentation "WS04 - Reach and User Experience: Profiting with Web Content Management Partners"	http://americas2a.ibm.us2.ibm.com/Literature/literature.nsf/selectfiles?openform&category=Americas2002eBU***6B.-+-Brand+-Education