

01 WebSphere and Vignette

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03 WebSphere® and Vignette Corporation provide an integrated solution for the rapid deployment of powerful information portals, B2C storefronts, B2B commerce and e-marketplace solutions. The IBM WebSphere software platform and the Vignette content management applications combine to offer an end-to-end e-business solution that is personalized, adaptable, modular and well-supported. WebSphere and Vignette allow you to:

- Effectively communicate within and beyond your organization
- Accelerate results for faster ROI through streamlined, integrated systems
- Optimize business operations, reduce costs, and increase revenue by enabling rapid information analysis
- Link e-business functions directly to internal systems for a single, comprehensive view across the business
- Rapidly develop online stores that offer sophisticated integration, personalization, scalability, and performance capabilities

04 Geographies covered: World Wide



05 06 07 IBM infrastructure and Vignette content management e-business solutions: [We Know/ They Know](#)

08 Vignette Solutions

- [Vignette® Content Suite V6](#)
- [Solution name two \(placeholder\)](#)
- [Solution name three \(placeholder\)](#)

Questions?

09 10 [Have and IBM rep call me](#)

Vignette Link

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→ [Vignette Homepage](#)


More resources


12 13 → [IBM PR announcement about the relationship](#)

14 15 → [WebSphere Link](#)

16 17 → [IBM Link](#)



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Vignette Content Suite

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Vignette® Content Suite V6 – Vignette is the first company to offer a completely integrated content management suite that Manages and aggregates content, Provides behavioral insight, Delivers personalization, Integrates business processes, Vignette Content Suite V6 provides the leading integrated content management application in the industry that allows your customers and business partners to interact with your organization consistently and in real time, providing control and management, while maintaining brand and user experience.

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Industries:
All

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Cross Industry:
Content Management

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IBM Product
supported/embedded:
WebSphere Product

Content Management: Manage all content to all relationship touch-points. Manage and deliver personalized branded content to any electronic touch-point, Automate and manage the authoring and publishing of digital assets, Provide the personalized information customers want through any device or web site, Aggregate and syndicate digital assets through a virtual network of web sites.

Business Process Integration and Content Aggregation: Integrate content from all sources into the entire value chain. Collaborate with partner organizations to meet the real-time demands of customers. Integrate content, transactions, and business processes across internal and external applications and enterprise systems. Integrate seamlessly with applications developed in-house as well as with internal and external ERP, CRM, SCM, and e-marketplace applications powered by leading software vendors.

Analysis, Insight and Personalization: Analyze all interactions to gain actionable insights into all relationships. Gain comprehensive understanding of employee's and customer's online actions, electronic experience, and lifetime relationship. Understand customer requirements, behaviors, and needs to build and manage lifetime relationships with customers. Deliver actionable application usage information to business managers.

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Solution Abstract, 50 word abstract of the product, offering or solution, not company per se.



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