

Open Market Content Server Enterprise Edition and IBM *@server* systems



Streamlining efficiencies to meet the needs of a content-driven economy.

Highlights

- **Keep content on even the largest sites fresh, exciting and easily scalable to new needs and opportunities**
- **Streamline the management and delivery of content by empowering business managers with browser-based interfaces**
- **Increase e-business efficiency, productivity and bottom-line results**

The role – and rule – of content

For many Web sites today, content is king. But fresh, compelling content can be highly expensive to import, configure and post. That's why establishing and maintaining content's dominion can put an enormous strain on the resources of even the largest enterprises.

As Web sites grow in size and functionality, the costs of producing, managing and delivering content can increase exponentially – especially as the sources of the content expand

inside and outside of an organization. Compounding the challenge are the constant calls for new forms of content, greater dynamism and interactivity, more personalization, wireless delivery and easier programming.

Companies are coping with the issue of content management in many ways, but often find their efforts foiled by the pace of runaway change. Today, a powerful solution has emerged – one that combines the award-winning strengths and scalability of IBM e-business technologies with Open Market Content Server™ Enterprise Edition (CSEE), rated by Forrester Research as the leading content management solution¹.

Simplify, simplify

Open Market CSEE provides a platform for the development and operation of high-performance, large-scale content management and delivery applications. It can help enterprises of all types and sizes streamline the way they manage content – ranging from text, audio and video to graphics, queries, template elements and other material – and can easily handle and integrate content published to Web sites, cell phones or other Internet appliances.

With CSEE, people throughout an enterprise and beyond will find it far easier to collaborate on complex Web publishing efforts. Non-technical content providers will be freed from learning how to code, while the IT team can avoid learning how to write, edit and design, thus enabling content to be generated and managed on a truly global basis.

CSEE also makes it easier to create and maintain a consistent look and feel throughout the entire e-business, no matter how many different sources generate content. Just as easily, the same content can be transmitted to different sites in a format that conforms to each site's unique appearance—greatly simplifying the challenge of reaching multiple, diverse market segments.

Added flexibility and scalability

Through Open Market's PowerAssets framework, CSEE allows content to be leveraged from both external resources—such as articles from live wire feeds—and internal resources such as product pricing from SAP and other ERP systems, greatly expanding options for developing a content rich site.

The PowerAsset framework enables enterprises to acquire, manage and disseminate business-critical information assets to site visitors, employees, customers and channel partners to meet a broad range of business goals.

What's more, CSEE enables business logic to be incorporated into enterprise content. You can start producing new, value-added applications, personalization and marketing campaigns—even for individual customers—with far less effort than ever before.

For all the options it opens up, CSEE also increases the level of control over Web publishing. It includes highly efficient, end-to-end workflow management tools that facilitate the acquisition and editing stages through approval and presentation.

By seamlessly integrating with IBM WebSphere® Application Server, CSEE fully leverages WebSphere's superior speed and scalability—and at minimal cost of ownership. Users enjoy faster deployment of content management and delivery applications, as well as virtually unlimited scalability. Through its utilization of the Java™ 2 Platform, Enterprise Edition (J2EE), WebSphere enables



CSEE to meet the high-volume, high-traffic content demands of large, global enterprises while opening the way to faster, cheaper and more scalable system operation.

CSEE is easy to deploy on the IBM UNIX®-based AIX® server platform—designed to keep pace with every aspect of your growth and provide all applications with mission-critical reliability. What's more, CSEE can take full advantage of the powerful capabilities of IBM DB2® Universal Database,™ the first multimedia, Web-ready relational database management system. DB2 is strong and flexible enough to meet the demands of corporations of any size for readily accessible, available and secure information. The Open Market AIX solution also supports the Oracle database.

Servers for the next generation of e-business

CSEE is one of countless solutions further enhanced by IBM servers. In fact, IBM servers manage 70 percent of the world's mission-critical business data—an unsurpassed vote of confidence from the global marketplace. Our enterprise-level systems provide superior performance, scalability and reliability—and the assurance of business continuity in a world where downtime is simply not an option.

The IBM @server pSeries is the industry's most powerful, technologically advanced UNIX server. With advanced copper chip technology, redundant power and mainframe-class reliability and scalability, these servers offer superior performance, as well as broad support for open standards.

Building on the foundation of the industry-standard Netfinity® servers, the IBM @server xSeries meets a variety of enterprise needs in an affordable, streamlined package. This high-performance Windows NT® server takes advantage of diminished downtime, and can scale to satisfy increasing demands of e-business applications.

Both the xSeries and pSeries enterprise servers are designed with internal safeguards to assure round-the-clock availability of every system—from the database to the interface. These systems, which build on the strong heritage of Netfinity and RS/6000® servers, are flexible and ready to grow as business dictates—supporting customer-critical applications and data.

IBM Global Services delivers results

Open Market CSEE and the IBM technologies that power it represent only a part of how IBM can help improve the performance and financial results of e-businesses. Through IBM Global Services, customers can access the broad experience and skills of more than 140,000 professionals in over 160 countries—industry experts, technology specialists, consultants and others who know how to deliver real business results. Their skills and services encompass consulting, planning, implementation and follow-on support for the flexible, scalable and reliable solutions demanded by e-business today. And IBM Global Financing structures loans and leases with payment schedules matched to the flow of financial benefits derived from new technologies.

For more information

For more information about the Open Market Content Server solution or IBM servers, please contact your IBM marketing representative, IBM Business Partner or visit the following Web sites:

**ibm.com/eserver/pseries/
www.openmarket.com**



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¹ Forrester Research Inc., *eBusiness TechRankings*.™

