OPEN TEXT
The Content Experts™

Open Text Web Site Management

Your Web site is no longer a Web site. It's a network that connects users to information and to each other. A social workplace for employees and a social marketplace for customers. A chat room with ongoing conversations about your organization, your products, your brand. A portal through which information flows in both directions.

Is your Web Content Management (WCM) system up to the task? Open Text is.

Open Text Web Site Management: Keeping Pace with the Web Revolution

Yesterday, your Web site was your most important outbound communication vehicle. It was how you spoke to customers—not to mention employees, partners, the media, investors, and the general public. It was how you informed them about products and services, employment opportunities, technical support, corporate history. You were in control of that message.
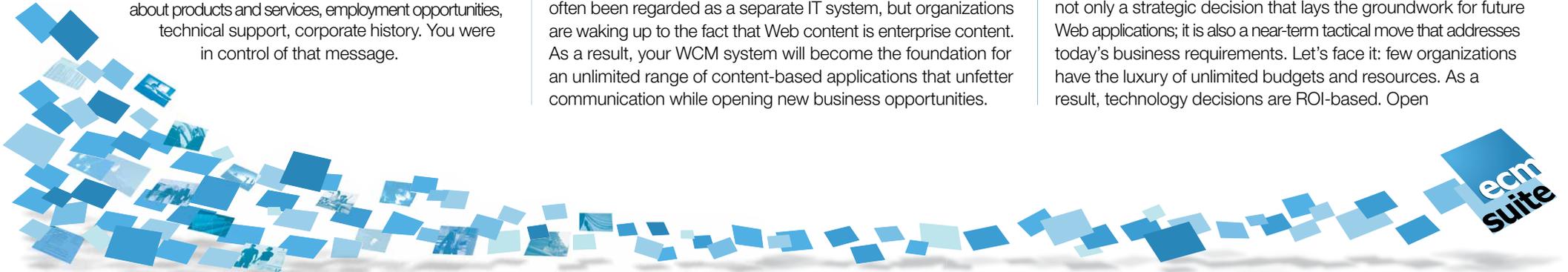
Today is a different story. People who come to your site want to interact. They want a conversation. They want to—and will—help you shape your message to the market. Welcome to business beyond Web 2.0.

In this world, your Web site is an integral part of your overall information management strategy. Until now, the Web site has often been regarded as a separate IT system, but organizations are waking up to the fact that Web content is enterprise content. As a result, your WCM system will become the foundation for an unlimited range of content-based applications that unfetter communication while opening new business opportunities.

But if that's the vision, how do you get there? More importantly, how do you get there safely? And ultimately, how do you profit from new Web-based business models?

Build today—with a foundation for the future

Deploying a Web solution based on Open Text technology is not only a strategic decision that lays the groundwork for future Web applications; it is also a near-term tactical move that addresses today's business requirements. Let's face it: few organizations have the luxury of unlimited budgets and resources. As a result, technology decisions are ROI-based. Open

ecm suite

Text Web Site Management enables you to build a robust Web site with the level of sophistication that's right for your organization—whether that's empowering authors inside and outside the firewall, integrating secure search that taps proprietary data, or delivering up dynamic, personalized content based on what users want. Regardless of the complexity of your Web site, Open Text Web Site Management is designed to help you accomplish the following four objectives.

Pull from anywhere, push to everywhere

Open Text Web Site Management enables you to integrate content from any relevant source, then aggregate and contextualize it for many different types of delivery. An Open Text solution can extract content in any repository—including CRM, ERP, and legacy systems—and deliver it where it can be most valuable to an organization, anywhere, anytime.

- Integrate with existing infrastructure and ecosystem
- Deliver applications from any environment, using the .NET Framework
- Extend portal applications built on Microsoft SharePoint, SAP NetWeaver, and IBM WebSphere

Reach new markets

Based on renowned RedDot technology and a history of innovation, Open Text Web Site Management provides a foundation for marketing your products and services more effectively to customers anywhere in the world. With Open Text you can build a world-class Web site localized and targeted for any audience.

- Manage and publish content in multiple languages, adding new languages as needed
- Take advantage of multilingual workflow support
- Speed localization with split-screen translation interface and other efficiency tools

Optimize content for any user

Key to harnessing the value of content is the ability to recommend content and optimize content delivery and user experience based on behavioral data and delivery rules. Open Text Web Site Management enables you to deliver personalized content with precision.

- Proactively provide the information, applications, and tools employees need to better perform their job
- Tailor information to prospects at every point in the buying cycle
- Deliver content with the appropriate security to any device, including mobile phones, PDAs, and other wireless handhelds

Web Site Management: highly integrated with the Open Text ECM Suite

Open Text Web Site Management is both a standalone solution that addresses a specific business need and an important piece of your organization's overall Enterprise Content Management (ECM) strategy. Indeed, WCM is often the important first step many organizations take on their journey toward Enterprise Content Management. And deploying a WCM ecosystem built on Open Text Web Site Management provides you with a foundation on which you can comfortably add functionality later to meet challenging business requirements.

Enter the world of Enterprise 2.0—safely

Despite the buzz about social media and Web 2.0, most organizations are hesitant to deploy these technologies on a large scale. And for good reason: many social media applications lack the controls required for business. To meet your need for "social compliance," Open Text Web Site Management integrates security, delivery, and contextualization into the interactive experience.

Web Solutions: Part of the Open Text ECM Suite

As a component within the Open Text ECM Suite, Open Text Web Solutions is both a standalone solution that addresses a specific business need and an important piece of your organization's overall ECM strategy. Indeed, WCM is often the important first step many organizations take on their journey toward enterprise content management. And deploying a WCM ecosystem built on Open Text Web Solutions provides you with a foundation on which you can confidently add functionality later to meet changing business requirements.

- Create enriched experiences while maintaining control, process, and structure
- Manage content within a secure environment while allowing users to control the experience
- Determine "social networking ROI"—a methodology for quantifying investment in social media marketing and the return on that investment

Enabling your Web site to evolve as your needs change

Open Text Web Site Management offers a modular design of software capabilities, allowing flexible deployment depending on your individual requirements. The variety of modules provide you with efficient and easy-to-use tools for all stages of your Web site strategy, allowing you to purchase what you need now and add additional functionality as your business changes.

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CMS Foundation: At the heart of Open Text Web Site Management is a content management foundation that supports content authoring, online collaboration, workflow, and navigation management.

- Empowers business users to create, manage, and publish content to a Web site or other online destination without involving technical experts
- Gives employees the ability to keep content fresh and relevant for your Web audience
- Frees IT resources to focus on higher-value activities.

Library Services: Through Library Services, Open Text Web Site Management integrates with existing repositories, expands document management, and leverages content syndication.

- Provides centralized access to a multitude of other repositories
- Keeps important documents safe, allows users to find documents quickly, and supports document versioning
- Uses syndication and integration to transfer content between your site and third-part Web sites

Experience Services: With Open Text Web Site Management, where you store or save content is up to you. Your Web site can combine content from various sources to create a personalized experience.

"We manage 43 websites in 27 languages with Open Text Web Site Management. For our Web editors the system is very easy to use because all the workflows can be driven through the same Open Text user interface. With just a few mouse clicks the language can be selected and the translation process started. From there, it runs automatically."

—Phoenix Contact GmbH & Co. KG

- Populates an existing portal or creates a portal-like interface with a specific look and feel tailored for individual users
- Personalizes content to any target, channel, or audience
- Delivers content to any device, across multi-cultural environments, Web sites, or leading portals

Optimization Services: Open Text Web Site Management enables organizations to discover and report on visitor behavior, push content accordingly, and optimize presentation at an individual level.

- Incorporates analytics dashboards to provide insight and enable search engine optimization
- Streamlines the process of publishing content from anywhere to anywhere
- Makes it possible for you to leverage an ecosystem of best practices and plug-ins to enhance your site
- Interactive Services: Open Text Web Site Management allows companies and organizations to put the power of communication directly into the hands of content contributors by ensuring that users and visitors can create, modify, comment on, and interact with the organization's content.
- Makes Web 2.0 safe for social interaction with security rights and compliance
- Allows you to create, manage, localize, and design a Web experience with unprecedented ease of use
- Supports user-focused features such as forums, blogs, wikis, tagging, and voting

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Together, we are The Content Experts™