

Web Site Management for Your Business

- Integrate with existing ecosystems such as Microsoft®, SAP®, and Enterprise Library
- Manage content within a social and collaborative content environment
- Optimize Web experiences to provide content in context

Open Text Web Site Management

One of the most effective communication tools available to you today is the Internet. In fact, the Web has become such an important channel of collaboration both internally and externally that maintaining an engaging, strong Web presence is now seen as a critical component to success. But managing public Web sites, employee Intranets, customer and partner extranets within an ever evolving world of technology is challenging.

Open Text Web Site Management can help you easily manage your globally accessible public Web sites in concert with your internal Web initiatives all within a single comprehensive solution. Leverage your existing applications and provide a dynamic and engaging user experience by integrating, managing, and optimizing your Web content.

Internet Solutions

Gain control of your brand Web sites, commercial information publishing, and constituent initiatives.

Your Web visitors are not only Internet-savvy, but extremely short on time. Is your Web site—the single most important touch point for existing customers and promising prospects—up to the challenge? After all, it is the gateway to your products, services, and brand identity. How can you be sure your site functions flawlessly and the content is up-to-date, given the variety of people, processes, and technologies involved in the online enterprise?

Open Text Web Site Management helps you maximize control over branded, online marketing communications, commercial information publishing and Web-centric initiatives, so you serve the right information to the right people at the right time—every time.

Web Site Management for Internets can help you:

- **Increase sales:** provide timely, consistent interactions to deliver a positive brand image, give visitors important decision-making information and increase buyer confidence

- **Accelerate processes:** delegate publishing activities, while enforcing brand standards, to decrease staff and redundant processes
- **Collaborate effectively:** leverage the wisdom of the crowds through reliable, consistent, and dynamic Web sites built upon collaborative processing of content to the public Internet

Extranet Solutions

Give customers a personalized window into your back-office systems so you can enhance service and lower support costs. Your customer, partner, supplier, and channel network is eager to work with you in an online environment. Open Text Web Site Management helps you streamline communications and operations across the trading network by providing authorized access to your ecosystem.

Web Site Management for Extranets can help you:

- **Drive down support costs:** empower your trusted network to access the information they need as they need it, without burdening internal teams or incurring publishing expense



- **Facilitate information sharing:** develop online collaboration spaces that enable customers to find answers to common questions and channel partners to work as teams on proposals and production schedules in a secure environment
- **Increase channel productivity:** give your trading network real-time visibility into forecasts and inventory levels, in addition to all the marketing information they need to boost sales

Intranet Solutions

Optimize the Web experience that connects employees with the shared information, applications, and tools they need to perform their jobs. In the innovative world we live in today, your employees are eager for information at their fingertips. This is no easy task in the realm of disconnected applications and information scattered across various management silos. Do you want employees to be able to work harmoniously, yet your disparate infrastructure presents a roadblock to success?

Open Text Web Site Management makes it easy to quickly implement Web-centric secure sites that give employees the information, applications, and tools they need to be more productive on the job. Designed to derive more value from the systems and data already spread across your organization our Web Site Management for Intranets can help you:

- **Empower editors:** Let employees publish and manage companywide information without requiring IT assistance

- **Share knowledge:** content across the company to prevent waste, redundancy, and inconsistency
- **Centralize access:** establish a common location for shared materials, including marketing information, processes, and training

Experience Delivered

From integration to optimization, Web Site Management is focused on the experience. The Web Site Management suite of product modules helps organizations to deliver a better Web experience whether within an intranet, extranet, or public-facing site environment. Understanding the visitor and delivering the content to them in context provides the optimal Web experience customers seek. To the internal content owner, Web Site Management delivers a platform for innovation; allowing content experts to manage their entire Web initiatives from a single entry point, critical in a market where the volume of tools offered for Web success are growing. Our clients continue to share with us the demanding challenges they face, and we respond with innovative solutions to address these challenges today.

Content Creation and Management

Easily create and change online content: Edit Web content in an environment in context to your live site. Authors and editors can create, edit, and update content wherever “red dots” appear. Content editors can even use Microsoft Word to update online content.

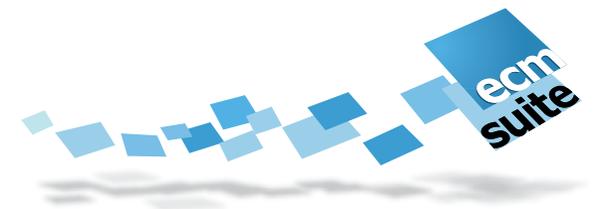
Manage content from anywhere: Combine editorial content with other documents and assets from different sources all within the Content Management environment. Add visibility and consolidation to legacy repositories that can be exposed through your Web initiatives.

Translate content to reach global readers: Update content in one language and submit the changes directly to your content translators automatically. Manage global content and Web sites with support for 13 different languages.

Manage images within context: Store images used on your Web site in a central location where they can be easily retrieved and modified. Easily make quick modifications, like cropping and resizing and then adjust your images throughout your Web site.

Ask about our Web Site Management for Microsoft®, SAP® and Enterprise Library

Open Text Web Site Management is based on the legendary RedDot technology and offers a set of powerful capabilities all with ease-of-use and flexibility in mind.



Conform to Web standards: Assures your Web content is free of spelling mistakes, complies with Section 508 and W3C accessibility standards, and can support your own corporate styles and standards.

Permission-based access to content: Easily define who is authorized to read, create, change, or delete content on a specific area of a Web page or site. User administration is securely centralized, and allows administrators to create customized authorization packages that determine the rights specific users have in the system.

Streamline approval tasks to publish content: View assigned tasks (like an approval of Web content or a translation request) right from the common overview on the Homepage. Clicking on the task, the user will be directed to the specific application.

Content Personalization and Delivery

Personalize your Web-centric applications: Target specific audiences and deliver your Web content in context, making it more relevant and actionable through every online channel.

Secure your content by delivering it only to designated audiences automatically or based on characteristics that you define.

Portal feel without the portal overhead: Create a portal-like interface without the limitations of a traditional portal solution. Using your own look and feel, securely bring back-office applications to the Web, and manage their interfaces as you would other content on your site.

Analyze and report on Web site metrics: Designed for different target groups across the business, roles-based reports and contextual dashboards add value and insight into your Web site usage. View content, page statistics, visitor profiles, and custom dashboards based on a variety of data parameters.

Interact with various system through one viewer: Web Site Management provides a single view into a number of different Web content functions. Access applications like Enterprise Library or SAP directly from within the context of the page. Leverage quick access to all applications known to the system and overlay analytical dashboard insight onto the content, navigation, and applications.

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Together, we are The Content Experts™