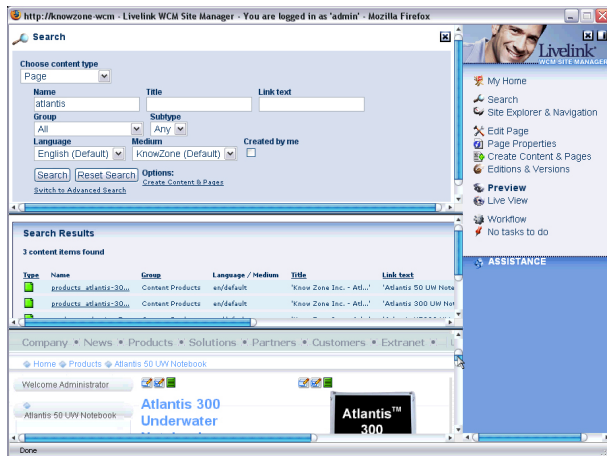


## Livelink ECM – Web Content Management Server

### Develop, manage and publish Web content

Develop, manage, and publish targeted Web content to multiple audiences across geographic and language barriers, while reducing costs, re-using information, and minimizing corporate risk.



In today's global enterprise, the effective creation and management of Web content is critical to ensuring the success of daily business operations. The Web presence of your organization is its public face, helping to shape how it is perceived by customers, investors, and business partners. The process of managing Web content is a necessarily collaborative one—interconnected teams of geographically dispersed employees need to work together to author, review and publish content. As an organization grows in size and complexity, more and more content must be created, making the deployment of a Web content publishing solution necessary to maximize communication, improve efficiencies, and minimize risk.



The need for effective Web content management is further driven by the proliferation of content in multiple formats and contexts—the same piece of information may need to be published not only on a Web site, but also in a press release, on the corporate intranet, in the customer newsletter, and so on. If the information is recreated multiple times, not only is this an inefficient process, it may lead to inconsistencies, exposing the organization to significant risk due to inaccuracies or inadvertent violation of regulations.

### Enable business agility by effectively managing information

Livelink ECM – Web Content Management Server (WCM Server) enables organizations to create and manage content once and re-use it as many times as necessary in a variety of publication types, including intranet, extranet, and internet sites. Not only does it provide the ability to effectively manage increasing volumes of content, WCM Server makes it easy for business users to author content and participate in the Web content management process, balancing the need for content control with the need for corporate agility and individual empowerment.

Your enterprise must manage Web content in a way that enhances your organizational dynamics and supports your business objectives. To effectively manage Web content, you need a content architecture that is scalable, secure, and flexible enough to handle growth and inevitable changes without disrupting daily operations. When your Web content is managed effectively, it can be re-used rather than recreated, ensuring that your organization maximizes the value of its intellectual capital—improving productivity, accelerating product rollouts, and ultimately strengthening customer relationships. WCM Server is designed to help you create, organize, and deploy your Web sites based on best practices, in accordance with compliance initiatives, while linking departmental interdependencies. WCM Server enables your organization to quickly meet changing regulatory requirements, and adapt to meet new goals, objectives, and address customer needs.

### Reduce costs and empower great minds

Cost reductions associated with reusing content can be realized across every facet of your organization. You can define cascading style templates to any level of granularity, empowering your content authors to quickly create new content and publish it according to your corporate brand and style guidelines. You can push targeted Web content to visitors according to their preferred language, their industry, their interests, or any other type of personalization criteria. As the reach of your Web content increases exponentially with each new medium and view, you can be confident that you are delivering appropriate and approved information in every instance.

WCM Server includes an integrated, Web-based content management tool that provides powerful navigation management functionality, as well as content design tools and integrated page preview. WCM Server's comprehensive out-of-the-box content authoring capabilities, streamlining the content authoring process and empowering everyday business users to become content authors—utilizing the built-in comprehensive editor or integrating with your pre-existing authoring environment. In addition, WCM Server's robust, Java-based customizable content development environment provides your Web application developers with the freedom they require to architect innovative and cost-effective Web solutions.

**Leverage WCM within a comprehensive ECM solution**

Web content management is a key element of an overall ECM solution. You can choose to combine the strengths of Livelink ECM – Content Lifecycle Management’s search collaboration, workflow, document management, and records management with the world class Web content management capabilities of WCM Server. Content Lifecycle Management’s highly customizable metadata and a robust permissions model enables you to easily and reliably control which information is published to your Web site. The combination of Content Lifecycle Management and WCM Server provides a single content model, single user model, and single interface for all of your enterprise and Web content initiatives, thereby streamlining Web site management from design to publication.

The integration of WCM Server with Content Lifecycle Management enables you to provide your Web site visitors with unparalleled interactivity and dynamic content so that you can reach your customers and partners in powerful and innovative new ways. In addition, you can publish Livelink ECM – Collaboration’s discussions, polls and news channels directly to your Web site, connecting your customers to your knowledge base. Visitors can also use Content Lifecycle Management’s advanced search capabilities, including full-text, metadata, and natural language searching, result ranking, summarization, clustering, hit highlighting, and more.

**Features**

- **Empower content authors to become Web publishers**—WCM Server empowers business users to create, review, and publish Web content, freeing your Webmaster and IT department to concentrate on more tasks. Intuitive authoring tools make an authors’ life simple.
- **Develop a custom Web authoring environment**—WCM Server’s standardized Java APIs provide you with the flexibility, to create and deploy a fully customized Web development environment that is focused on the functionality most desired by your content authors, with a completely localizable user interface.
- **Deploy an enterprise-scalable content architecture**—WCM Server’s distributed architecture means it can scale globally with or without a Web application server. Thanks to its flexible deployment options, WCM Server enables unmatched scalability, availability, and performance. Tight integration with leading enterprise application servers, such as IBM WebSphere, BEA WebLogic, and SAP NetWeaver is standard.
- **Manage content, users, and server deployments from a single point of administration**—Consolidated administrative interfaces ensure that security is enforced, and that the necessary content management capabilities are available to users when they need them. Administrators can easily provide users with access to different parts of Web sites, and to sections of content in various stages of development in the content lifecycle.
- **Generate dynamic Web content**—Using WCM Server’s powerful Web publishing functionality, your Web site content becomes fully dynamic. WCM Server provides plug-in interfaces to dynamically integrate content from third-party applications, such as ERP Systems, XML Data streams, Web Services, and J2EE-based architectures.
- **Leverage robust presentation logic**—WCM Server is fully standards-based, enabling you to deliver content across disparate platforms, Web applications, and browsing devices, in personalized contexts. With WCM Server, you can strengthen customer relationships by delivering highly personalized information, without needing to create highly specialized content.
- **Automate the content lifecycle**—Streamline the content authoring process by using the graphical workflow editor to design fully customizable and scalable process management workflows that support both structured and collaborative content authoring. Schedule content for approval, publication, and retirement, and ensure it is published on time, every time. Timed releases and expiration dates enable content to be published to and removed from the Web site automatically.
- **Support content globalization and localization**—WCM Server can simultaneously replicate content across multiple Web servers worldwide. Unicode and double-byte character support enables you to manage Web sites in multiple languages. These capabilities enable regional Web site managers to focus on adding local languages or offering online promotions tied to the specific marketing nuances of their region or country, rather than creating content from scratch.

**Deliver long lasting business benefits**

In today’s competitive marketplace, critical business decisions are extremely time-sensitive. Organizations can lose valuable market share if they do not act quickly to capitalize on new business opportunities. WCM Server enables your content authors to quickly, effectively, and accurately push information from concept to publication—ensuring that your Web content management investment delivers long-term business benefits and competitive advantage.



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