



Web Solutions

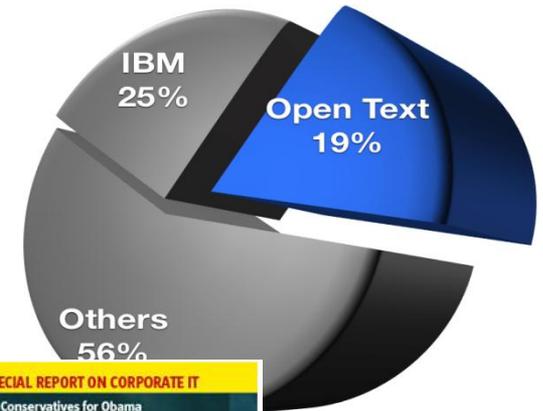
Newest release and product direction

Lars Onasch

Director Product Marketing
Web Solutions Group

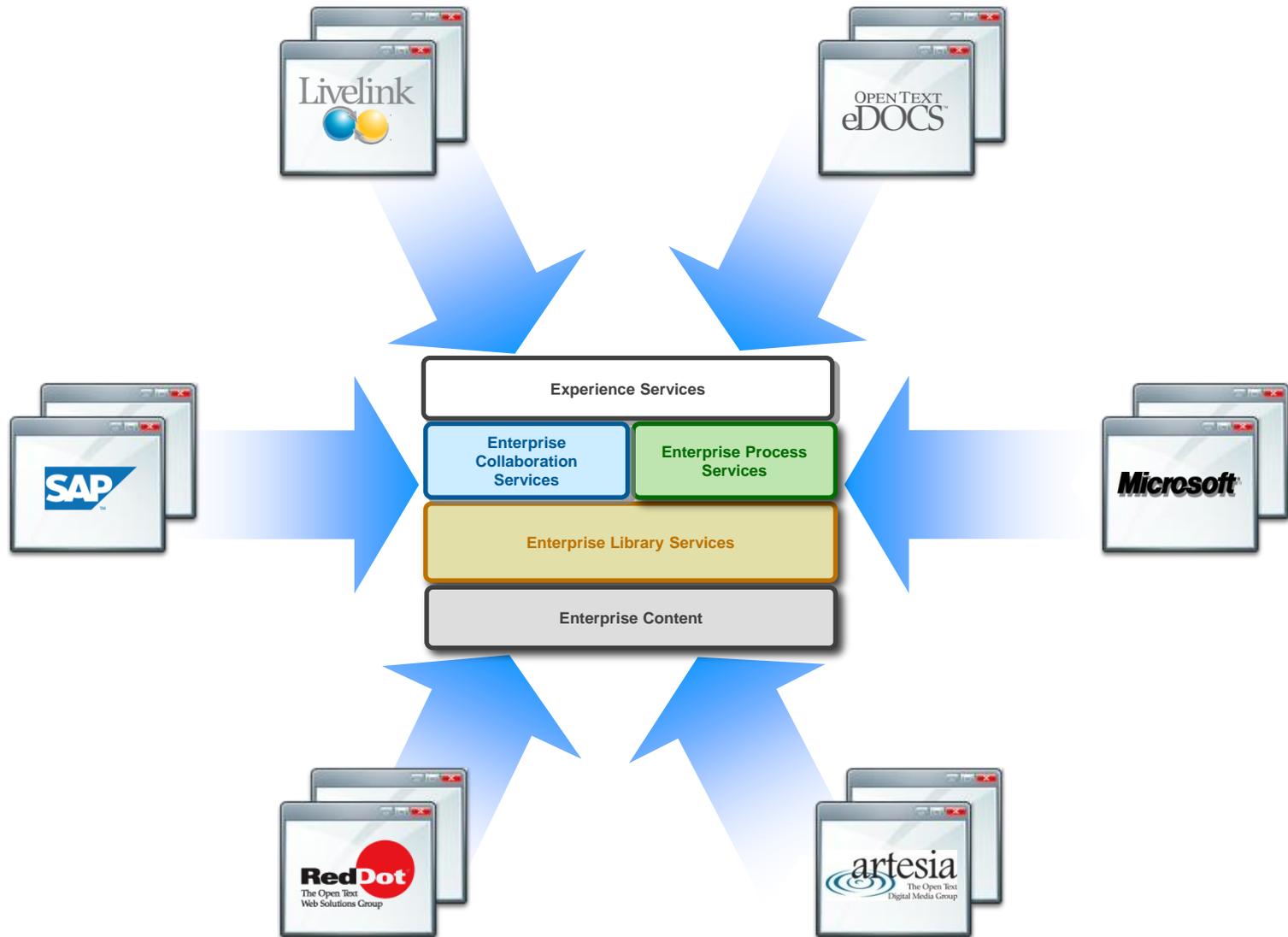
The time has come to...

- Take the lead in WCM
- Leverage the Open Text brand
- Deliver practical, strategic and visionary solutions to the market
- Synchronize releases
- Ensure high-quality offerings
- Improve overall company readiness – ours and theirs



The Next 25 Years in Tech

Natural Journey to Open Text ECM Suite



OPEN TEXT ECM SUITE

Document
Management



Collaboration
& Community
Management

**Web Content
Management**



Records
Management



Email
Management



Capture
and Delivery



Business
Process
Management

Living



Content
Reporting



Integration Options

Web Content Management 



Document Management 

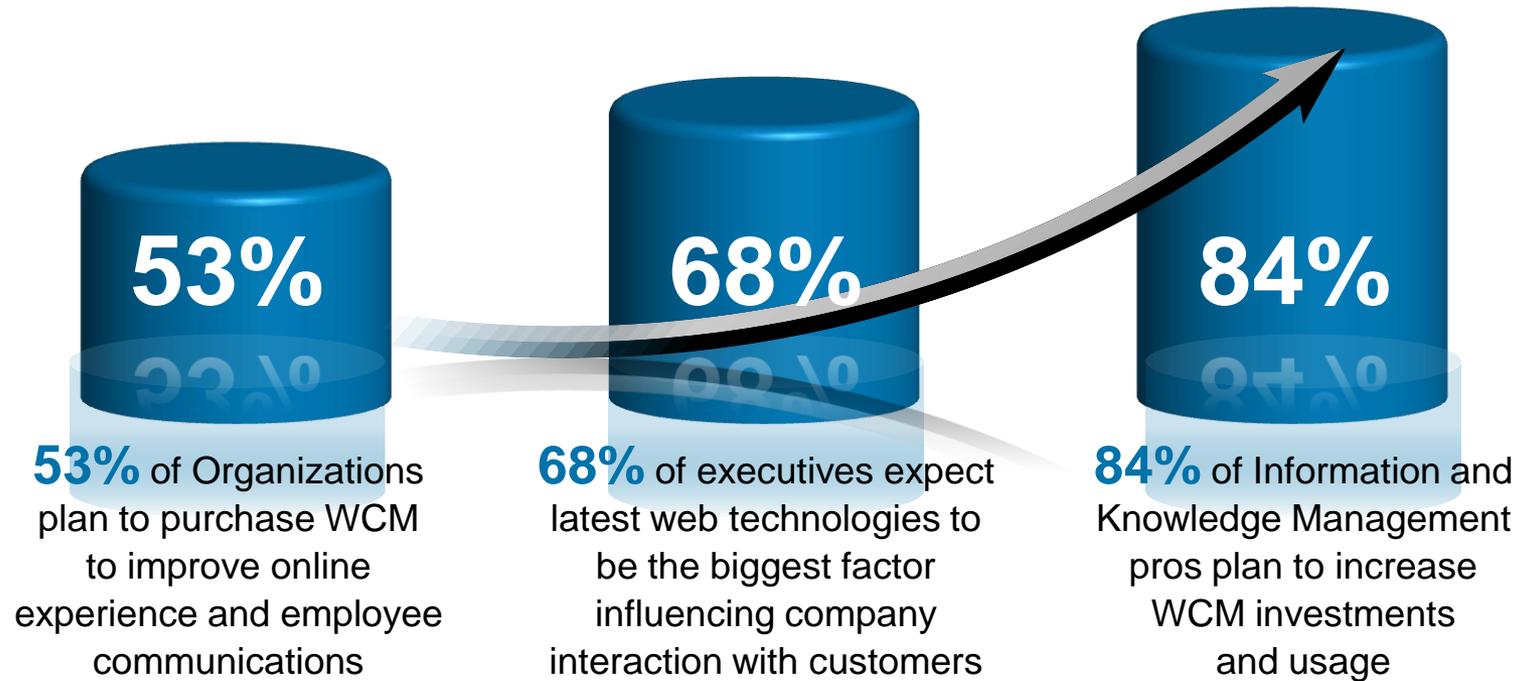


Collaboration & Community Management 



Digital Asset Management 





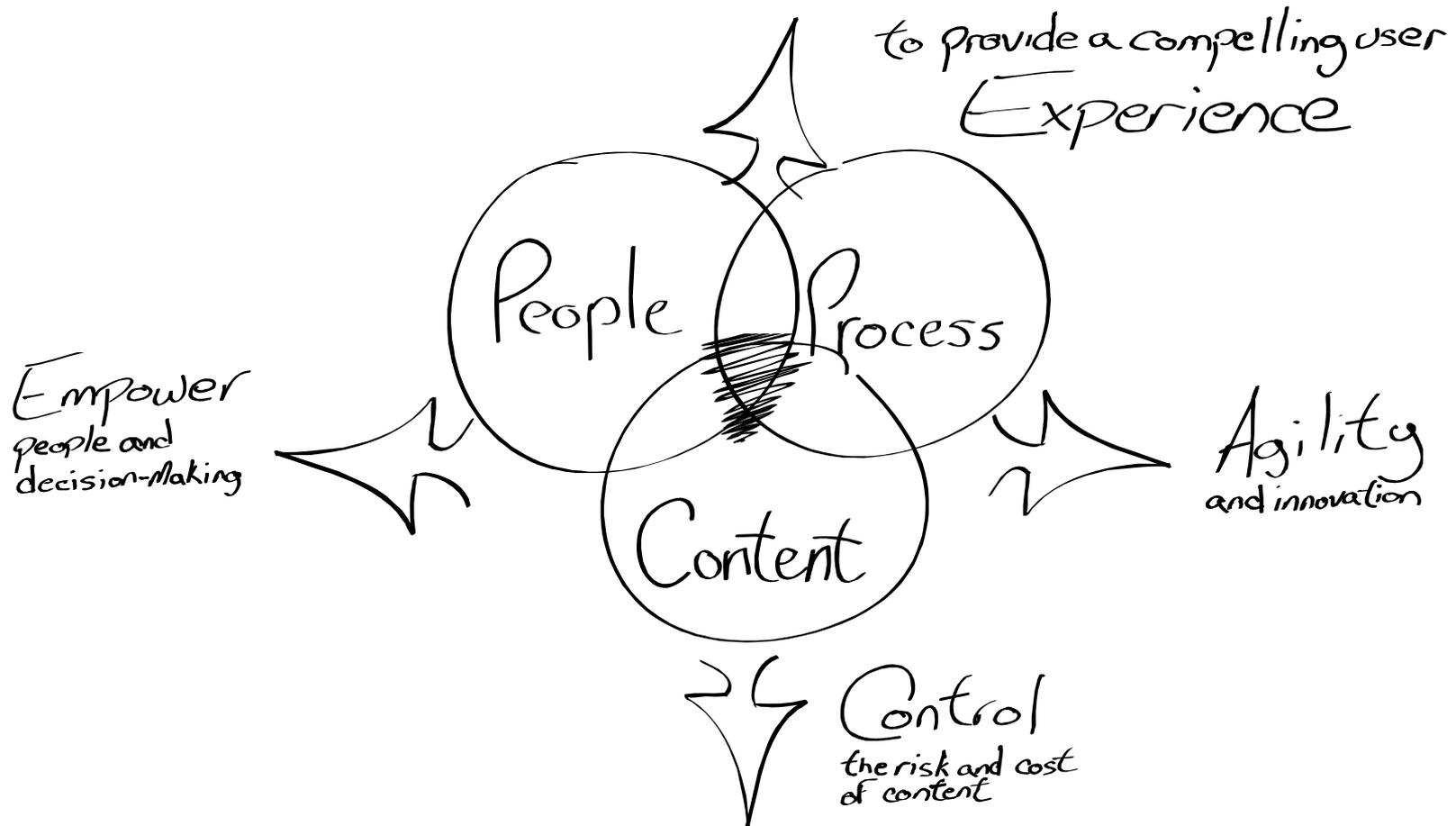
Sources: McKinsey Survey October 2007; Techworld, 5/2007

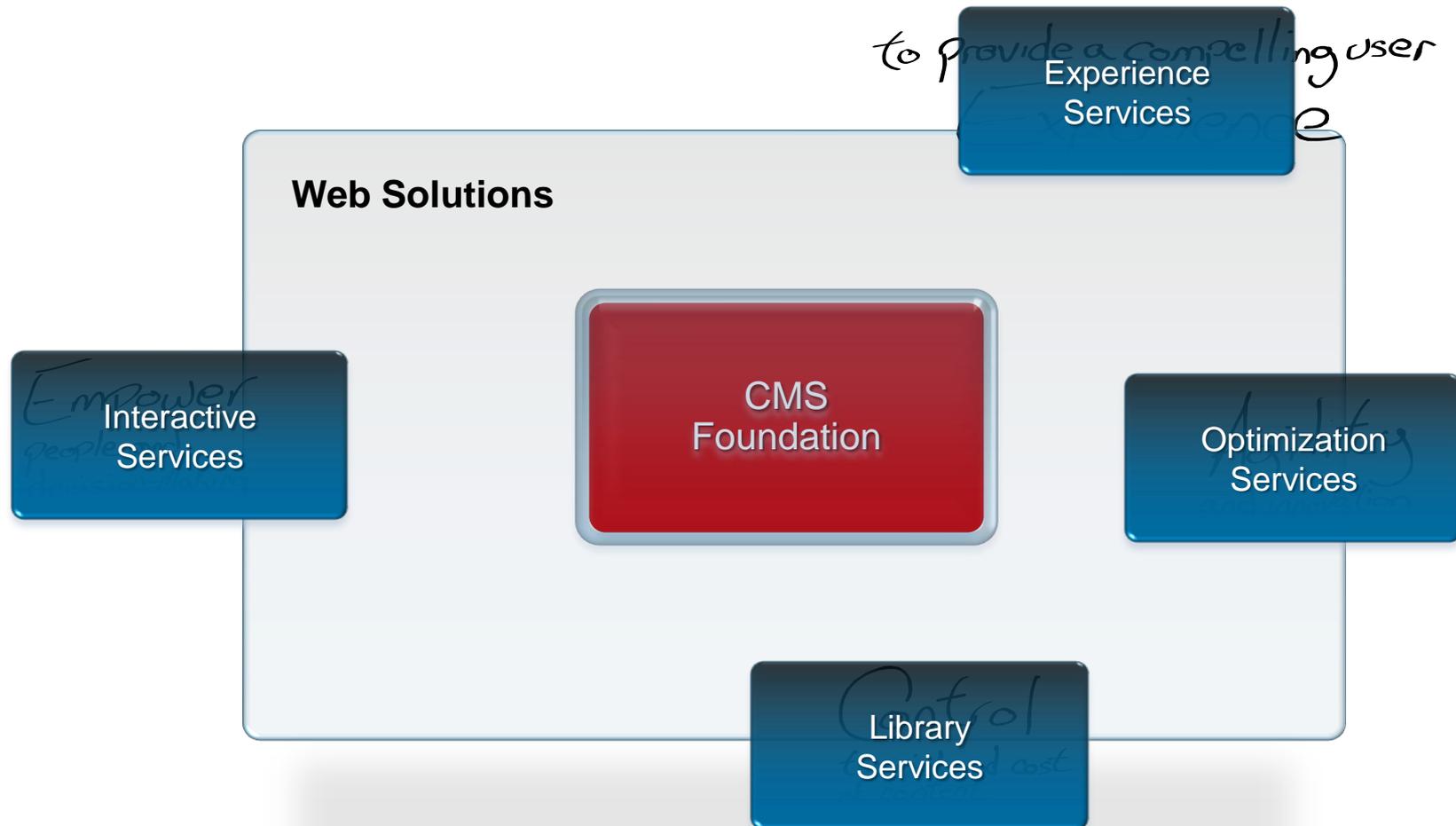


Orchestrating Excellence

*Open Text envisions a world where our customers orchestrate their **People, Processes, and Content** to achieve strategic success.*









Delivering Enterprise 2.0 Today

What is Open Text Web Solutions?

New brand names

- Open Text Web Solutions

New technical product names

- RedDot CMS: Management Server
- RedDot LiveServer: Delivery Server
- Additional modules carry over

New version numbering

- 9.0

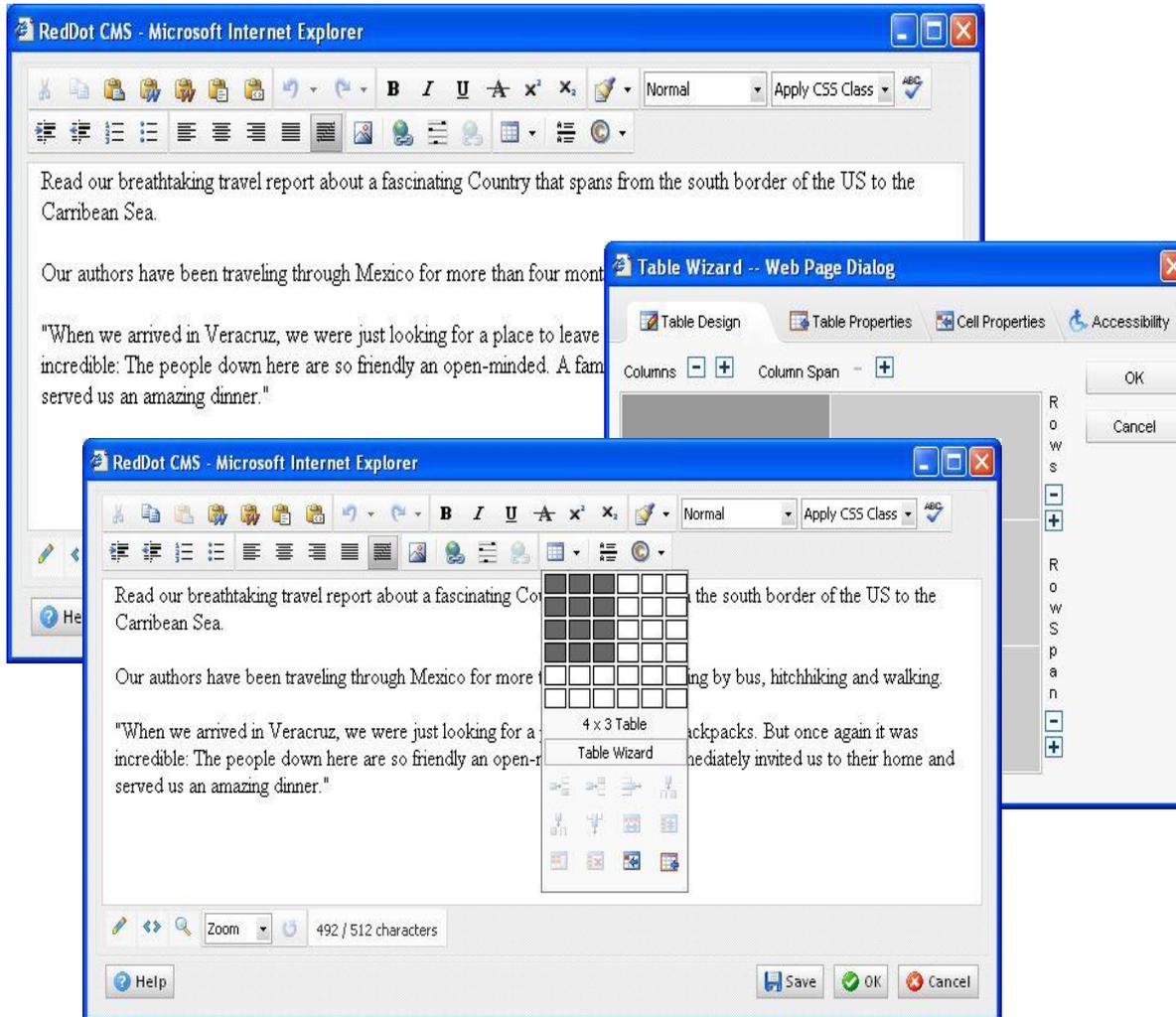
New features and modules

- Release Theme: Safe Web 2.0

New way to relate to our customers

- Web Solutions for...

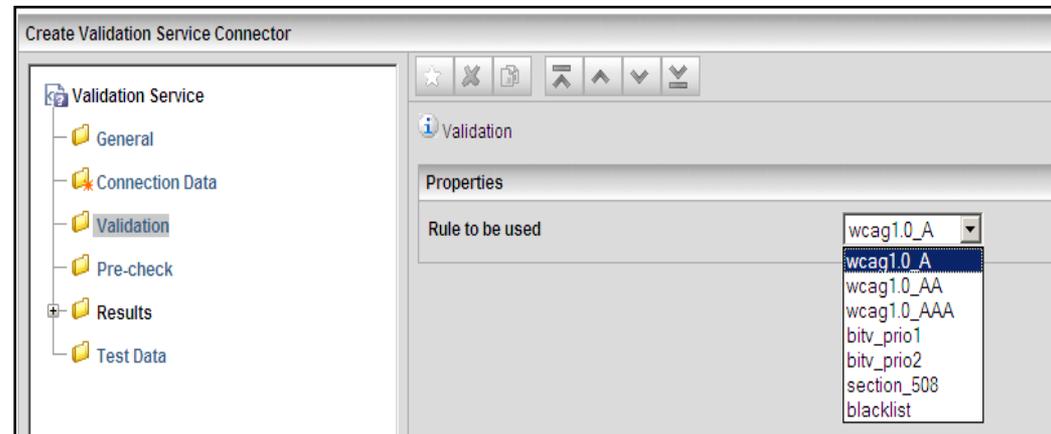
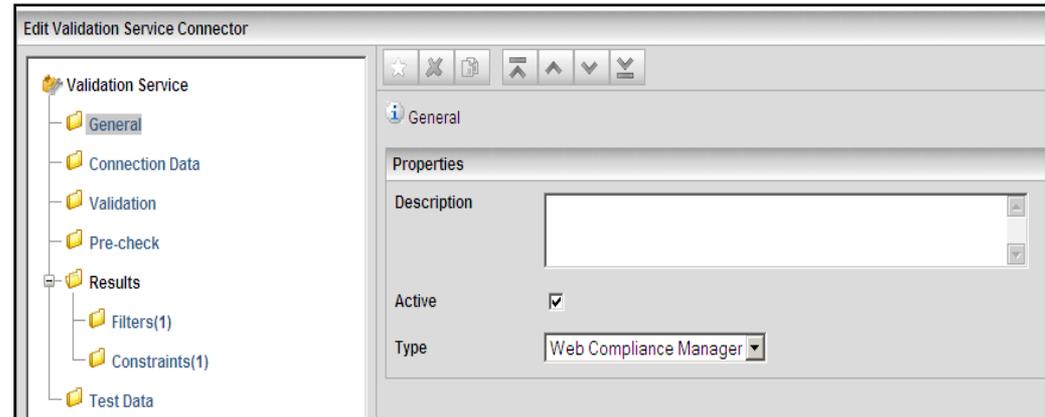
Content Management



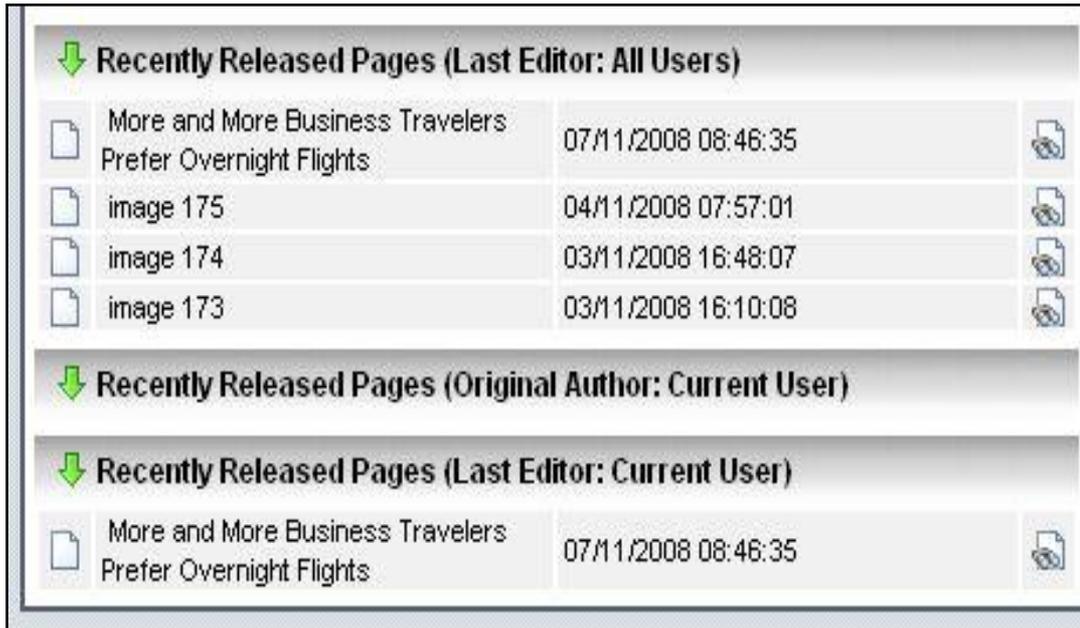
- Ajax and fly-out menus for easier editing
- Preview Mode
- Cross browser compatibility
- Context Menus for editing images and tables
- Keyboard shortcuts
- XHTML compliant
- Accessibility settings, W3C level A compliant
- Source code view
- .NET framework

Content Management

- Analyze content and moderate automatically
- Check content prior to publication
- Customized Rule-Set
 - Blacklist terms
 - W3C compliance
 - WCAG, BITV, Section 508
 - Custom rules
- Constraint to meet the rules (REJECTED or ACCEPTED)
- New “validate” mode



Content Management



The screenshot displays three sections of a content management system interface, each with a green downward arrow icon and a title:

- Recently Released Pages (Last Editor: All Users)**

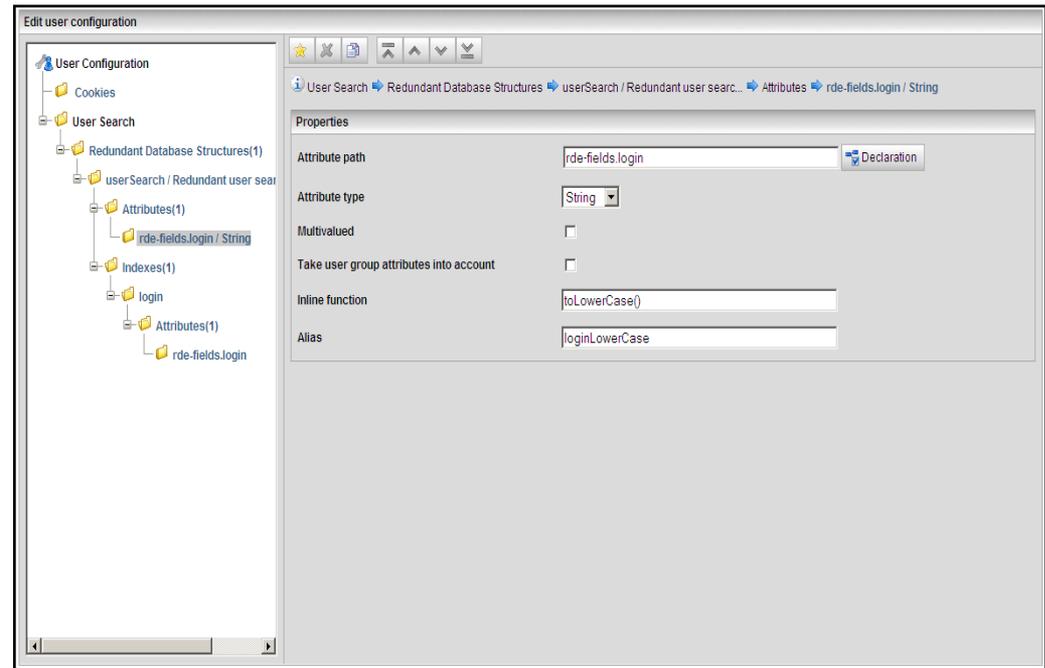
More and More Business Travelers Prefer Overnight Flights	07/11/2008 08:46:35	
image 175	04/11/2008 07:57:01	
image 174	03/11/2008 16:48:07	
image 173	03/11/2008 16:10:08	
- Recently Released Pages (Original Author: Current User)**
- Recently Released Pages (Last Editor: Current User)**

More and More Business Travelers Prefer Overnight Flights	07/11/2008 08:46:35	
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- Keep an eye on the workflow status of pages created/edited
- User home page now lists popular page status :
 - Pages I created
 - Pages I edited or worked on
 - All pages recently published
- Each project can set how many pages to list at one time (5,10,20)

Content Management

- New architecture is faster at managing custom index structures
- Define inline functions like case insensitivity
- User mode „report“ Improvements
 - Multiple attribute for advanced queries



Page Management

Page Preview by Date

11/11/2008 11/30/2008 Redlining mode

The "new economy" is creating a new breed of Red-Eye Road Warrior.

2005/Dec/08

Europe By Air Network Adds Another Airline

The popular Europe By Air Network offers flights to destinations to/from 27 countries

2005/Nov/02

Delta Air Lines to Start New Routes to Japan

ATLANTA -- Delta Air Lines (NYSE: DAL) will begin its new route from the United States to Japan beginning April 1, 2001

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- Compare a project for different appearance schedule dates
- Check box at top provides RedLining for differences
- Great for marketing teams looking at an event page in the future with the entire team's edits all in one view

Don't delete that page just yet

Page Management

Delete Page

Delete Page: Details

E-mail notification

Last editors
 Original authors
 Also notify

Subject

Message

```
From: %UserName% [%UserEmail%] <BR><BR>The  
following pages are affected by the deletion  
of the page 110 'Mexico':<BR><BR>%Pages%
```

- Informs the user which pages are referenced – warning mechanism
- Gives an overview about all references to a page that shall be deleted
- Allows the user to preview connected pages
- Send notifications to individuals prior to deleting the page as a warning message to take action or just for notification

Page Management

- External URLs can be checked by authorized SmartEdit users
- Full overview about all external URLs in the project (including URLs in text- elements and lists)
- Especially helpful when a page has a large number of links to manage
- Empower SmartEdit users with a page level Check (administrators check whole projects)
- Email notification when the process is complete

Check URLs

E-mail notification to:

Broken links: 0 Select All Links

Working links: 1 Select All Links

[http://de.wikipedia.org/wiki/Campeche_\(Stadt\)](http://de.wikipedia.org/wiki/Campeche_(Stadt))

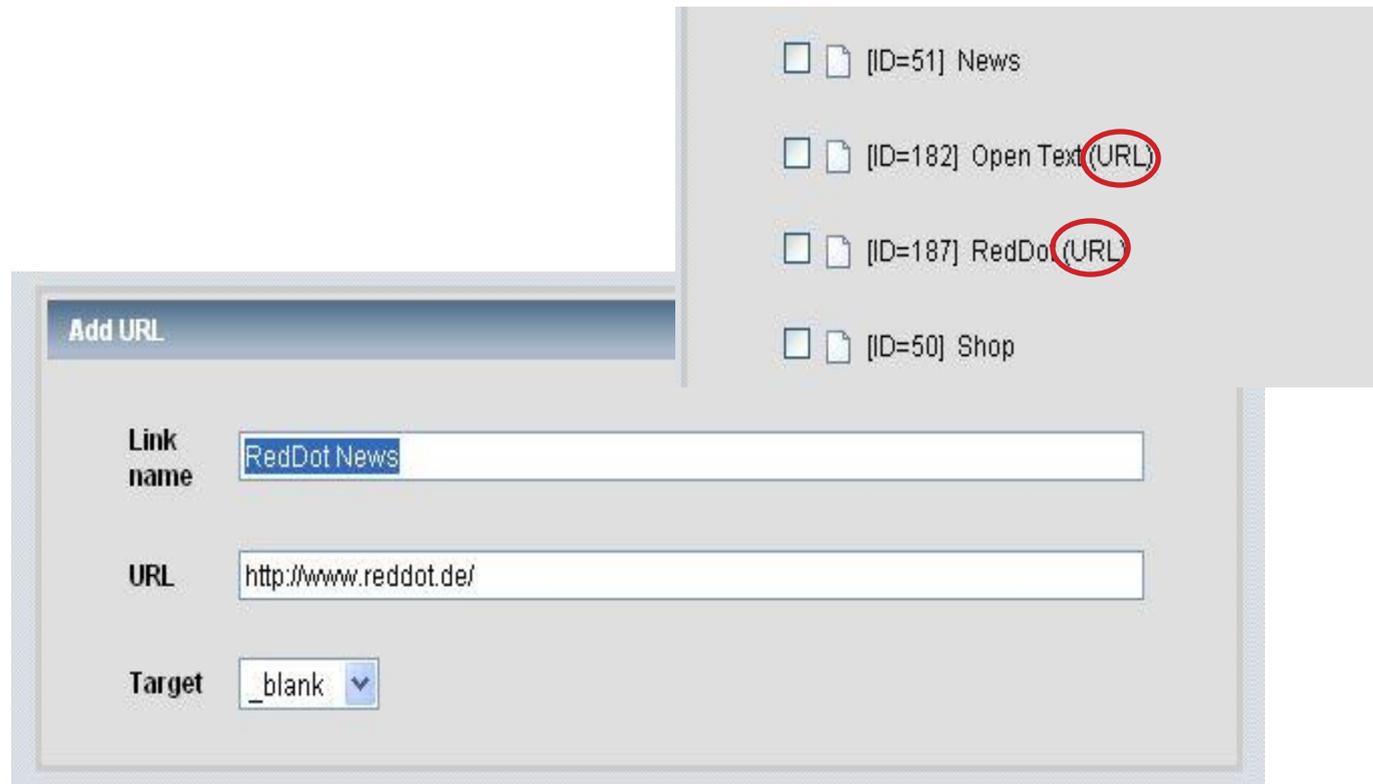
Unchecked links: 2 Select All Links

http://de.wikipedia.org/wiki/Quintana_Roo

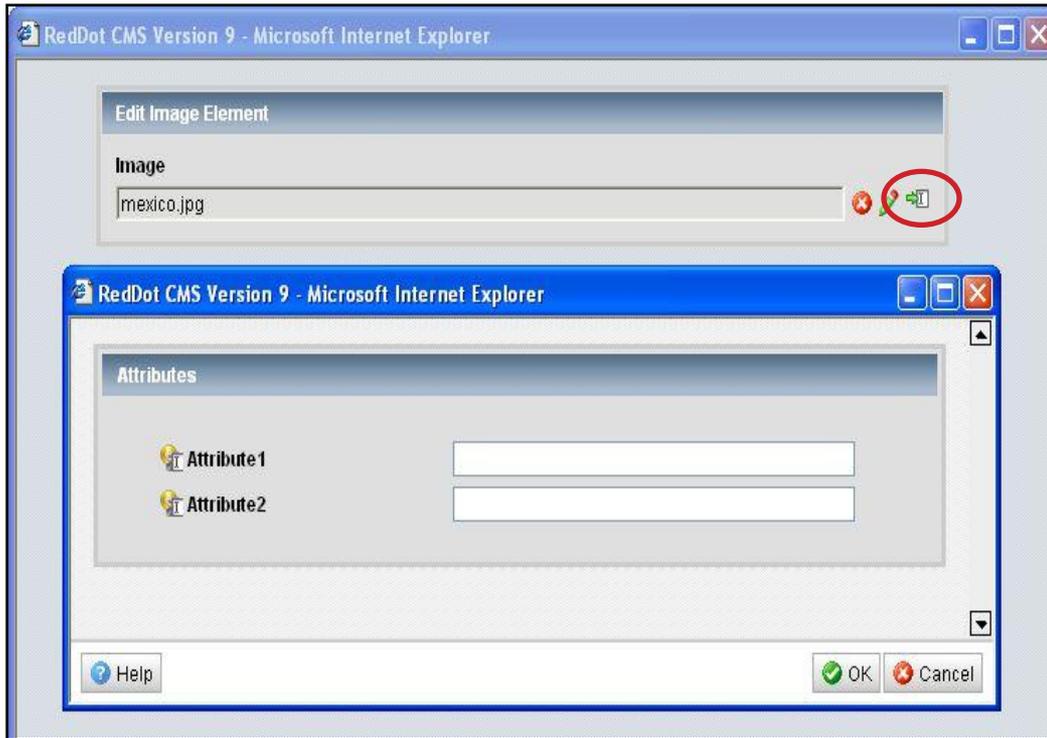
<http://de.wikipedia.org/wiki/Chiapas>

Page Management

- URLs added to lists can be edited by the SmartEdit user by clicking on a link icon
- When editing lists, assigned URLs are highlighted



Asset Management



- Attributes of images and media files can be edited without opening the Asset Manager
- Editing Attribute possible via the „Edit Elements in Form“ dialogue

Hierarchy Search with More Options

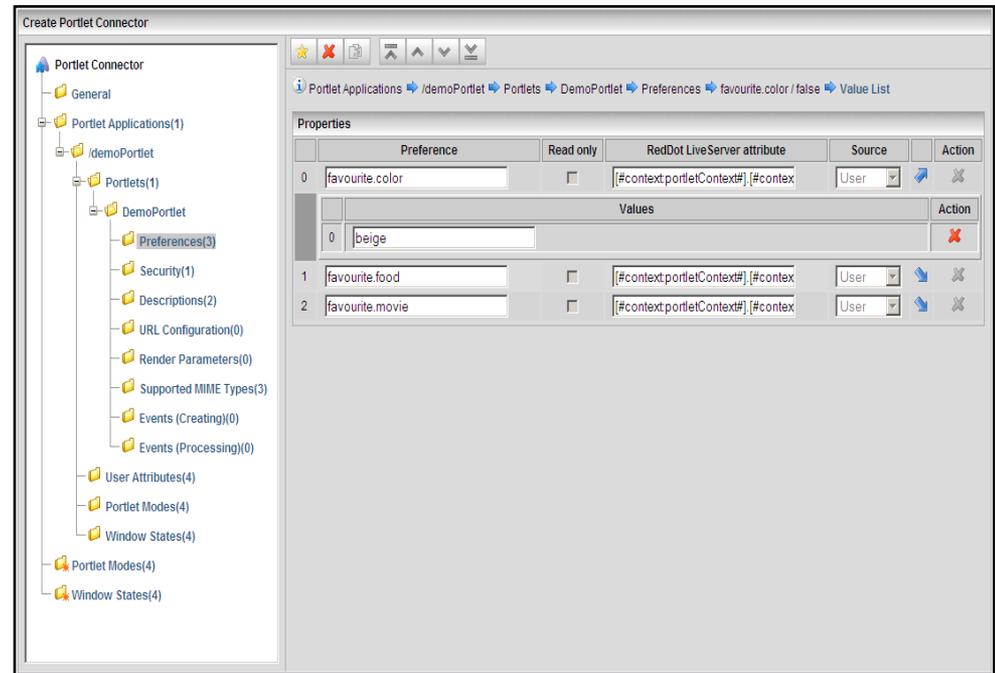
Asset Management

The screenshot displays the Open Text Asset Management search interface. At the top, there is a search bar with a dropdown menu for 'Search attributes' currently set to 'File Name'. A search box contains the text 'By *' and a 'Start search' button. Below the search bar, a list of search attributes is shown, including 'File Name', 'Original author', 'Last editor', 'Height', 'Width', 'Color depth', 'File size', 'Attribute1', and 'Attribute2'. The search results are displayed in a table with columns for 'List' and 'Action'. A search result is shown, featuring a thumbnail image of a man and the filename 'SubFolder 2/is4.jpg', which is circled in red. The interface also includes navigation controls like '<< Back | Page 1 of 1 | Forward >>' and a 'Switch to page' input field. A checkbox labeled 'Subfolders' is checked and circled in red.

- More search attributes (i.e. filesize, height, width, color depth)
- Search over all subfolders
- Search result with includes subfolder information pre-pended to asset name

Application Management

- Extend our ability to include other portlets created out on the Web
- Apply support attributes and security roles or event handling to other portlets
- New Portlet
 - Include Portlets instances in pages
- Standard JSR 168 application page development



Content Administration

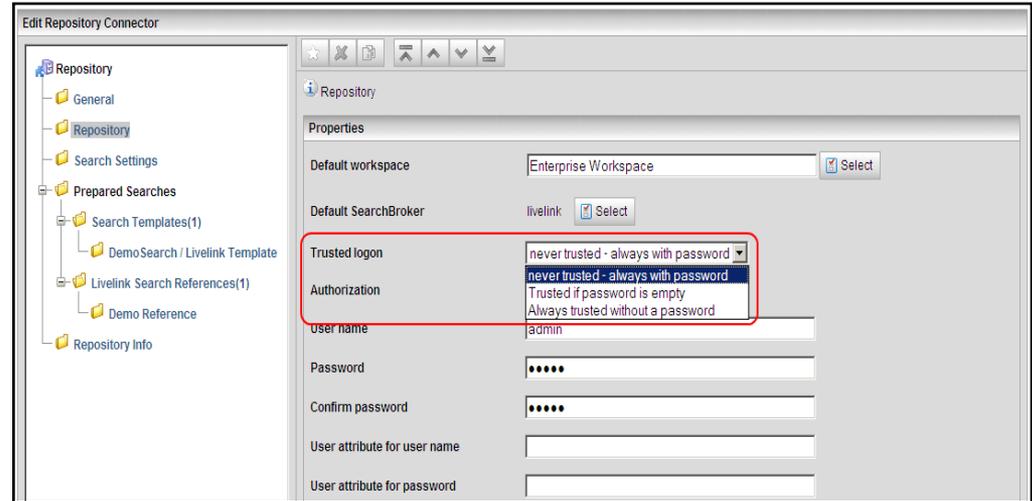
- Define filters for content by creating logical expressions, operators and rules
 - Browse user groups
- Built into SmartEdit
- Web 2.0 integration: Blog, Wiki, ...
 - Editor can see a list of predefined filters defined by the Administrator
- Wizard-like tool to select notation of specific constraints

The screenshot displays the 'Query' tool interface. At the top, a text box contains the constraint: `[#user:rde-groups#] containsall "Administrators"`. Below this is a table for defining the constraint structure. The table has columns for 'And/Or', 'Type', 'Attribute name', 'Operator', 'Type', and 'Attribute name/value'. A dropdown menu is open under the first 'Type' column, showing options: 'Content attribute', 'User attribute', 'User group', and 'User-defined'. Another dropdown menu is open under the 'Operator' column, showing options: '= (eq)', '<> (ne)', '< (lt)', '> (gt)', '<= (le)', '>= (ge)', 'contains', 'containsany', and 'notcontainsany'. A third dropdown menu is open under the second 'Type' column, showing options: 'Constant', 'User attribute', and 'User-defined'. To the right of the table is a 'Refresh' button. Below the table is a 'Group Structure' panel with a tree view. The tree view shows a root node 'x Tree' with three sub-nodes: 'Administrators (Members have all rights...eder haben alle Rechte.)', 'portletcontainer (Portlet Container Demo project users)', and 'RegularUsers (Regular users of the Sys...ardbenutzer des Systems.)'. Each sub-node has a checkbox next to it.

Content Administration

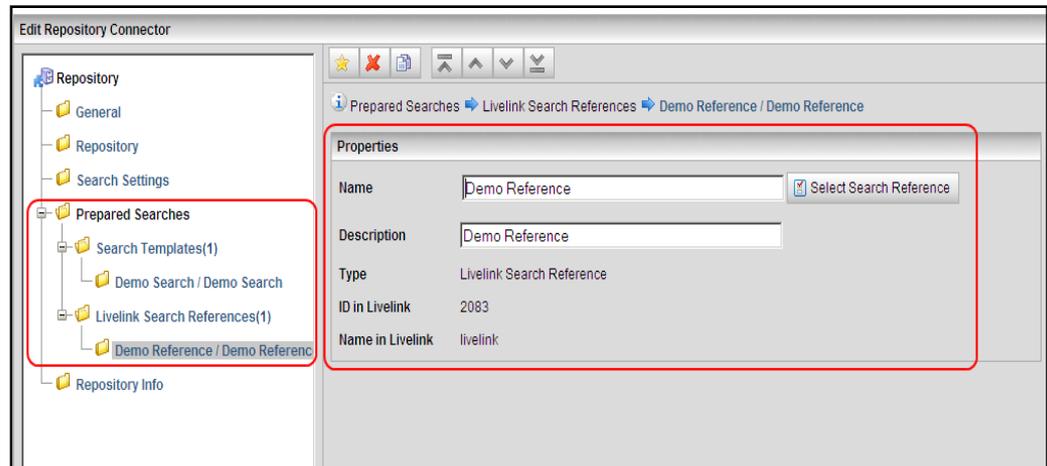
Single-Sign-On

- Trusted login with multiple choices:
 - Never trust
 - Trusted
 - Always Trust
- Livelihood user authentication without password
- Personalized query for Livelihood document list



Saved Searches

- Edit Livelihood queries and save as Search Template
- Inline value placement on the fly





Delivering Integrated Technology

Tagging & Voting

- New Tagging data
 - Filters
 - Metadata for Tags (Who and when?)
 - Black-list, White-list, Suggestion-list
- Define tags for voting scenarios
- Consolidation rules for Tag-Cloud
 - Time Pattern (Last week, Last 24 hours, ...)
- Available as Web Component (via SmartEdit)

The screenshot displays the Open Text SmartEdit interface. The top panel, 'Edit Project Settings', shows a tree view on the left with 'Tagging/Voting' selected. The right pane shows the configuration for 'Tagging' with the following details:

- Name: Tagging
- Description: Tagging
- Active:
- Permission to tag: All users
- User constraint for tagging: (empty)
- Allow community tags:
- Multiple assignment:
- Uniqueness expression: (empty)
- Tag storage project: demo
- Delete tag assignments when target objects are deleted:

The bottom panel, 'Edit Content', shows a tabbed interface with 'Tagging/Voting' selected. Below the tabs, there is a section for 'Assigned Tags' with a table of data:

Snippet	Language	Tag	Weight	Type	Categories	Additional value	Assigned	Assigned by	Action
<input type="checkbox"/>	de (German)	RedDot	1	Community	-	-	Nov 19, 2008 10:36:20 AM	admin	Delete Edit Tag
<input type="checkbox"/>	de (German)	OpenText	1	Community	-	-	Nov 19, 2008 10:36:52 AM	admin	Delete Edit Tag

Native Bridge to Digital Media (Artesia DAM Integration)

- Access via SmartEdit on the DAM repository
- Different types of references
 - Current Snapshot
 - Public Link
 - Secured Link
 - High Resolution Streaming Link

The image displays two overlapping screenshots. The top screenshot shows the Open Text WebSolutions editor interface. The main content area is titled "Exploring the Country of the Aztecs" and features a large image of a Mayan pyramid. A red circle highlights the image, with a blue arrow pointing to the Artesia DAM interface below. The editor interface includes a left sidebar with navigation options like "SmartEdit" and "SmartTree", and a top menu with "Properties", "Actions", "Linking", and "Keywords".

The bottom screenshot shows the Artesia DAM interface in a Windows Internet Explorer browser. The search results page displays a list of assets, including the same Mayan pyramid image. A context menu is open over the image, showing options such as "Open Asset Details", "Asset Menu", "Edit Contents", "Show Related Projects", "Show Version History", "Download", "Check-out", "Show Security Policies", "Public Link", "Secured Link", "Current Snapshot", and "Current Snapshot (Thumbnail)". A blue circle highlights the "Public Link", "Secured Link", and "Current Snapshot" options.

Delivery Server WebParts

- Deliver content directly into the MOSS Portal
- Personalized content can be displayed in relation to other portal content
- SingleSignOn available

Content Integrator – II. Phase

- Saved Searches can be used for publication
- File System Connector is available



Thank You