



Open Text Enterprise 2.0

Web Solutions Group 27. Sept. 2009

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September 27, 2010

Open Text Web Solutions User Group



Open Text ECM Suite



CAPITALIZE ON YOUR CONTENT 2.0

Open Text ECM Suite



User Experience Services

**WEB
ENGAGEMENT**

**CONTENT LIFECYCLE
MANAGEMENT**

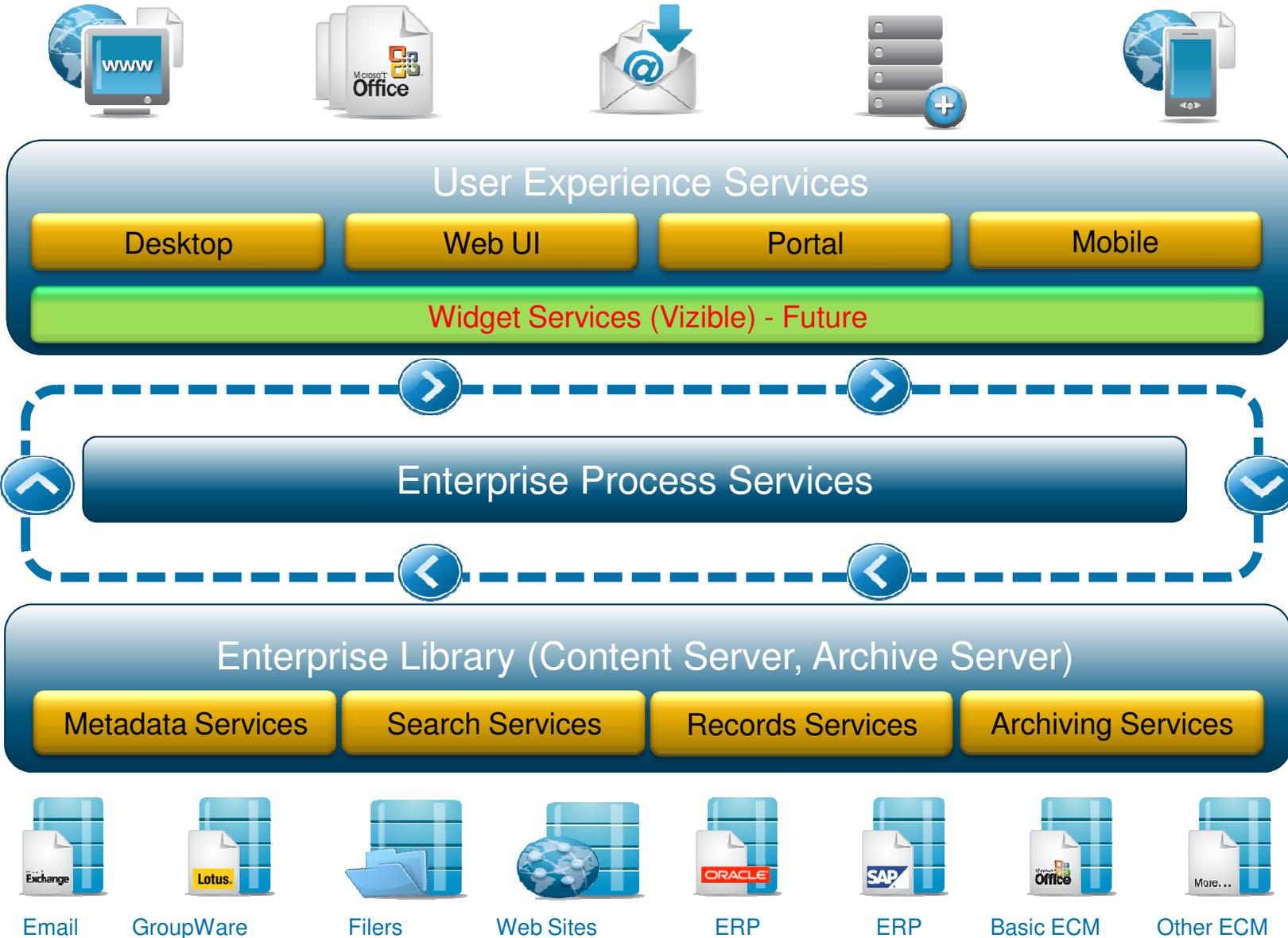
**TRANSACTIONAL
CONTENT PROCESSING**

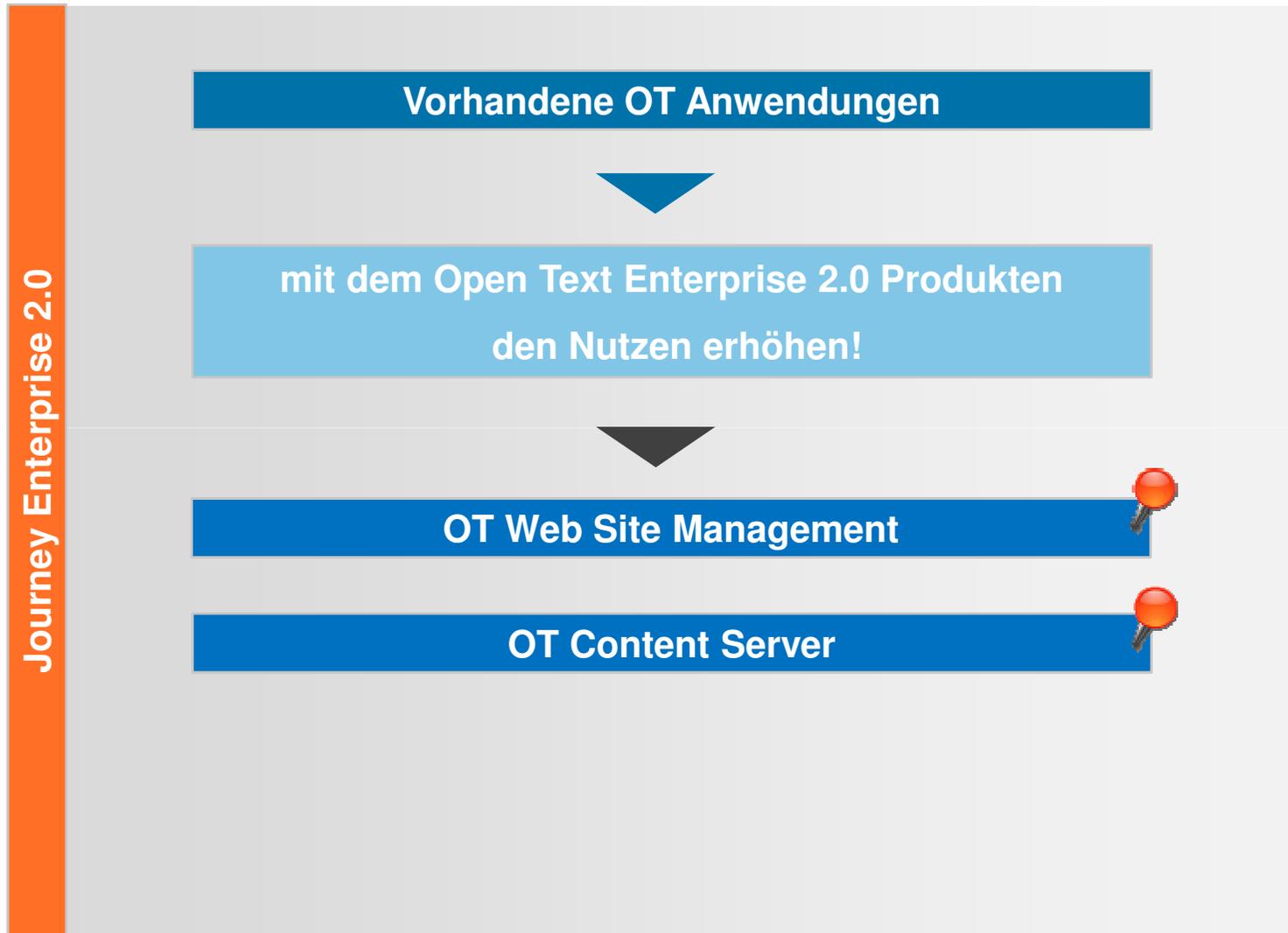
Enterprise Process Services

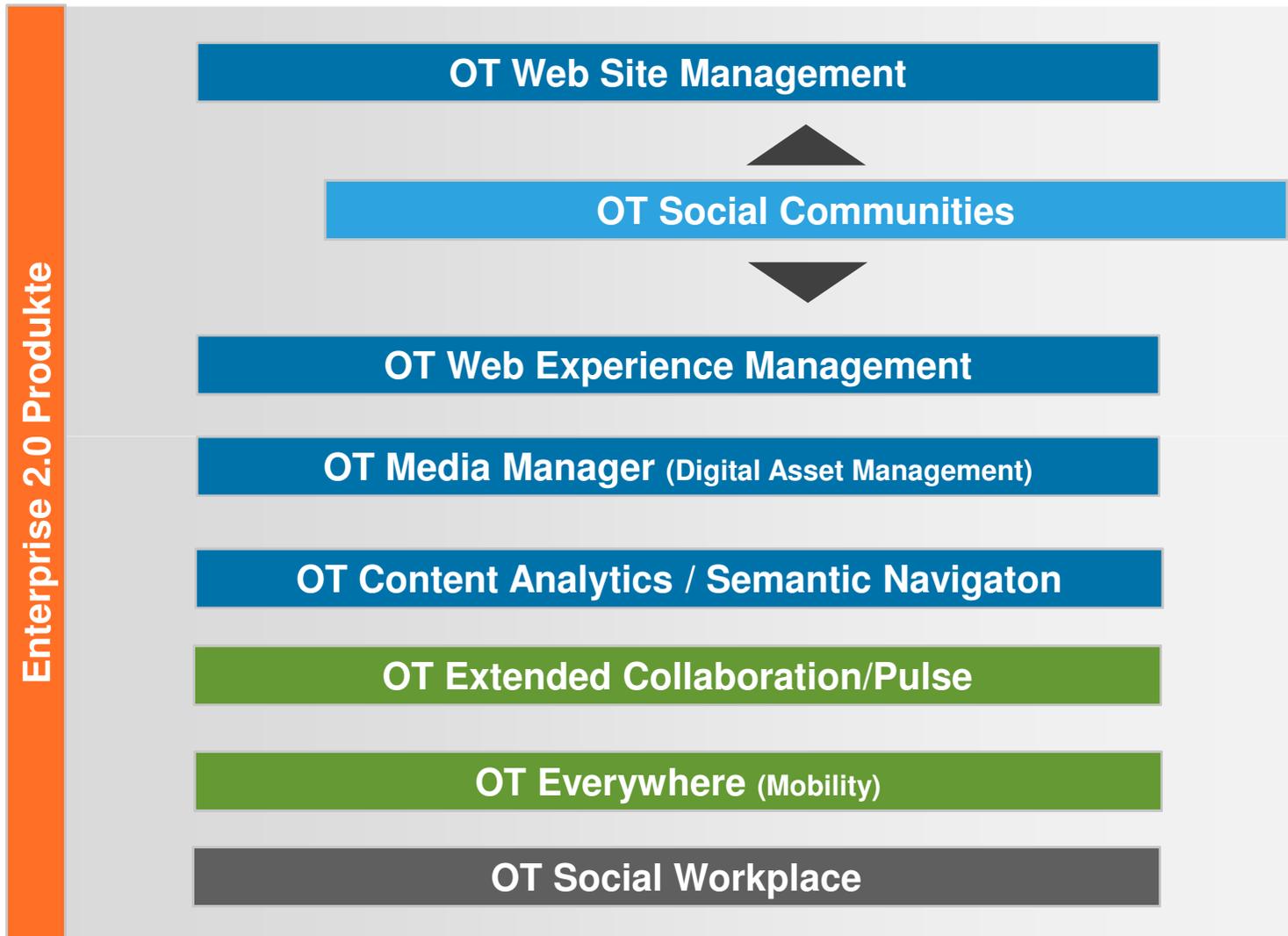
Enterprise Library



Shared Services and Defined Layers of Integration







Was macht Open Text mit E 2.0?



CAPITALIZE ON YOUR CONTENT 2.0

OT Enterprise 2.0

Produkt

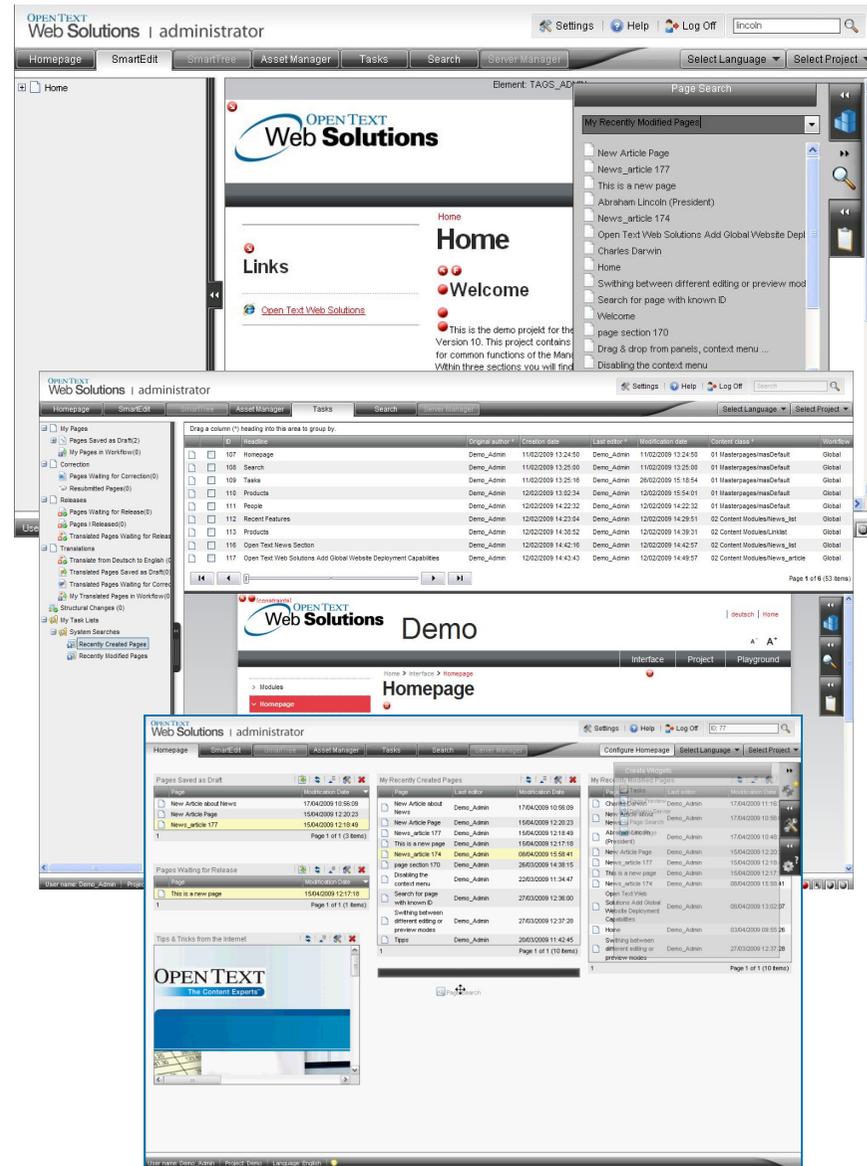
Web Site Management

Argumente

- SmartEdit und RedDots
- Schnelles Roll-Out
- Content-Portal
- Social Media
- Asset Management
- Lösungen für SAP u. MS-Sharepoint

Appl./Services

- Management Server
- Redaktion Projekte
- Mehrsprachigkeit
- Workflow
- API
- Delivery Server
- Content Portal
- Personalisierung
- Social Communities
- Integration
- API



Produkt

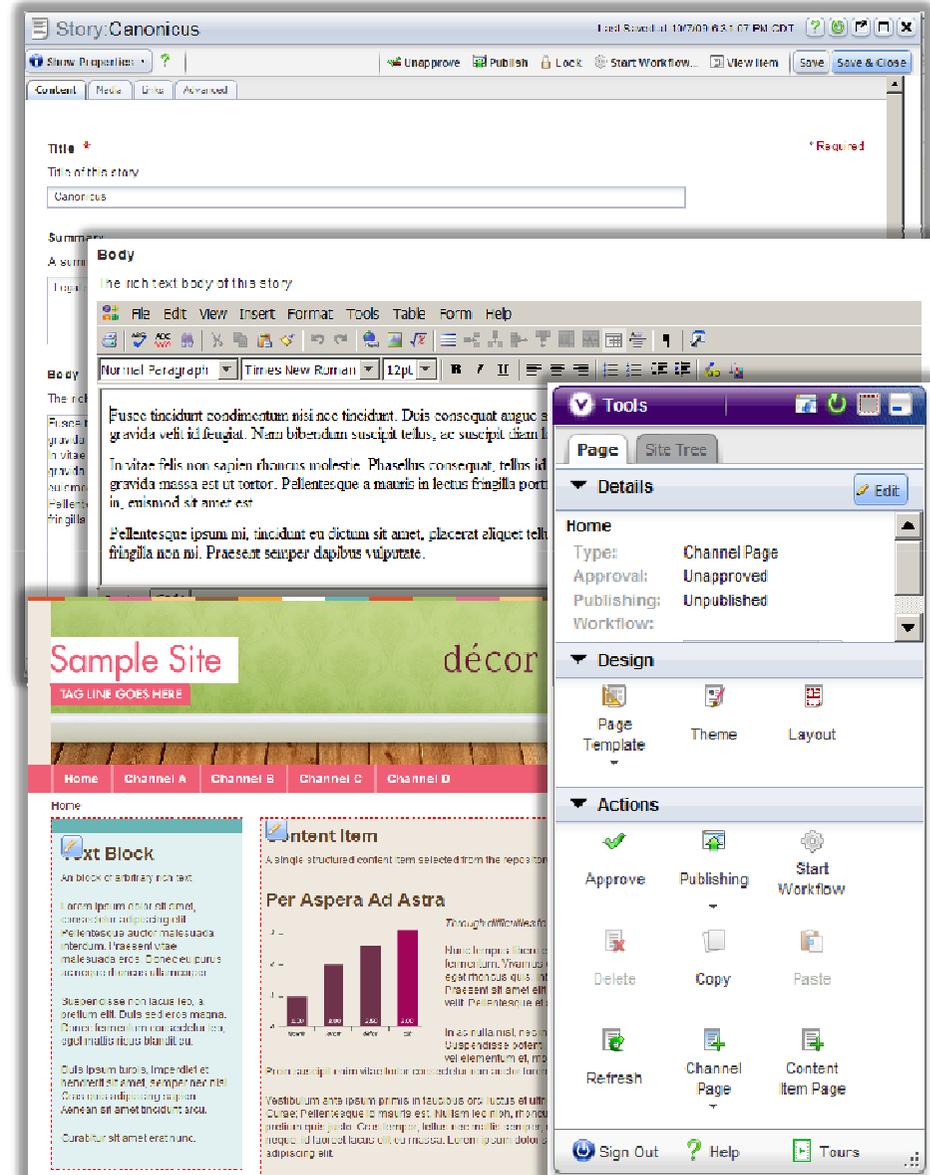
Web Experience Management

Argumente

- Prio des Kunden - Business über Web
- Multi-Site Content Re-Use
- Skalierbarkeit Customizing
- Flexible nutzbarer Funktionsumfang
- Integration
- Personalisierung
- Einfache Strukturierbarkeit
- High Performance

Appl./Services

- Verwaltung von Rich Text, Bildern, Videos...
- Frei strukturierbare Workflows
- Eingabeformular Wizard
- Reine Texteingabe und Seiteneditor
- Site & Page Templates
- Metadaten, Keywords
- Shortcuts, Quick Actions, Saved Search
- Portal Integration
- Publikation manuell / zeit / workflow



Produkt

Social Communities
für WSM und WEM

Argumente

- Ausrichtung: intern und extern
- Noch keine Social Media Tools im Einsatz, bzw. Konsolidierung von vorhandenen Lösungen
- Portal- und/oder Web Site Management
- “Socially enable your content“

Appl./Services

- Social Applications
Blog, Wiki, Forum
Ideen-Management
Event-Management
Mikroblog
Social Groups
Social Bookmarks
Galleries: Photo, Video, Podcast, Downloads
- Social Services
Rating, Tagging
Kommentare
User Profile / Social Networks
RSS, Notification



Live Demo: myNASA.gov

The screenshot displays the myNASA.gov website interface. At the top, there is a navigation bar with the NASA logo and menu items: HOME, NEWS, MISSIONS, MULTIMEDIA, CONNECT, and ABOUT NASA. Below the navigation bar, a user profile section shows "Welcome Marc Paczian" with links for "Log Out" and "Edit Profile". A search bar is located to the right of the profile section.

The main content area is divided into several sections:

- Multimedia:** A sidebar menu with options: Images, Videos, Podcasts, NASA TV, Interactive Features, 3D Resources, RSS Feeds, Blogs, and Worldbook@NASA.
- Images:** A section titled "Images" featuring a featured image "Lighting Up the Night" with a "View Image" link, and another image "Global Hawk" with a "View Image Gallery" link.
- Latest Videos:** A section titled "Latest Videos" featuring a featured video "NASA Dryden Receives 'New' F-15Ds" with a "View This Video" link, and another video "Dust Models Paint Alien's View of Solar System" with a "More Videos" link.
- NASA Television:** A section titled "NASA Television" featuring a "NASA TELEVISION" logo and a "Pick a NASA TV Channel:" section with buttons for "Public", "Education", and "Media". It also includes a "View Schedule" link.
- nasaimages.org:** A section titled "nasaimages.org" with a sub-header "The most comprehensive compilation of NASA stills, film and video" and a "Start Your Search" link.
- NASA on YouTube:** A section titled "NASA on YouTube" with a sub-header "ReelNASA channel" and "NASA TV channel" and a video thumbnail.
- Interactive Features:** A section titled "Interactive Features" featuring a video thumbnail "NASA's Global Hawk Takes on Hurricanes" and another thumbnail "Apollo 11: Giant Leap For Mankind".
- Audio Podcasts:** A section titled "Audio Podcasts" with a list of podcasts: "This Week @NASA", "NASA Moments", "Shuttle & Station", "Solar System", and "Universe", each with an "XML" link.
- Video Podcasts:** A section titled "Video Podcasts" with a list of video podcasts: "This Week @NASA", "NASA 360", "NASA eClips™", "Our World", and "Real World", each with an "XML" link.

Open Text Social Communities



CAPITALIZE ON YOUR CONTENT 2.0

OT Enterprise 2.0

Produkt

Media Manager

Argumente

- Zentrales Medien Management
- Kontrolle über Medien
- Zentrale Erfassung
- Metadaten
- Schnelles auffinden von Assets
- einfache Wiederverwendung und Verbreitung
- Cross Media
- Compliance

Appl./Services

- Media Manager
- Hosted Media Management
- DAM for SAP Solutions®

The image displays three screenshots of web applications. The top screenshot is the 'A&A art and architecture' website, showing a search interface and a 'Picture of the week' section. The middle screenshot is the 'Österreichische Nationalbibliothek' website, featuring a search bar and navigation links for 'Bibliothek', 'Sammlungen', 'Museen', and 'Services'. The bottom screenshot is the 'BDZV' website, showing a search bar, a 'Pressemitteilungen' section, and a 'Newsletter - Abo' form.

Open Text Media Management



CAPITALIZE ON YOUR CONTENT 2.0

Produkt

Semantic Navigation (OTCA & OTSN)

Argumente

- Den richtigen Inhalt leichter finden
- Automatische Klassifikation und Organisation von Inhalten
- Semantische Navigation erzeugen
- Verbesserung des Nutzererlebnisses
- Verbessertes Suchmaschinen-Marketing
- Verknüpfung von Informationen nach Themen, Orten, etc.

Appl./Services

- Open Text Content Analytics (OTCA)
- Open Text Semantic Navigation (OTSN)



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FINANCIAL TIMES

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From COMPANIES 8:22am

Geoghegan set to quit HSBC by year-end

Douglas Flint to take over as chairman



- Video 'Shock' at HSBC change
- Lex HSBC: a study in dysfunction
- Gapper blog Hong Kong beats London
- HSBC chief attacks big banks break-up
- Changes at HSBC likely to prove disruptive
- Crisis catches up with bank chiefs

From UK 11:05am

Vickers panel mulls break-up of banks

Commission launches investigation into UK banking industry

- Independent Commission on Banking report
- Vickers to head UK banking review

From COMPANIES 1:00pm

Louis Dreyfus and Olam in \$15bn merger talks

Tie-up would create world's third-largest agricultural trader

GLOBAL OVERVIEW from MARKETS 2:51pm

Yen volatile on talk of central bank intervention

Silver hits 30-year high

- Short View Bulls and bears clash over corporate debt
- Few obstacles in path of bullion bulls
- Copper flirts with \$8,000 price barrier

From WORLD 2:24pm

Spain unveils 'austere' 2011 budget

Income tax for rich increased and ministerial expenditure slashed

Markets data

INDICES	COMMODITIES	CURRENCIES
FTSE 100	5,598 +0.91%	9,700
S&P 500	1,144 +1.73%	9,600
Eurofirst 300	1,077 +1.04%	9,500
Nikkei 225	9,472 -0.99%	
Shanghai Comp	2,592 +0.11%	

Markets data delayed at least 15 minutes Portfolio Markets data

Video

Peter Weinberg on 'flawed' Wall Street



Präsentation OT Semantic Navigation



CAPITALIZE ON YOUR CONTENT 2.0

Produkt

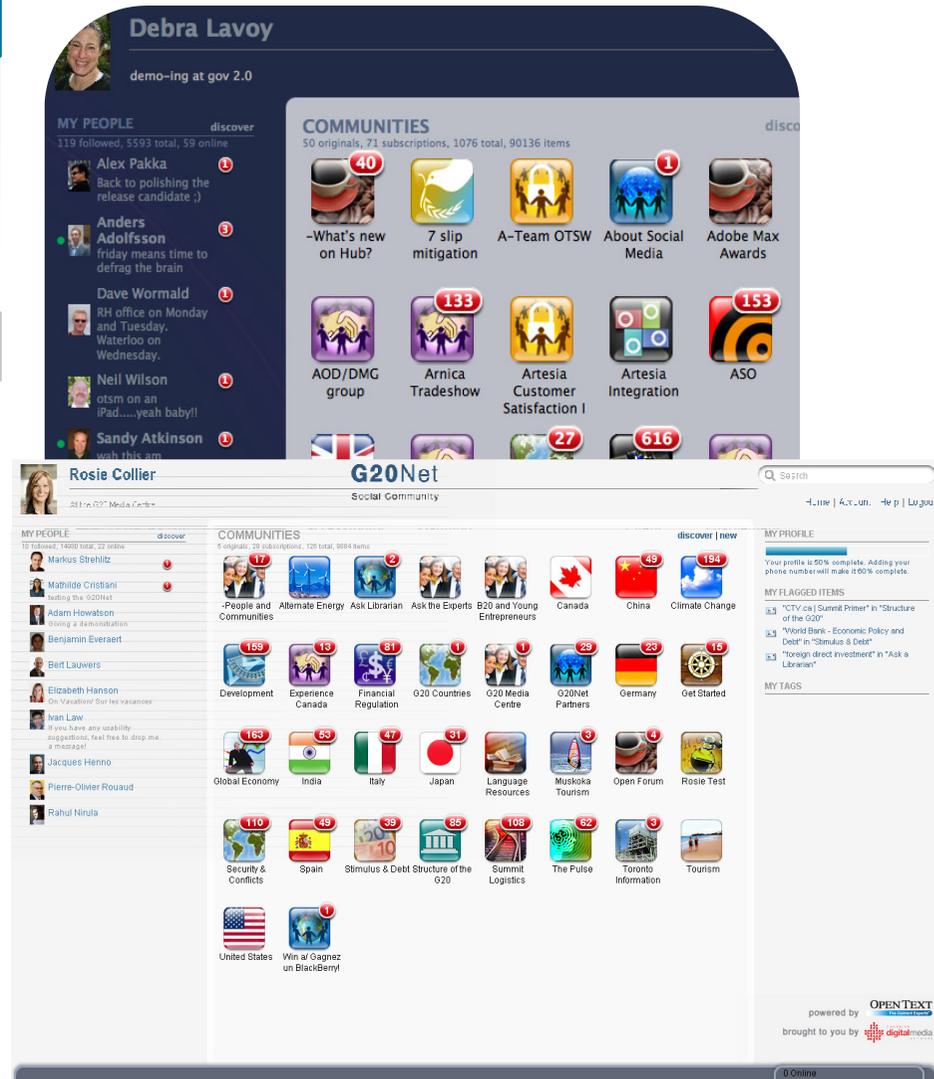
OT Social Workplace

Argumente

- Ausrichtung: intern und extern
- Stand-Alone Social media Tool
- Content Server Integration "Light"

Appl./Services

- Rich Profiles
- Communities
- Microblogging
- Dokumentenanlage (Light)
- WIKI



Produkt

Pulse
Extended Collaboration

Argumente

- Ausrichtung: intern (Intranet, evt. Extranet)
- Content Server bereits im Einsatz
- Kein Portal- und/oder WCM im Einsatz
- Dokumenten-zentriert

Appl./Services

- Channels
- Discussions
- Polls
- Project Workspace
- Tasks
- Communities of Practice (Workspace, Blogs, Forum, FAQ, Calender)
- (Real Time)
- Wiki
- Pulse

Live Demo: Open Text Online Communities

Pulse - All Users

Share your status...

All Updates Status Updates Content Updates

 **John Tropea (G* ECM Champ)** commented on  [How to Create a CoP Content Modu...](#) 3 days ago
I get an error, but does this refer to text modules, or modules done from livereports?

 **Jim Gallagher** commented on  [How to Create a CoP Content Modu...](#) 3 days ago
This is useful but not nearly as useful as it could be. How about the ability to use an autolivereport? Or include more than 10 items in the list? Or use the graphing tools?

 **Kenneth Huie** commented on  [CoP Insights \(John Tropea\)](#) 5 days ago
Hey @jtropea@hatch.com.au congrats on your entry in the ECM 2010 unveiling notice: <http://www.prnewswire.com/news...>
👍 1 person likes this

 **robert laird** commented on **John Tropea (G* ECM Champ)'s comment** 5 days ago
@jtropea@hatch.com.au no, but it does make sense. what we have done is set the count of messages into the browser's tab text, if you are on another tab, to notify you. A permanent link as you describe is a good idea.
[Show Thread \(4\)](#) [Like](#) [Comment](#)

 **Raja Hawa** commented on  RE Features of Enterprise Connec... 10 days ago
Hi Ken, EC 10.0 will indeed be out next week. Not sure about the download details but I am sure it will all be available on the KC.

Activity Feeds

 **Marc Paczian**
Senior Solution Consultant
[My Pulse Profile](#)

 Pulse - My Colleagues

 Pulse - All Users

 Mentions

 Private Messages

 Liked

Search posts ... 

Colleagues

 I'm Following (2)

 Following Me (2)

 Recent Connections

Search for people ... 

Open Text Extended Collaboration / Pulse



CAPITALIZE ON YOUR CONTENT 2.0

Produkt

Everywhere

Argumente

- Mobile Endgeräte haben sich durchgesetzt
- Unproduktive Zeit positiv nutzen
- Sicherer Zugriff auf das Unternehmens-Repository von unterwegs

Appl./Services

- Mobiler Zugriff auf
 - Content Server
 - CS Workflows
 - Blackberry
- In der nächsten Version:
 - Social Communities
 - SAP TRM
 - SAP VIM
 - iPhone/iPad
 - Android



Live Demo: Open Text Intranet mit Everywhere



Open Text Everywhere



CAPITALIZE ON YOUR CONTENT 2.0



Vielen Dank!

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Large Enterprise Accounts Germany

