OPENTEXT
THE CONTENT EXPERTS

WSM 11 & Roadmap

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Sr. Director Web Site Management

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Current Status

- Web Site Management 11 (Swan Release)
  - Development is done
  - Next webinar for customers in March 2012
  - Webinar series for partners planned in Feb/Mar 2012

*"We are very happy to see that the migration of this large project to the technology preview **version took place so smoothly**. We had expected that a few custom solutions in this project would break, but the server proved us wrong. While complex pages with custom scripts used to take several seconds to load in previous versions of Management Server, the new server produced the **pages almost instantly**. This is a **huge improvement** for our editors who will get a much better flow of work especially with large, complex projects that are run on single servers"*

Stefan Renneke, Project Manager, Xima Media GmbH

*"The new server is a **significant step forward**. We gave it some huge jobs to see how the server would handle high load situations. Although the huge jobs occupied almost all available resources on our test server, our editors were still able to continue business as usual. The server handled this **exceptional situation very well**."*

Andreas Deckers, Head of Software Development, Intentive GmbH

Availability Schedule

Web Site Management 11.0

(Management Server for MS SQL server only. Oracle access only for test or development purposes!)

- Internal release: January 24, 2012
- General availability: end of January, 2012
- Go to market / Sales enablement: end of February, 2012

Management Server remaining integrations and components

- Available in integration releases in Q1-Q2/2012

Management Server official release for Oracle databases

- General availability: Q2/2012

Key Topics of the Release

- New Core Technologies
  - Microsoft .Net4 Update
- Improved User Experience
  - SmartEdit Usability
- Enhanced Integrations
  - Semantic Search
  - Social Feedback

New Core Technologies

Technology

- All server modules are migrated to .NET 4 Technology
- Focus on improved scalability and performance
  - high load scenarios
  - parallel processes
  - 64 bit memory management
- Version 11.0 supports 64 bit operating systems only
- Changed Database Layer

Customer Benefit: Performance improvement on the editorial environment

Architectural changes

RQL Web Services

- Now based on Microsoft Windows Communication Foundation WCF
- The RQL Web Services are the only supported interface for integrations and plug-ins
- Other integration points are deprecated or not available anymore

Customer Benefit: Changes of the common interface supports customer‘s development

Architectural changes

Roll back Hotfixes of Web Site Management Server 11

- Web Site Management Server 11 supports to roll back hotfixes
- It is supported to roll back the installation of software components
- It is not supported to roll back content changes made with the new hotfix version

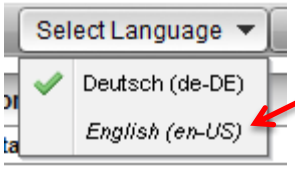
Customer Benefit: Improvement of the installation process

Improved User Experience

Usability enhancements

Better usability of project and language variant selection

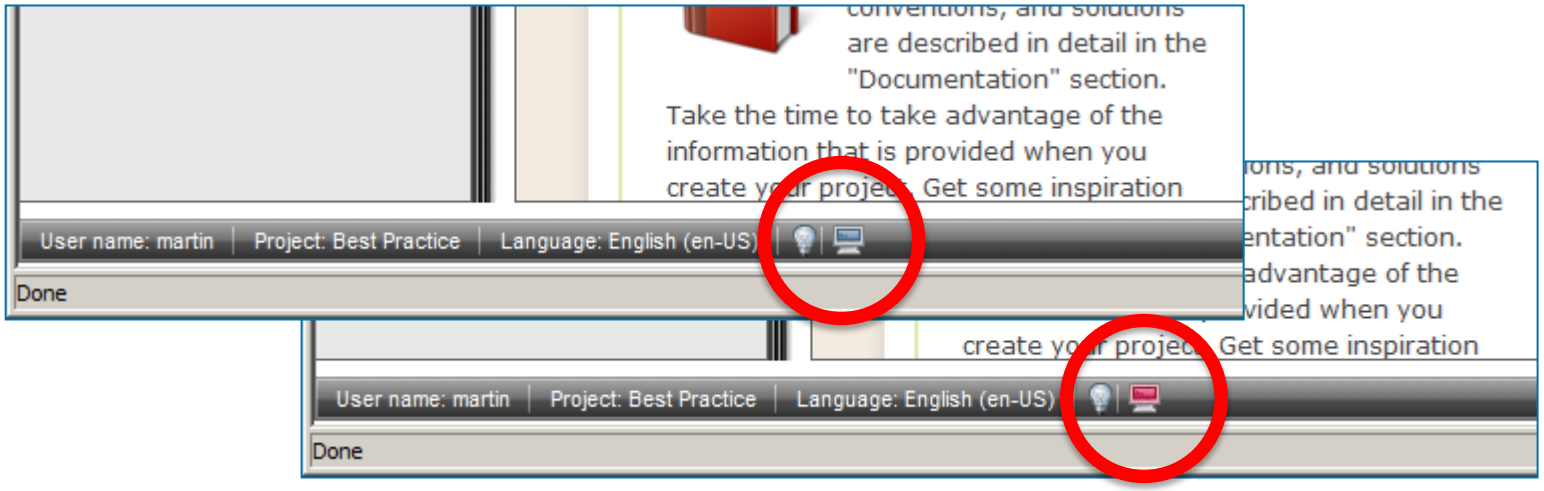
- Search/filter option to filter the number of items in the list
- Hotlist with a history of the last 5 projects or language variants
- Indication of the item which is currently selected
- The language variant drop down displays the main language in italics



Usability enhancements

Display settings icon in the status bar

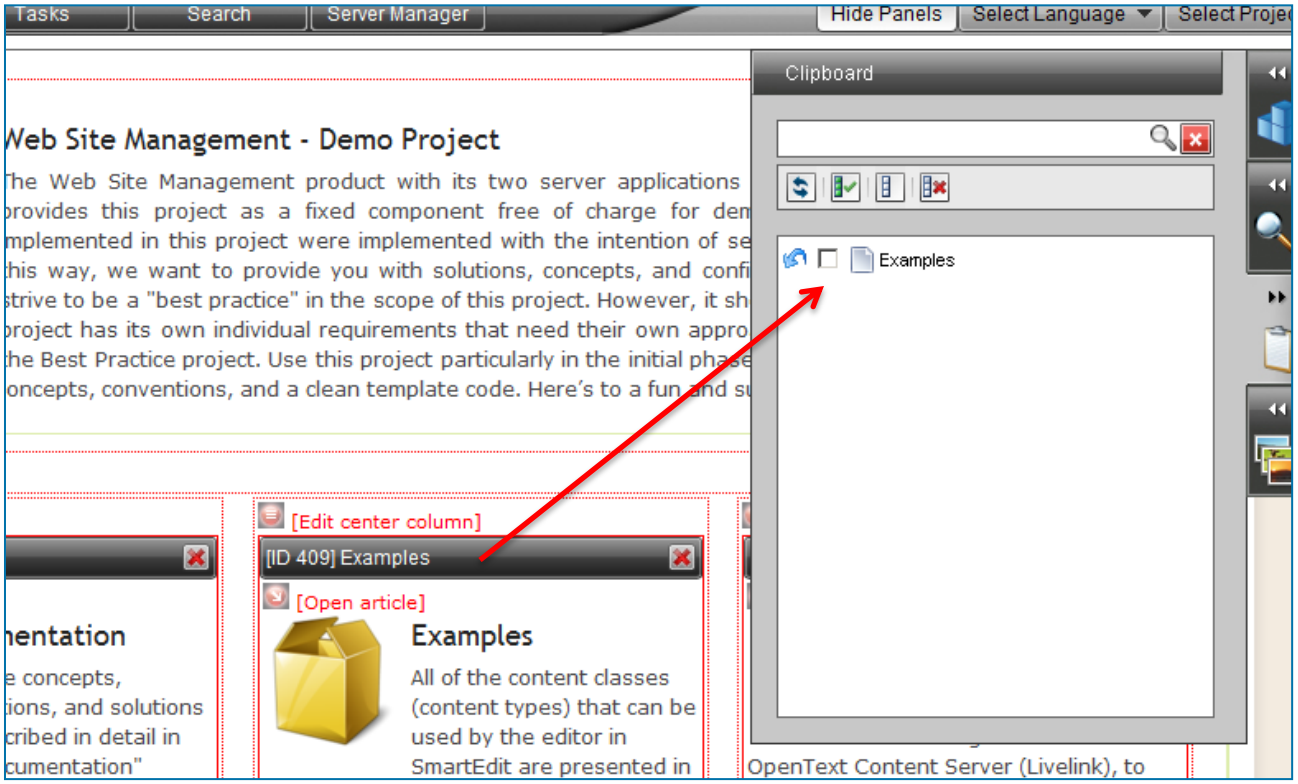
- Icon can be clicked to open the display settings dialog
- Indicates if the user has configured display settings which are different from default



Usability enhancements

Drag and Drop enhancement for SmartEdit

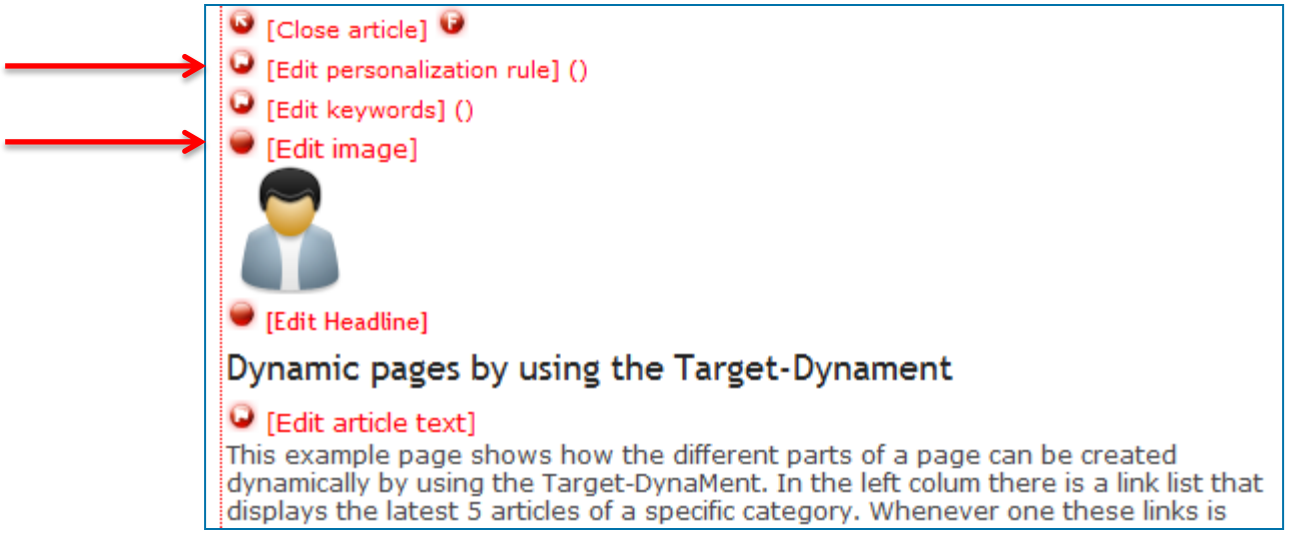
- Double-click on DragHeader in SmartEdit sends the page to clipboard



Usability enhancements

Translation flag red dot

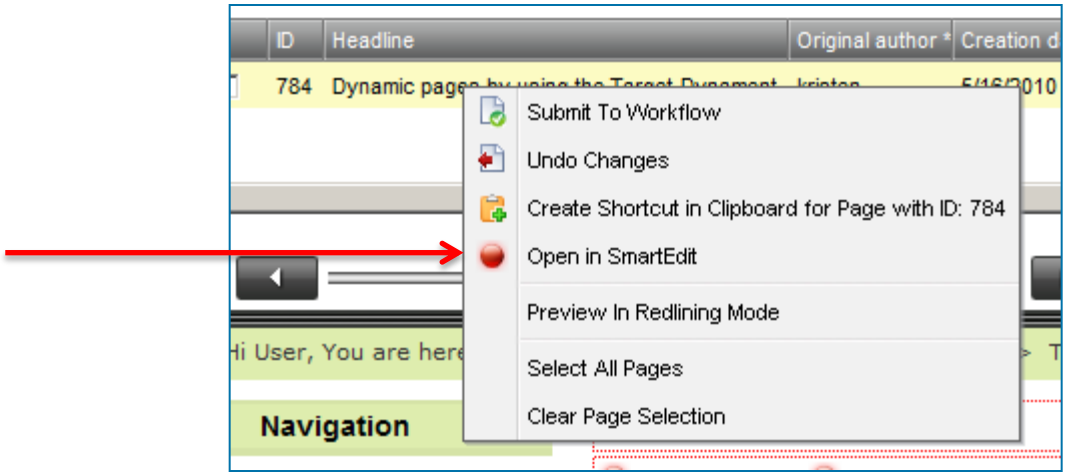
- Removal of animated 16x16 icon for better visibility
- Element icons in Translation Editor:
  - Flag Red Dot = element needs to be translated
  - Edit Red Dot = element can be edited



Usability enhancements

New action in tasks/search context menu

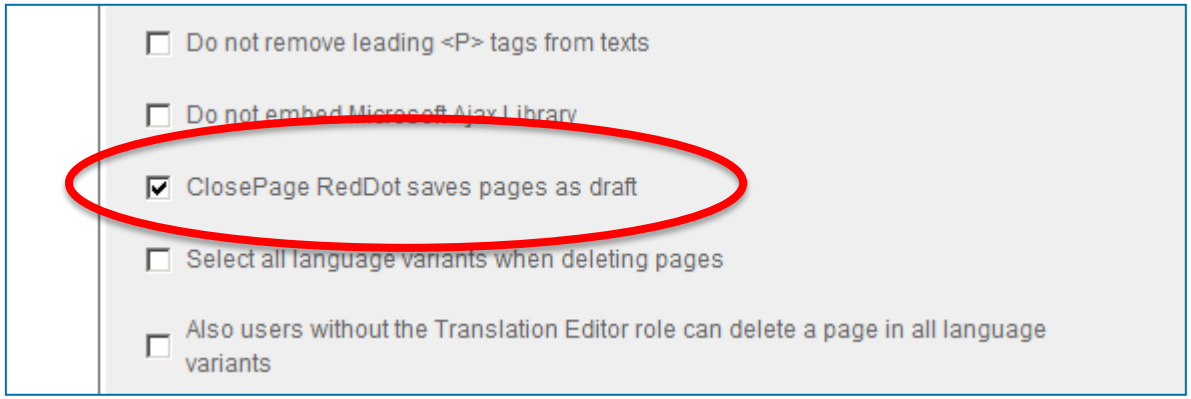
- Open page in SmartEdit
  - new action in the Task and Search modules context menu
  - switches to the SmartEdit module, navigates to the selected page, and opens the page for editing



Usability enhancements

'ClosePage RedDot saves pages as draft' as default

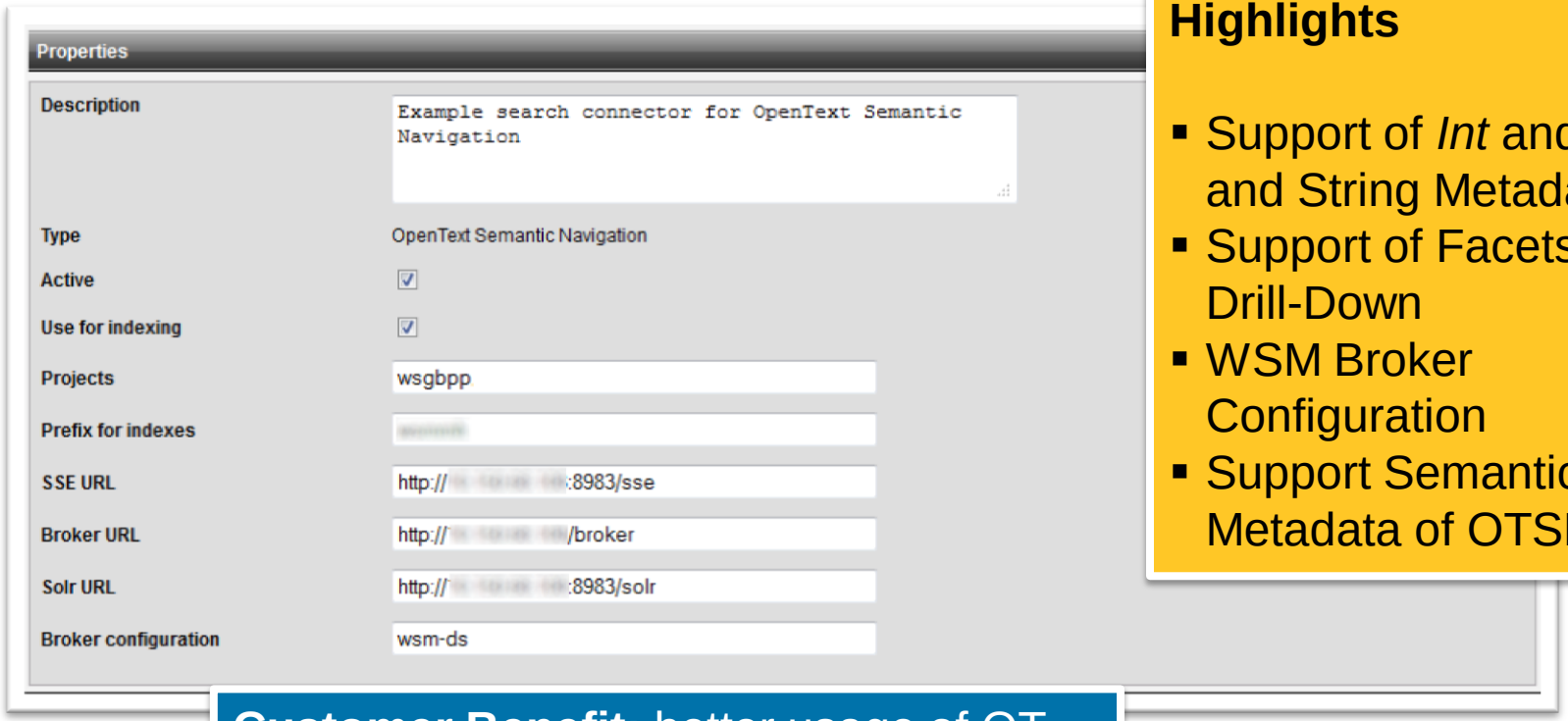
- *ClosePage RedDot saves pages as draft* option is activated as default for new projects
- Recommended to select this option for existing projects
- If not selected, pages edited in SmartEdit are immediately submitted to workflow when closed



Enhanced Integrations

Search Connector OT Semantic Navigation

Enhanced OpenText Semantic Navigation Connector



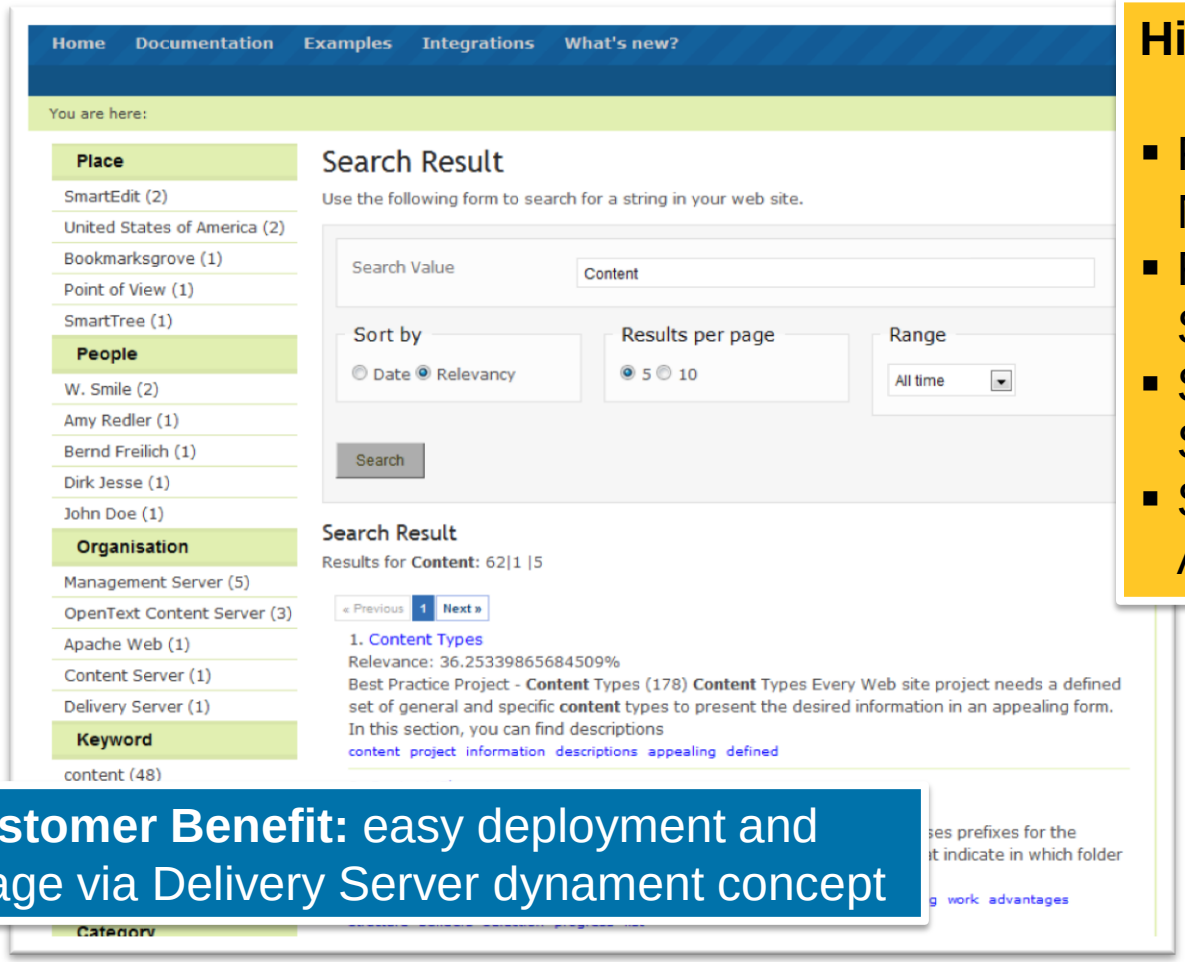
Highlights

- Support of *Int* and *Date* and String Metadata type
- Support of Facets and Drill-Down
- WSM Broker Configuration
- Support Semantic Metadata of OTSN

Customer Benefit: better usage of OT Semantic Navigation and Delivery Server

Search Connector OT Semantic Navigation

Project Integration with Query DynaMent



Highlights

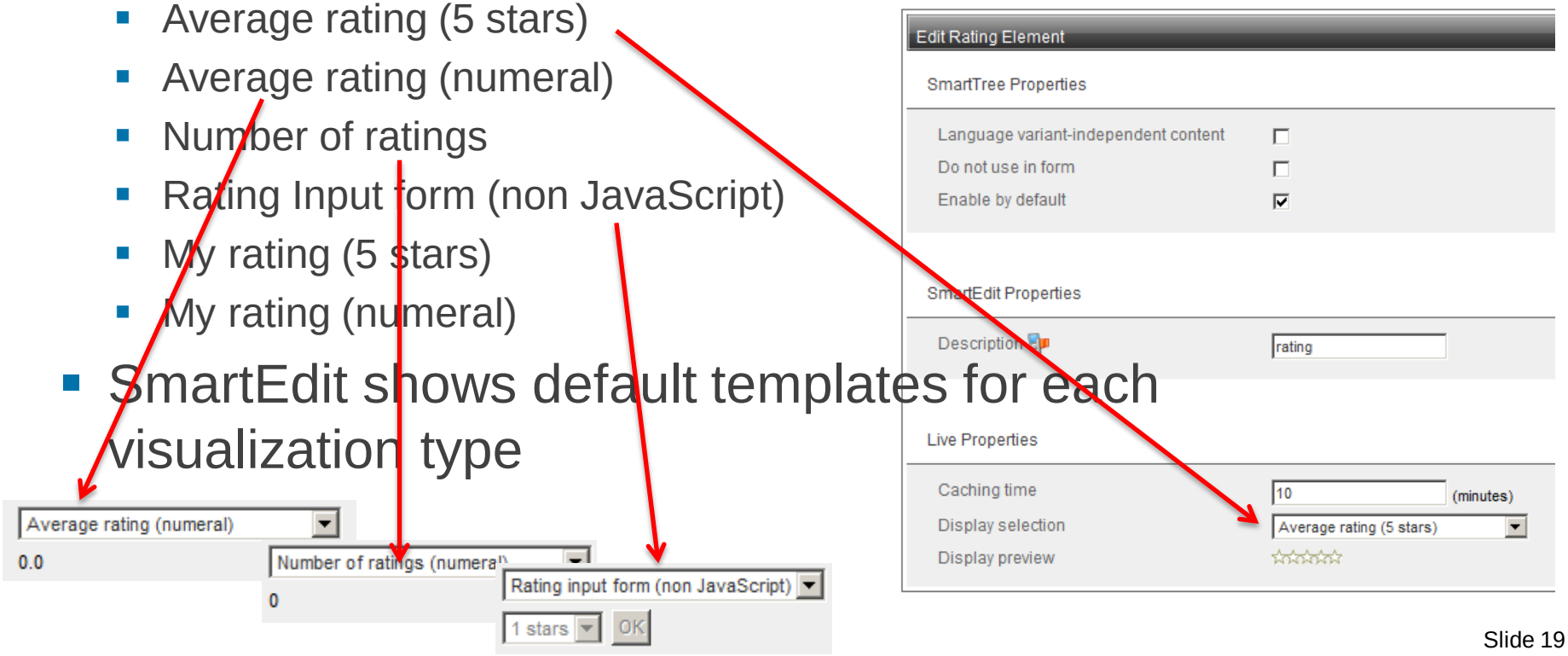
- Facets for Semantic Navigation
- Facets to Drill-Down Searches
- Semantic Footprint for Search Results
- Summary of Content Analytics

Customer Benefit: easy deployment and usage via Delivery Server dynament concept

Social Communities Integrations

Social Communities: Rating Element

- Website users can rate content based on a rating system with 1 to 5 stars
- The following visualizations are available:
  - Average rating (5 stars)
  - Average rating (numeral)
  - Number of ratings
  - Rating Input form (non JavaScript)
  - My rating (5 stars)
  - My rating (numeral)
- SmartEdit shows default templates for each visualization type



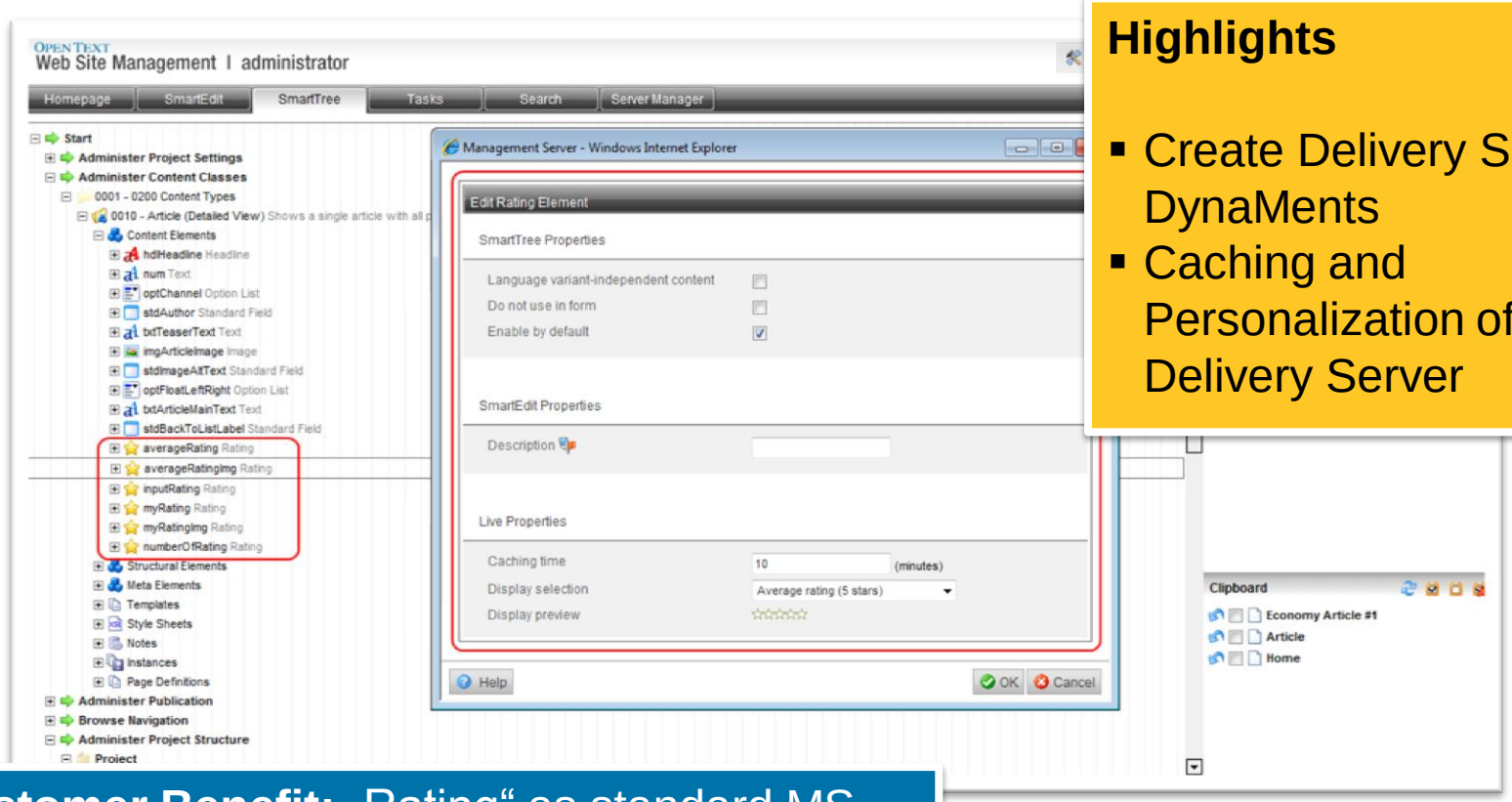
Social Communities Integrations

Social Communities: Rating Element

- The Rating element is delivered by Delivery Server with Open Text Social Communities integration
- The Rating element refers to a Remote Object of Open Text Social Communities
- The page containing this element is associated with the rating element
- The remote object is created automatically on publication
- Delivery Server Preview and Live Web site display the dynamic content

Social Communities Services Integration

- Management Server Rating Content Element



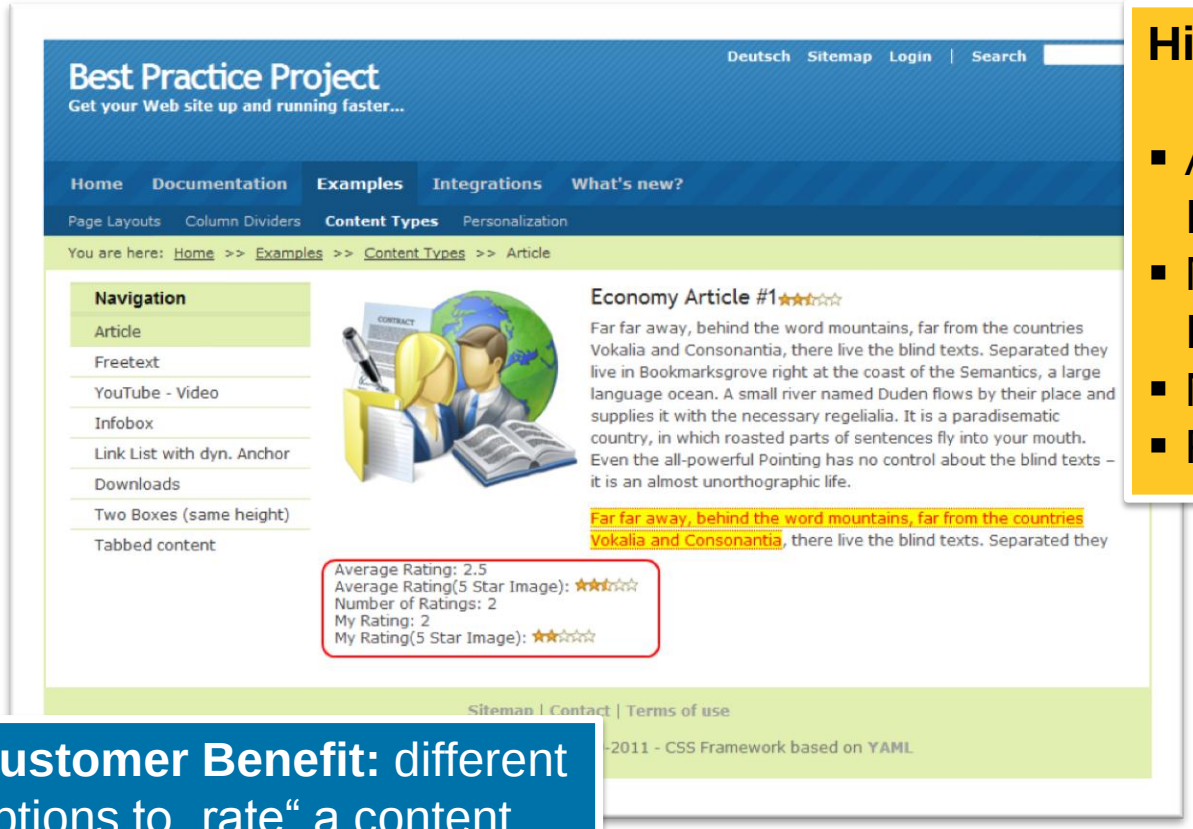
Highlights

- Create Delivery Server DynaMents
- Caching and Personalization of Delivery Server

Customer Benefit: „Rating“ as standard MS element, easy access on the SmartEdit

Social Communities Services Integration

- Management Server Rating Content Element



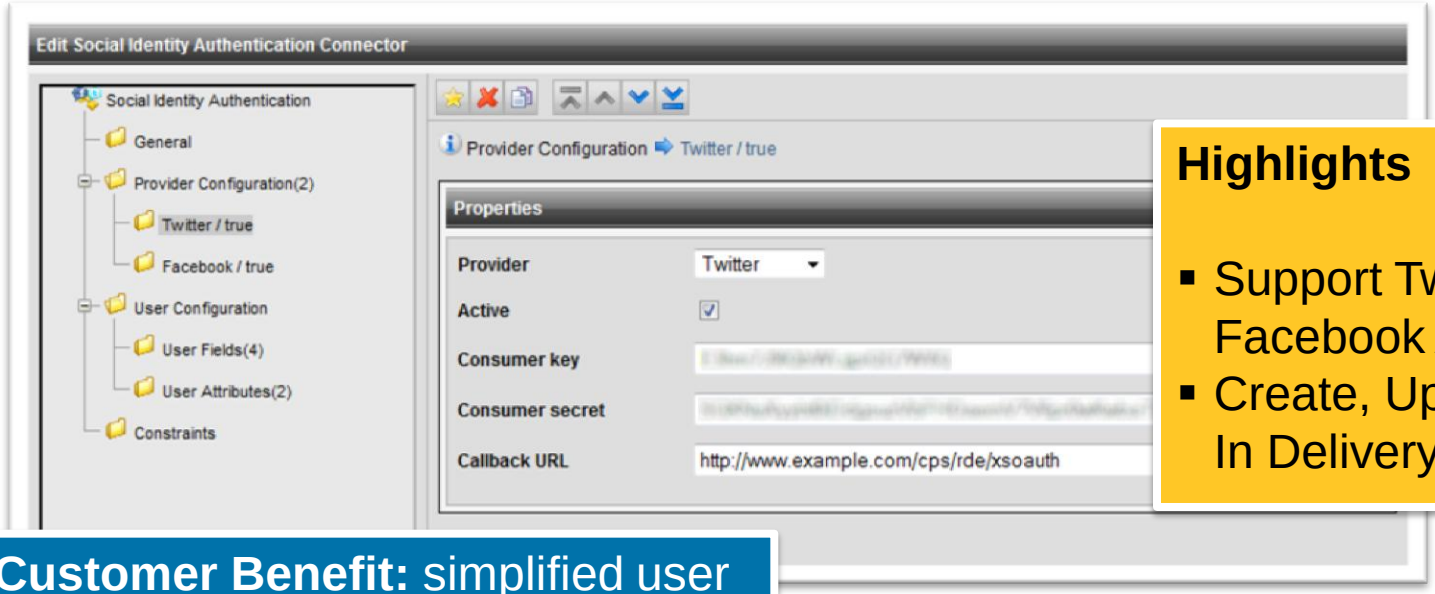
Highlights

- Average Rating Image/Number
- My Rating Image/Number
- Number of Ratings
- Rating Input Form

Customer Benefit: different options to „rate“ a content

Social Identity Authentication Connector

- User Registration/Sign In with Facebook and Twitter



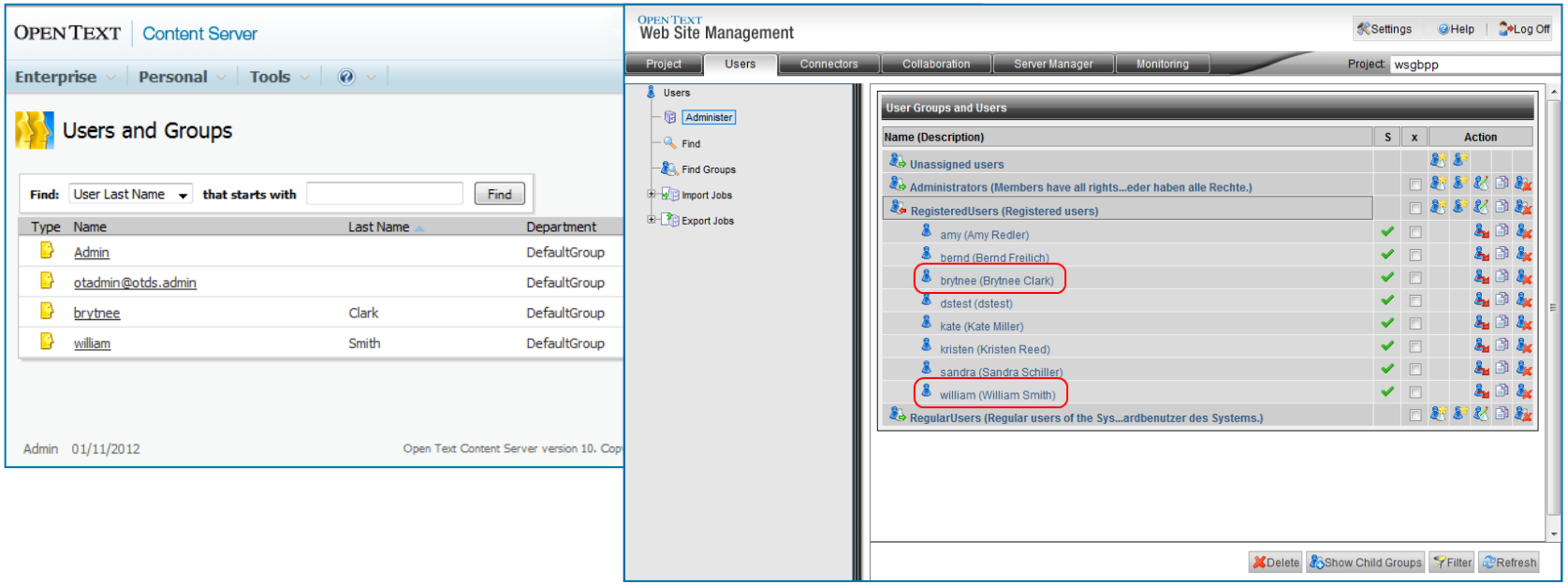
Highlights

- Support Twitter and Facebook Application
- Create, Update, and Sign In Delivery Server User

Customer Benefit: simplified user recognition, simplified access

Search Connector OpenText Search Engine

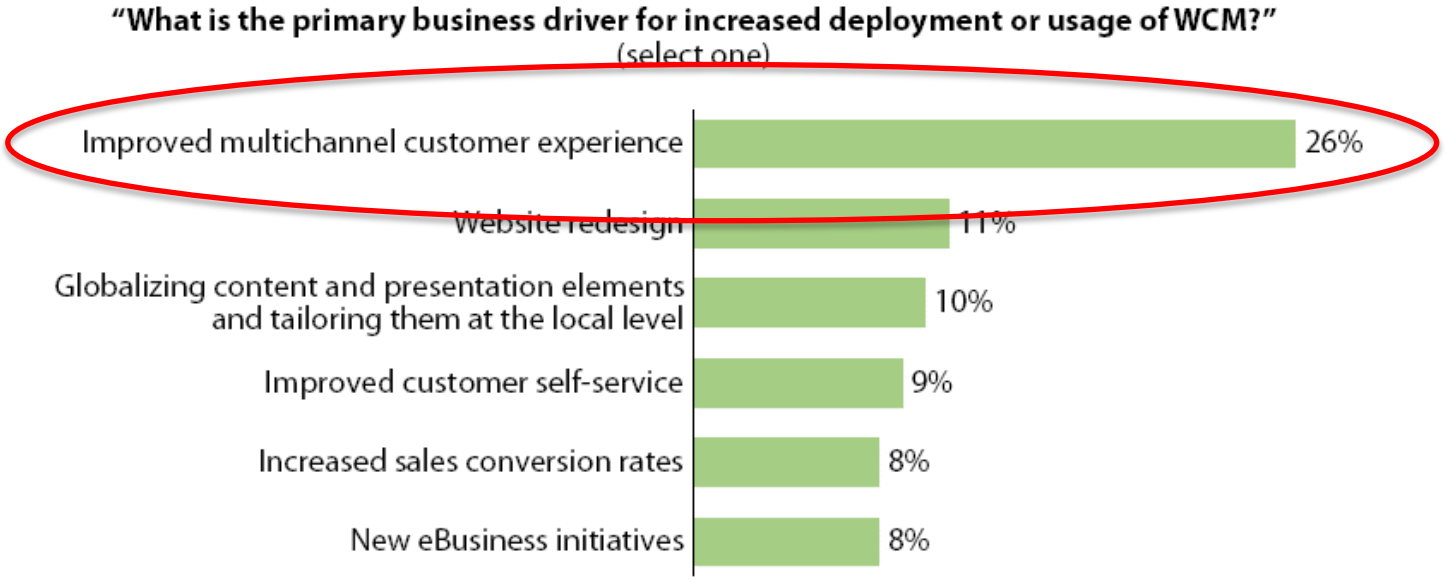
- Federated Search Delivery Server 10.1 SP 1
  - Support Livelink 9.7.1 and Common Search
- Personalized Federated Search Delivery Server 11.0
  - Support Content Server and Livelink 9.7.1
- User name must be unique



What Else?

Growing Demand on Information

Figure 1 Multichannel Customer Experiences Drive WCM Spending



Base: 172 WCM decision-makers who will increase WCM deployments in 2011

Source: January 2011 Global Web Content Management Online Survey

58712

Source: Forrester Research, Inc.

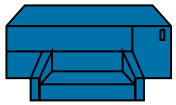
Delivery Channels

Public Faced
Web sites

Portals

Intra- and
Extranets

Mobile Devices



Print

Social Media

…

IP-based – Internet connected

INFO-POINT

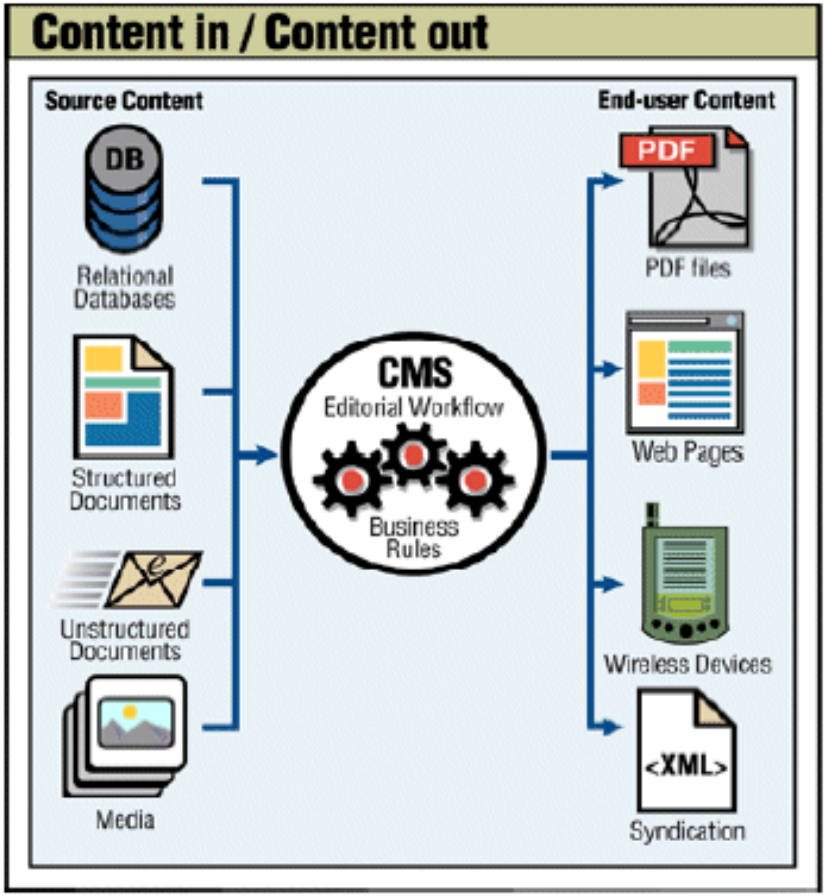
VOICE
ROUTE
SETTING
INFO
MAP
DEST
ENTER
CANCEL
IN
OUT
PREVIOUS

SONY

Geldautomat

STATIC
XBOX

WCM Owns the Content



Graphic by Real Story Group, 2011

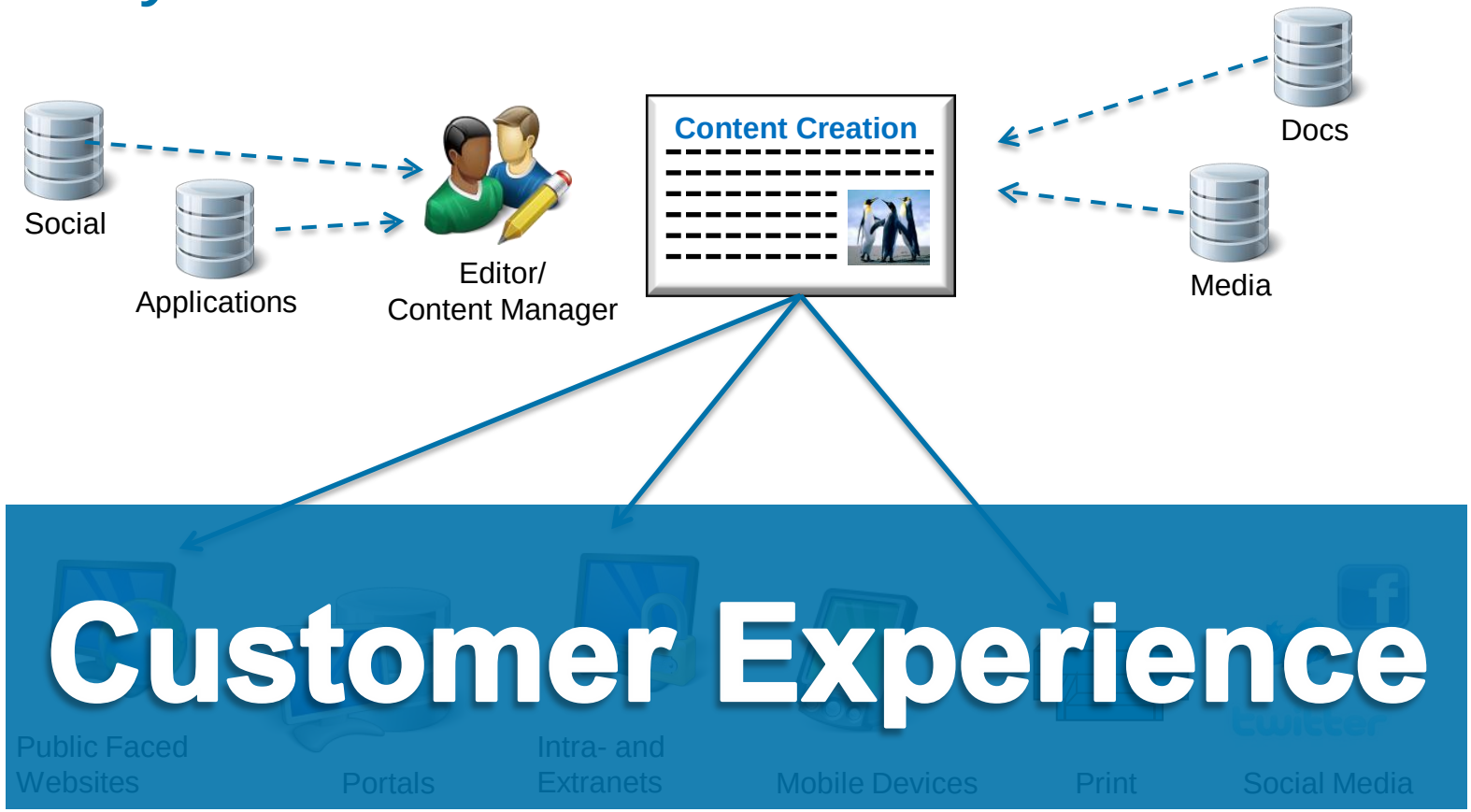
“We are drowning in information, but starved for knowledge”

John Naisbitt
American Trend Researcher (1980)

The Human Factor

- Editors evolve to **real** „Content Managers“
- Central role of a „Content Manager“
  - Compose content delivery on different devices
  - Use different content sources
  - Editorial work still necessary
  - Supported by automatic mechanism
  - Creativity makes the difference

Today's Information Channels

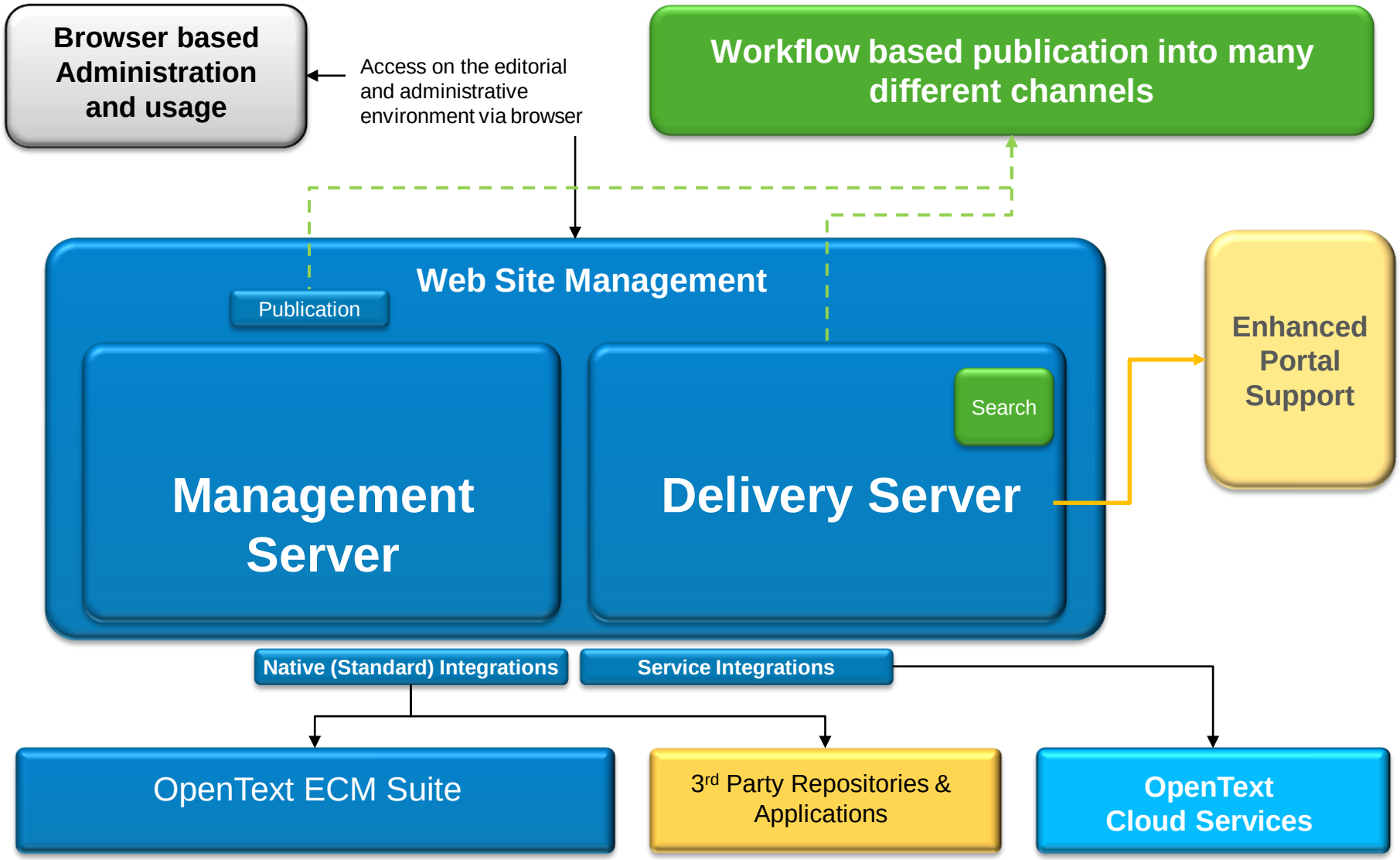


Customer Experience Management (CxM)

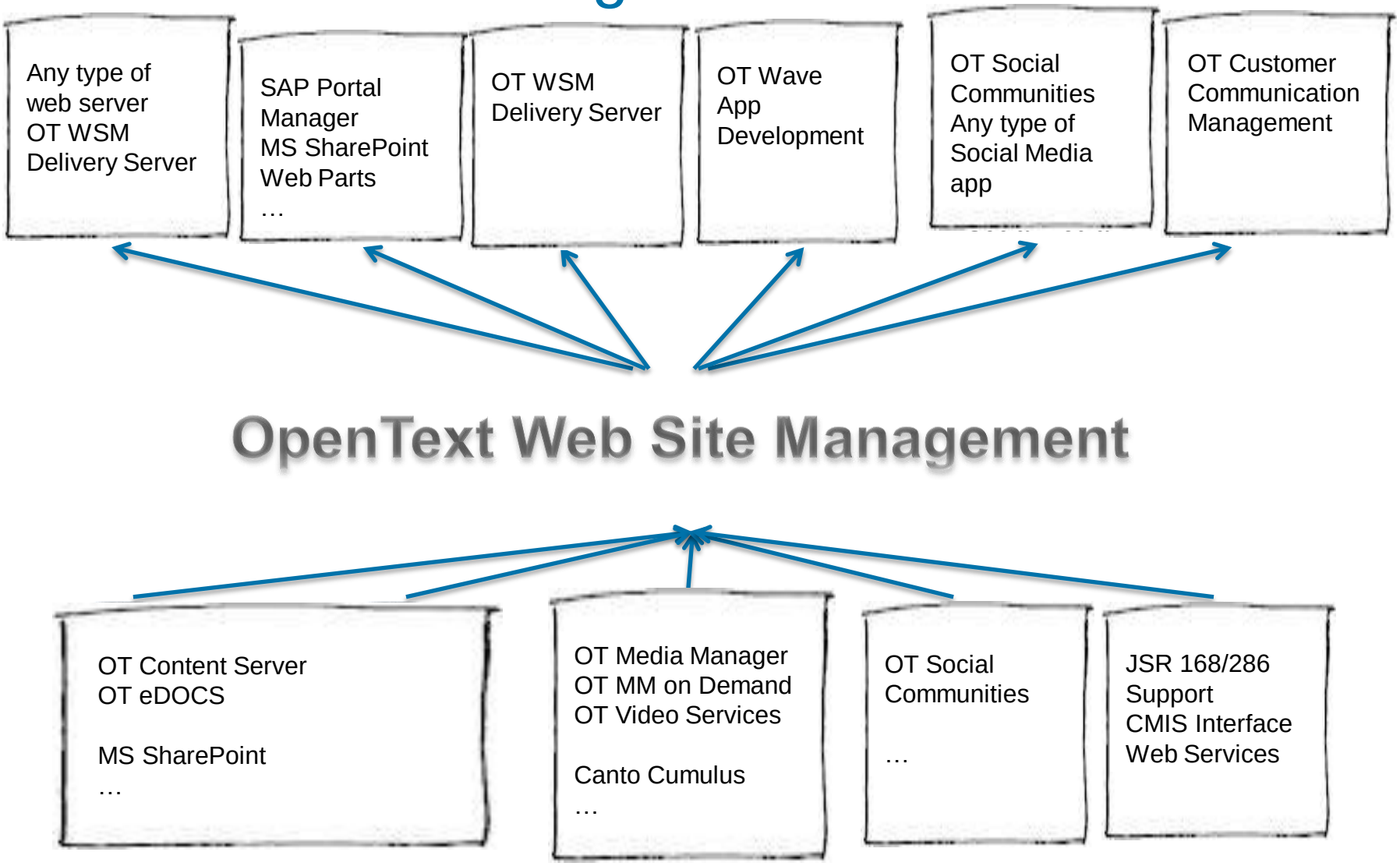
Content from different sources …

Delivered …
to the right people/target group
at the right time
in the right format
on the right device/channel

High Level Architecture – Simplified



Web Content Management



Situational Intelligence of Content Delivery

The next step will be (on our mind)

Content Delivery related to a specific situation

For instance …

- based on a user‘s profile, the actual location (GPS data), and the date/time
- Based on application data (of a resource planning system) products on a public faced web page will be shown

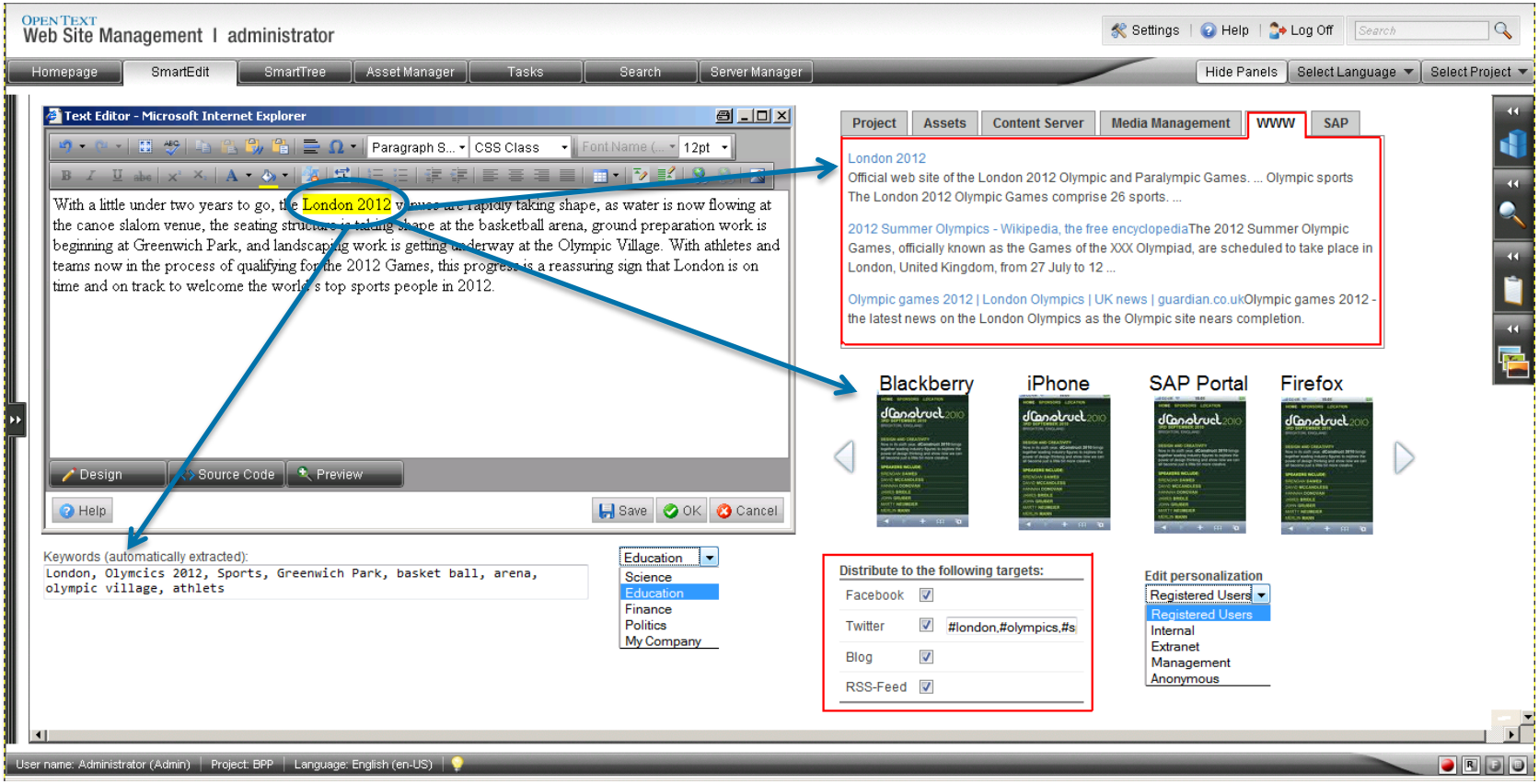
Intelligent Content Creation is the Key

To reach the goal of a better Customer Experience you need to better prepare the content

An Editor needs to be supported by …

- Meta data (keywords)
- Automatic classification
- Abstract (summary)
- Related documents & assets
- Related editorial content
- Related user generated content (Social Media)

Intelligent Content Creation is the Key



Mid-Term Strategy & Vision

Main Focus FY12/13

Technical Perspective

- Enhanced Usability for Editors/Admins
  - Content Analysis & Suggestion
- Enhanced (current) Cloud offering
  - #1: Delivery Server as alternative Cloud offering
  - #2: CMS Foundation as MS Azure application
- Integrations
  - #1: SAP Netweaver Portal
  - #2: OpenText Cloud Services (MMoD, Video, Semantic Navigation, etc.)
  - #3: Microsoft SharePoint (DM/Portal)

Main Focus FY12/13

Market Perspective

- #1: Keep the current customer base
  - Maintenance Renewal
  - Increased Customer Satisfaction Index
  - Support Upgrade to version 10.x/11.x

- #2: Upsell Delivery Server and Engagement Products (like DAM, Social Communities, Video Services, etc.)
  - Drive Upsell of Delivery Server
  - Inform about additional offerings

- #3: Drive Usability Leadership
  - New concepts for content creation and content delivery

WSM Roadmap

Roadmap

Calendar Year

Delivered | Q1 2012 | Q2 2012 | Q3 2012 | Q4 2012 | H1 2013 | H2 2013 | 2014 | Future

WSM 11 (Swan)

- Management Server with .Net4 Technology
- Semantic Navigation Integration (Facetted Search)
- Enhanced UX (Editor)
- Social Communities (Management Server Components, Lifecycle Management)
- Extended Multi-Language Management
- Enhanced Website Search (Common Search)

ECM Suite Advances
- ✓ Semantic Navigation for Website Search

Octopus

- Content Server 10 DM Interface
- Enhanced Media Management Interface
- SharePoint 2010 DM Interface
- DM API for Developers
- Website Search in the Cloud (OT Semantic Navigation)
- Delivery Server in the Cloud (Microsoft Azure)
- Support of OTSC 8.1

ECM Suite Advances
- ✓ Content Server Integration
- ✓ Media Management Integration

Greyhound

- Content Analysis (Suggested Metadata, Sentiment Analysis, Generated Summaries)
- Search Engine Optimization (Metadata Enrichment, Friendly Filenames)
- Web Compliance Management (WCAG 2.0)
- Staging of Content Delivery
- Localization & external Translations for Multi-Language Environments
- Enhanced Asset Management (Folder, CMIS, Usability)

ECM Suite Advances
- ✓ Content Analysis in the editorial environment

Future Releases

- Extended Mobile Device Support and Applications (weComm Integration)
- Extended Semantic Navigation
- Web Analytics (OTWSA Integration)
- Targeting
- Management of Content Snippets
- Metadata Management
- Web Archiving
- Unified User Management and SSO

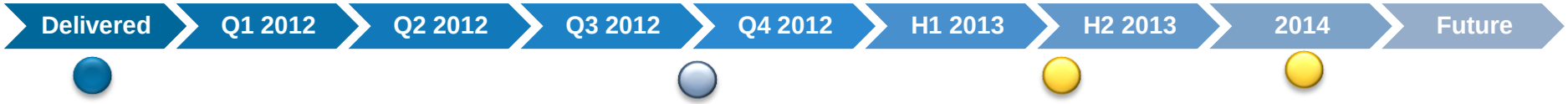
Legend: Delivered | In Progress | Proposed

Roadmap Expiry Date: Mar 31, 2012

Platform Roadmap

Note: Some integrations may have exceptions

Calendar Year



WSM 11 (Swan)

Operating Systems (64bit)
- Windows Server 2008, 2008R2
- DS: Suse 11, RedHat 6, Solaris 10

Database Systems
- MSSQL 2008, 2008R2
- Oracle 10, 11
- DS: MySQL 5.5, DB2 9.5

Java, Application Server
- DS: Java 6, Tomcat 6,7, JBoss 6
- MS: IIS 7, 7.5

Web Browsers
- IE7, IE8, IE9
- Firefox 7, 8
- Safari 5.x

Virtual Environments
- VMWare ESX 4.0, 4.1
- Microsoft Hyper-V (2008R2)

Greyhound

Operating Systems (64bit)
- Windows Server 2008, 2008R2 , Core
- DS: Suse 11, RedHat 6, Solaris 10

Database Systems
- MSSQL 2008, 2008R2, Denali, Azure
- Oracle 10, 11
- DS: MySQL 5.5, DB2 9.5

Java, Application Server
- DS: Java 6,7, Tomcat 6,7, JBoss 6
- MS: IIS 7, 7.5

Web Browsers
- IE7, IE8, IE9
- Firefox 8, 9
- Safari 5.x

Virtual Environments
- VMWare ESX 4.0, 4.1
- Microsoft Hyper-V (2008R2)
- Virtual Box

Future Releases

Operating Systems (64bit)
- Windows Server 2008, 2008R2 , Core
- DS: Suse 12, RedHat 6, Solaris 11

Database Systems
- MSSQL 2008, 2008R2, Denali, Azure
- Oracle 11, 12
- DS: MySQL 6

Java, Application Server
- DS: Java 7, Tomcat 7, JBoss 6
- MS: IIS 7.x

Web Browsers
- IE9, IE10
- Firefox
- Safari 5.x

Virtual Environments
- VMWare ESX 4.x
- Microsoft Hyper-V (2008R2)
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Legend: Delivered | In Progress | Proposed

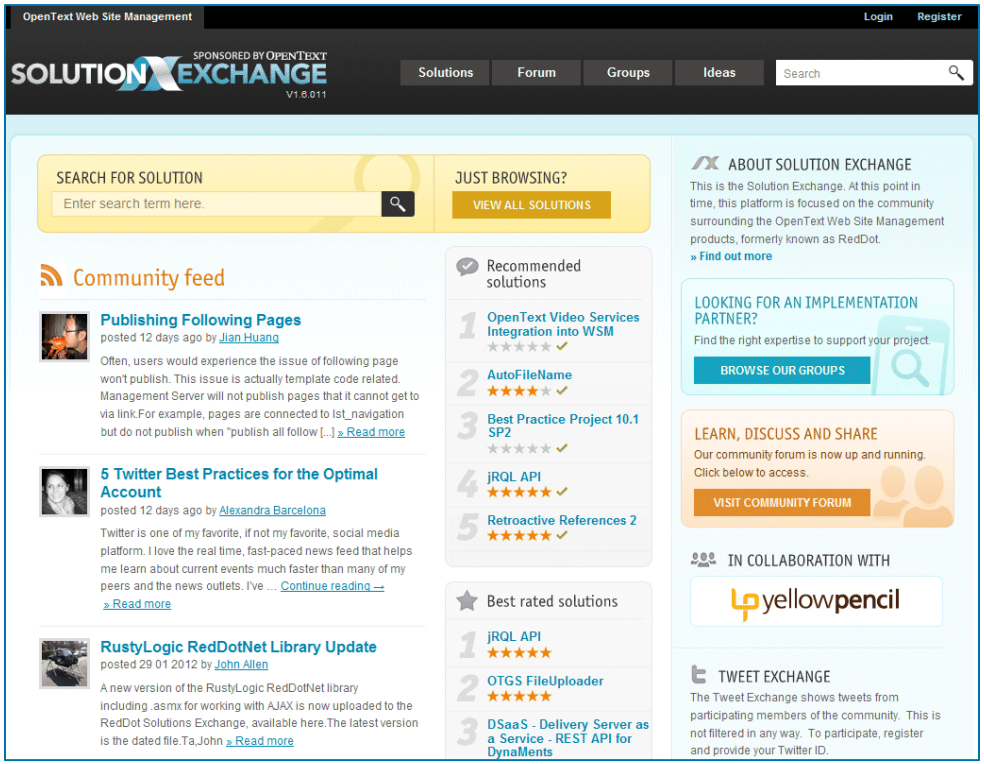
Roadmap Expiry Date: Mar 31, 2012

Community

www.solutionexchange.info

Community platform for those who develop innovative solutions on top of OpenText Web Site Management

- about 80 different solution contributed
- about 300 registered users
- about 1,300 downloads of solutions
- about 960 solution referrals
- average time on site: more than 7:30 min



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