



## Informationen zum OpenText Web Site Management

Status und Ausblick zu aktuellen Entwicklungen und Planungen im OpenText Customer Experience Management

Frank Steffen @ Web Solutions Usergroup | May 18, 2015

- Betrachtet werden in diesem Vortrag die aktuellen Erwartungen im Bereich Digital Experience, der, vor allem von den Analysten, auf dem Feld des eCommerce und des Digital Marketings gesehen wird, und es wird aufgezeigt wie sich die OpenText Experience Suite in diesem Markt in den nächsten 12 bis 18 Monaten entwickeln wird.
- Als Produkt steht OpenText Web Site Management neben der Experience Suite und bietet im Bereich Web Content Management überlappende Funktionalität für eine andere Zielgruppe von Webanwendungen. Mit der Version 11.x hat Web Site Management die Performance optimiert und neue Technologien und Denkweisen umgesetzt. Durch die modulare Entwicklung der Experience Suite kann die Funktionalität von Web Site Management im Bereich Analytics und Marketing erweitert werden, wie die aktuelle Roadmap zeigt.
- Zum Abschluss des Vortrags soll ein kurzer Ausblick in die Glaskugel zukünftiger Entwicklungen zeigen, dass gute, redaktionell bearbeitete Geschichten erfolgreich viele Kanäle bedienen können, und dass die bekannte Homepage nicht tot ist, sondern zielgruppengerecht in mehreren Gewändern auftreten wird. Grundlage hierfür bilden die Content Strukturen der WCM Systeme und redaktionelle Workflows, die eine Mehrfachauspielung adaptiven Contents auf verschiedenen Kanälen zu verschiedenen Zeiten steuern.

# Digital Experience

# OpenText Enables the Agile Digital Enterprise



# Accelerating Time to Market

## Any Business Process

Commerce  
Processes

Publishing  
Processes

Service  
Processes

## Mobile, Social, Web, ....Any Device



## Omni-Channel Experience

**Simplify.**  
**Transform.**  
**Accelerate.**



Define



Execute



Engage



Analyze



Optimize

## World-Class Integration

Microsoft®

SAP®

(v) hybris

monetate®

DEMANDBASE

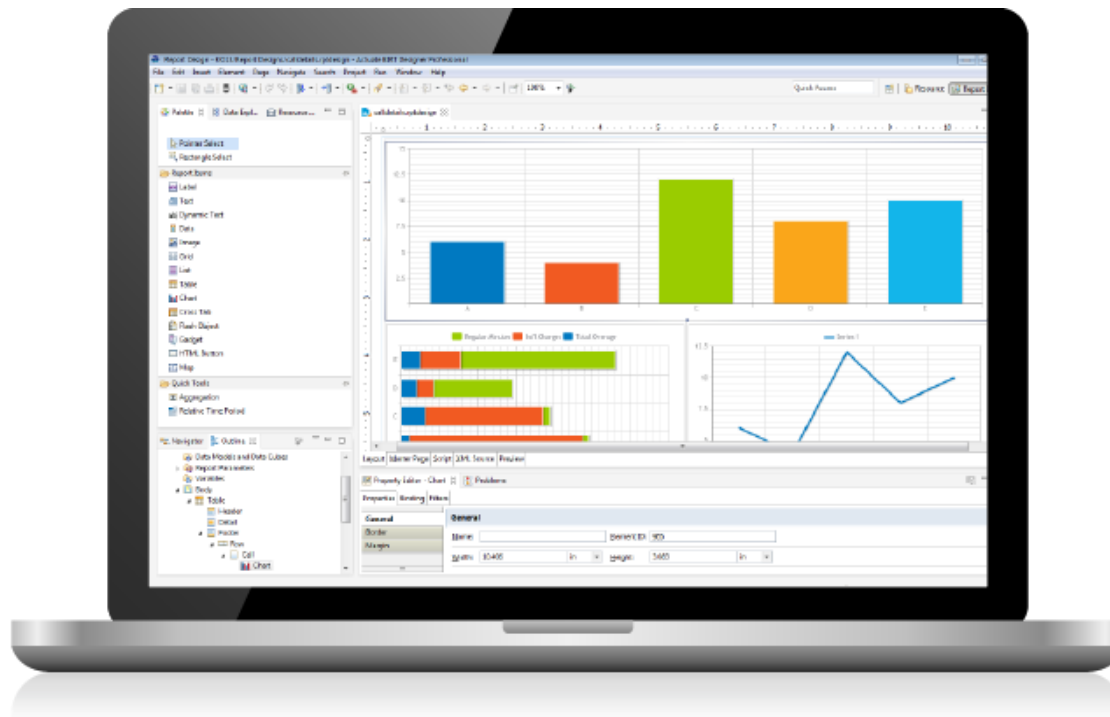
Strategic Themes:

# Orchestrating Digital Operations

- Embedded Analytics
  - Cross-channel tracking and analytics—measure ROI
  - Data integration for digital experience
  - Decision tools for “best next experience”
- Manage the Digital Supply Chain
  - Connected processes.
  - Enable agile marketing
  - Creative Review across digital channels
- Experience Ecosystem Integration
  - Enhanced Commerce integration, content-centric commerce
  - CRM and Marketing Cloud integrations



# Strategic Themes: Embedded Analytics



Strategic Themes:

## Adaptive Media Delivery

**Mission:** deliver media from OTMM to other systems in multiple formats

**Purpose:** Approved media assets are required in PIM, Websites, and other omni-channel experiences

**Values:** Distribution, delivery and consumption data should enable users to understand the ROI of produced content

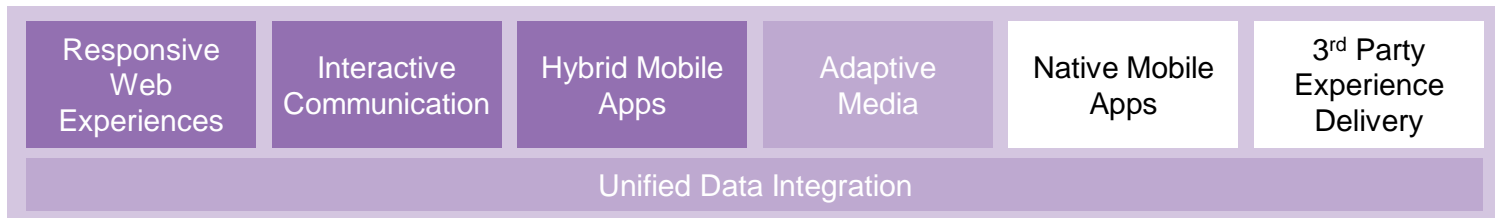




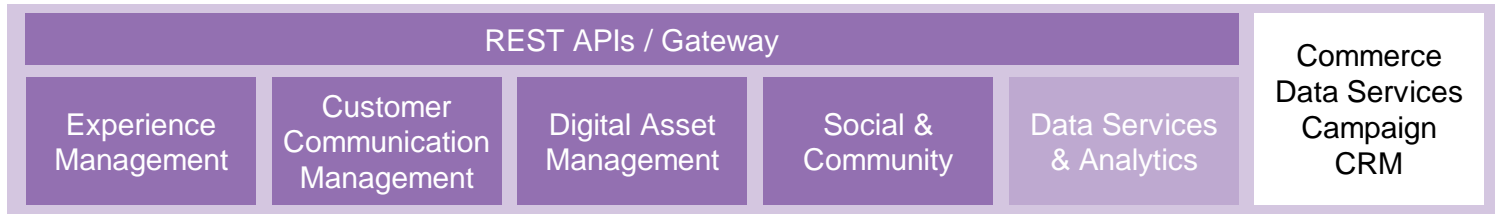
# Digital Experience Architecture

## Future Direction

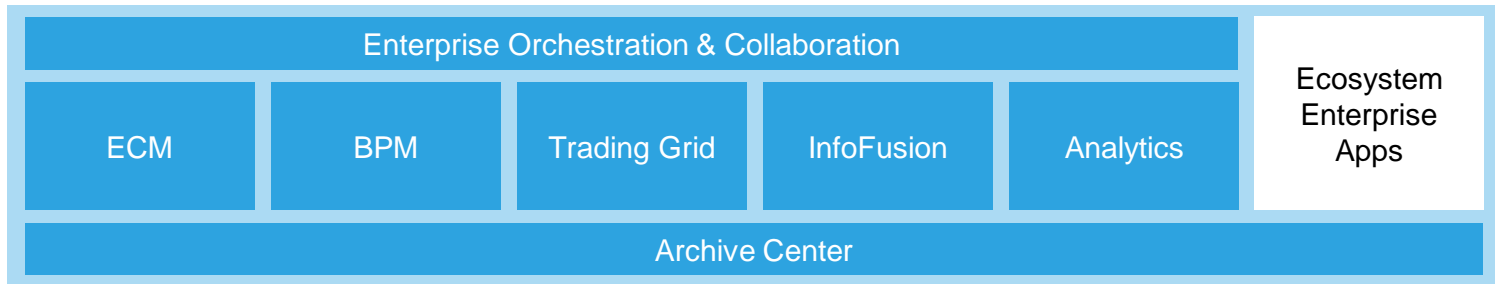
### Experience Delivery



### Experience Services



### EIM & Business Services



### Platform

On Premise

OpenText Cloud

Hybrid Cloud

# WSM Roadmap

# OT Release Schedules

## Bi-annual releases with SP in between

- 2015 Blue Carbon OT Suites 11.0
- 2017 Black Silicon OT Suites 11.5
- 2019 OT Suites 12.0

## WSM Releases

- March 2016 (CEM) WSM 11.3
- November 2016 (EW) WSM 11.3.1
- Enterprise World 2017 WSM 11.5
- Enterprise World 2019 WSM 12.0

## Support Schedule

- 5 years after the initial release of the version

Product Name	Version	Release Date	Sustaining Maintenance	Notes
Web Site Management	11.2	December 2013	December 2018	Last service pack is 11.2 SP2
Web Site Management	11.1	May 2013	May 2016	-
Web Site Management	11.0	February 2012	February 2015	Last service pack is 11.0 SP1
Web Site Management	10.1	July 2010	August 2013	Last service pack is 10.1 SP2

## “WSM will continue to be improved”

- Focus on Customer Issues – Bugs & Feature Requests
- Maintain WSM for new Platforms and Versions
- Benefit from shared services, such as Analytics.
- Execute the Roadmap



# OpenText CEM Roadmap

## Web Site Management

CY=Calendar Year



### WSM 11.2.x

Delivered: Mar 2015

#### Tablet Client for Editors

- Content Editing
- Asset Selection
- Task Management
- Redlining
- Inline Edit

#### Support for Mobile

- Tailored Mobile Preview
- Preview on Device
- Responsive Design Projects

#### Optimized Usability

- Cross-Browser compatibility for SmartTree & Server Manager
- RAD Editor & Template Editor Replacement

#### Platforms & Integrations

- Web Compliance Manager (WCAG 2.0)
- OTDS Integration & SSO
- SharePoint 2013



### WSM 11.3 & SP1

In Progress: Mar16 / Nov16

#### Mobile Editing

- Multiple Device Support
- Unified Workflow & One Page Approvals
- Support Navigation Management

#### Asset Management

- Modern HTML5 UI
- HTML5 Video/Picture Elements
- Renew Media Management Integration (REST-API)

#### Operational Excellence

- HTML5 UI for Reporting
- Translation Dashboard
- Content Ex/Import to Standard Formats (XML/JSR170)
- Staging of Content between Environments

#### Platforms & Integrations

- OT System Center
- Media Management 10.5
- Analytics (Google, OTWSA)



### WSM Future Versions

Proposed: 2017

#### Editorial Support

- Semantic Analysis
- Content Snippets and Metadata Management

#### Programmer Support

- AppWorks (REST-API)
- Template Designer

#### Dynamic Content Delivery

- Delivery Server REST-API
- AJAX Access for DynaMent Execution
- Enhanced Personalization
- Collaboration Widgets

#### Cloud Operations

- OT Cloud Deployment
- Multi-Tenancy for the Enterprise
- One-Click Cluster Node Setup & Configuration

#### Platforms & Integrations

- Process Suite Integration
- Web Archiving

# WSM Development

for Blue Lobster Project (WSM 11.3)

# Asset Management

- **HTML5 UI Asset Management (Must-Have)**
  - New HTML5 UI based on common OT design
  - Drag&drop for asset selection
  - HTML Editor integration for common asset selection on mobile and webclient
- **Asset Manager Improvements, feature requests from customers**
  - Deep Folder Structures, Move Assets between Asset Folder/repositories, enhance export capabilities, preassigned ALT values, Thumbnail renditions, Custom Element for Carousel, multiple file upload, update outdated Image cropping and PDF tools, support EXIF and IPTC Metadata
- **Asset Manager HTML5 Elements, Adaptive Delivery for Delivery Server**
  - Picture Element, Video Element, Responsive Images
- **Asset Manager CSS3 and Developer Support, feature requests**
  - Subversion as Repository, CSS Preprocessor, stylesheet optimization and automatic minimization

# Mobile

- Multi Device Support for mobile editing
  - on Android Tablets (Must-Have)
  - With responsive layout for different aspect ratios (Must-Have)
  - and for Windows Tablets
- List of minor bugs and smaller feature requests
- Enhancements: HomeScreen Icon, Project Selector, CMS Module Assignment for Mobile Client



# Staging

- Staging of Content between Environments (Must-Have)
  - Content Ex/Import to Standard Formats (XML)
  - Extend documentation
  - Transport/export unreleased pages with "page export"
- Optional:
  - Content Class Sharing and Export/Import for Released and Draftversions
  - Transport of Configuration
  - Automatic distribution of custom extensions and patches in the Cluster

# Feature Requests From Customers (Must-Have)

- WSM
  - MD5 -> SHA, MD5 optionally used for cross compatibility
  - IPv6 support (see also under licensing)
- Delivery Server
  - Caching of Webservice responses
  - Content Security Policy
  - Streaming of Elements
  - Use Cache information to set Cache-Control HTTP-Header to max-age
- Management Server miscellaneous feature requests from customers
  - Comment Element as Custom Content Element
  - Store information about the logon server together with other session information

# Adaptive Maintenance (Must-Have)

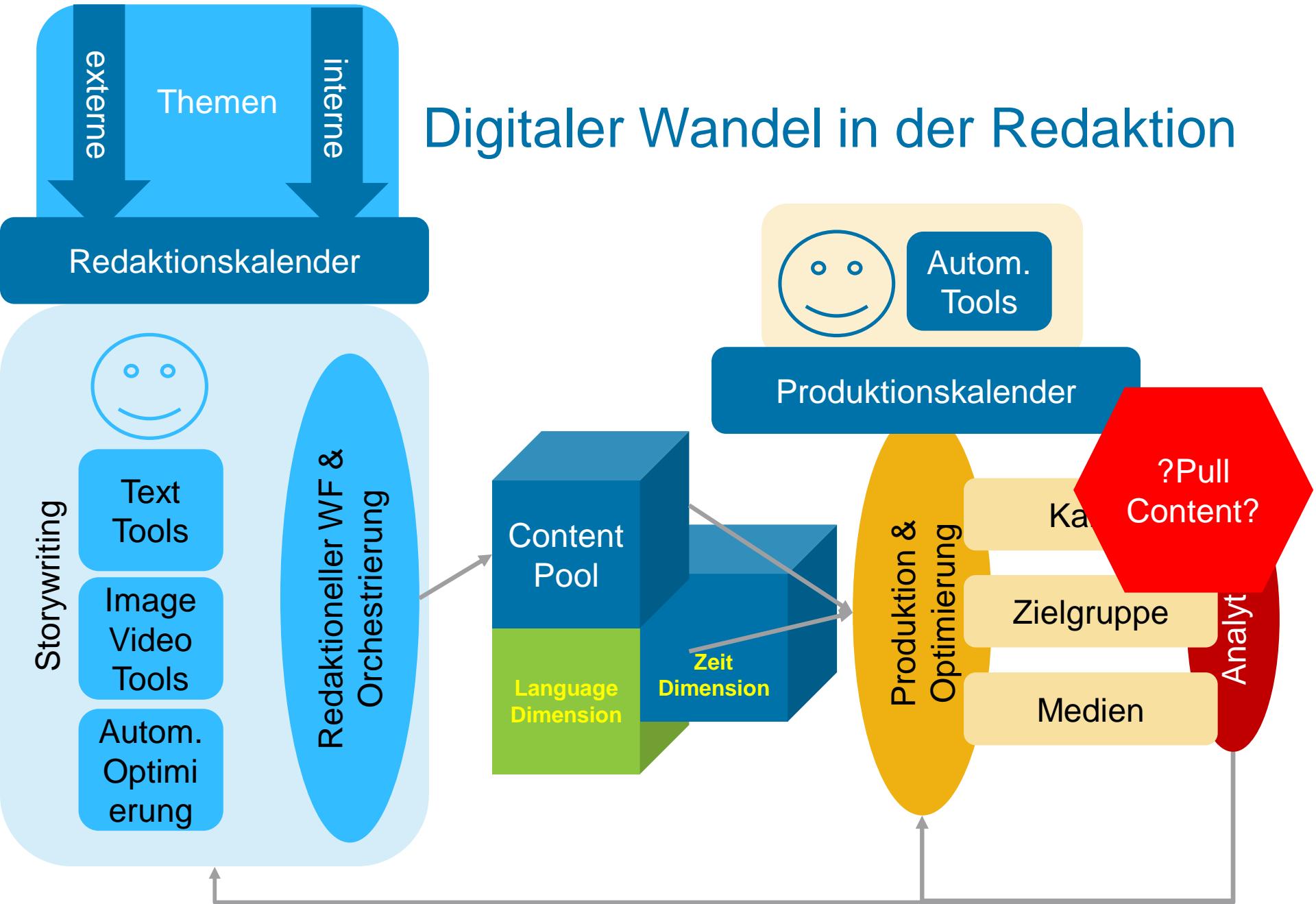
- InfoFusion Search – replacing Common Search
- Content Server 11 Integration
  - No LAPI – Delivery Server
  - No Oscript – Management Server
- Windows 10
  - IE12 Support - Windows Enterprise
  - Office 2016 – Word as Editor
  - Optional Support:
    - Edge Browser (old Codename: Spartan)
    - Windows 10 Server
    - Office 365
    - SQL-Azure
    - Azure VM Role

# CEM Requests

- OTDS 11 Support (Must-Have)
- OTDS & Software Protection Service (Must-Have)
- System Center Support
  - Collect & Verify version Information for Download (Must-Have)
  - Fully integrated for patches
- Analytics
  - Modern UI for reporting & BIRT iHub Integration (Must-Have)
  - Google Analytics and OTWSA Integration
  - Site & Page Reporting available in MS
  - Multi-variant testing & Campaign reporting
  - Integrate new CEM Event Tracking Service
- Adaptive Content Delivery (Must-Have)
  - Geolocation
  - Mobile Profiles
  - Adaptive/Responsive Images
  - Device detection

Ein Blick in die Glaskugel

# Digitaler Wandel in der Redaktion



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