RedDot
Solutions
AN OPEN TEXT COMPANY
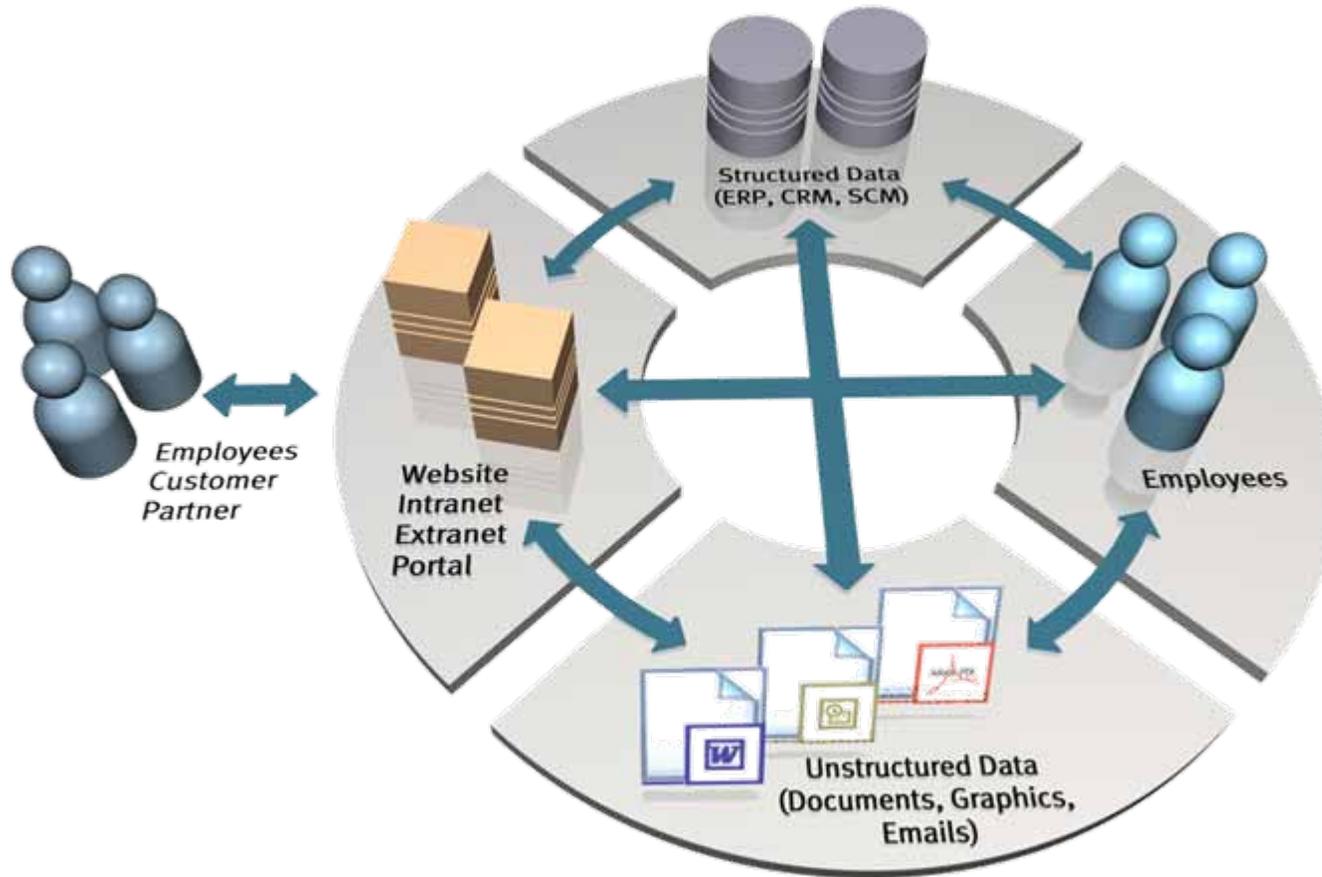
Enterprise Content Management
made simple.

Our Vision of Effective Content Delivery

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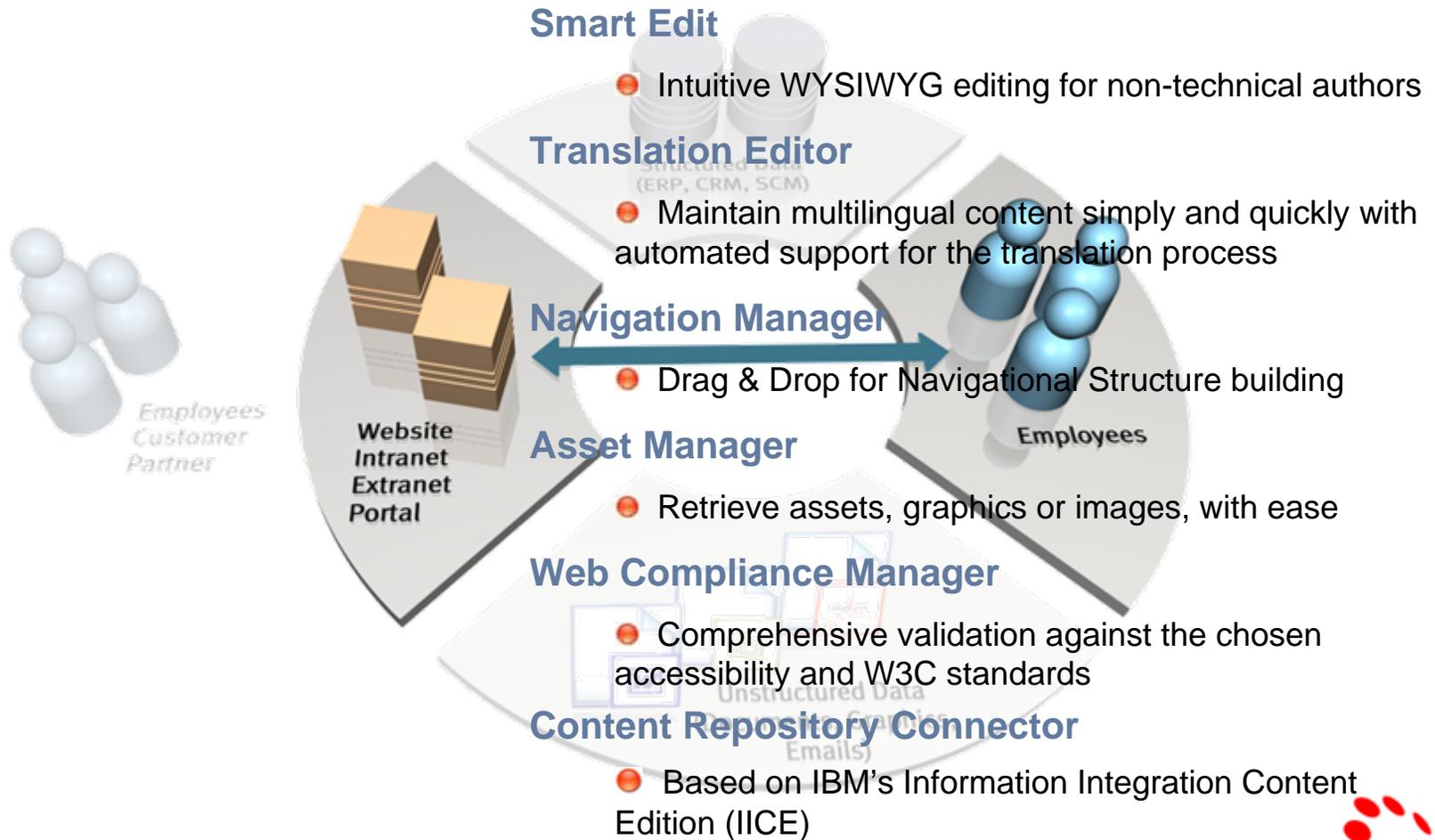
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What we will discuss

- RedDot Solutions - Effective Content Delivery

  - Where are we right now
  - What is RedDot's ECM Vision
  - Content Packaging – Why it matters
  - User Experience – Why it matters
  - Content Delivery – Why it matters
  - Social and Collaborative trends
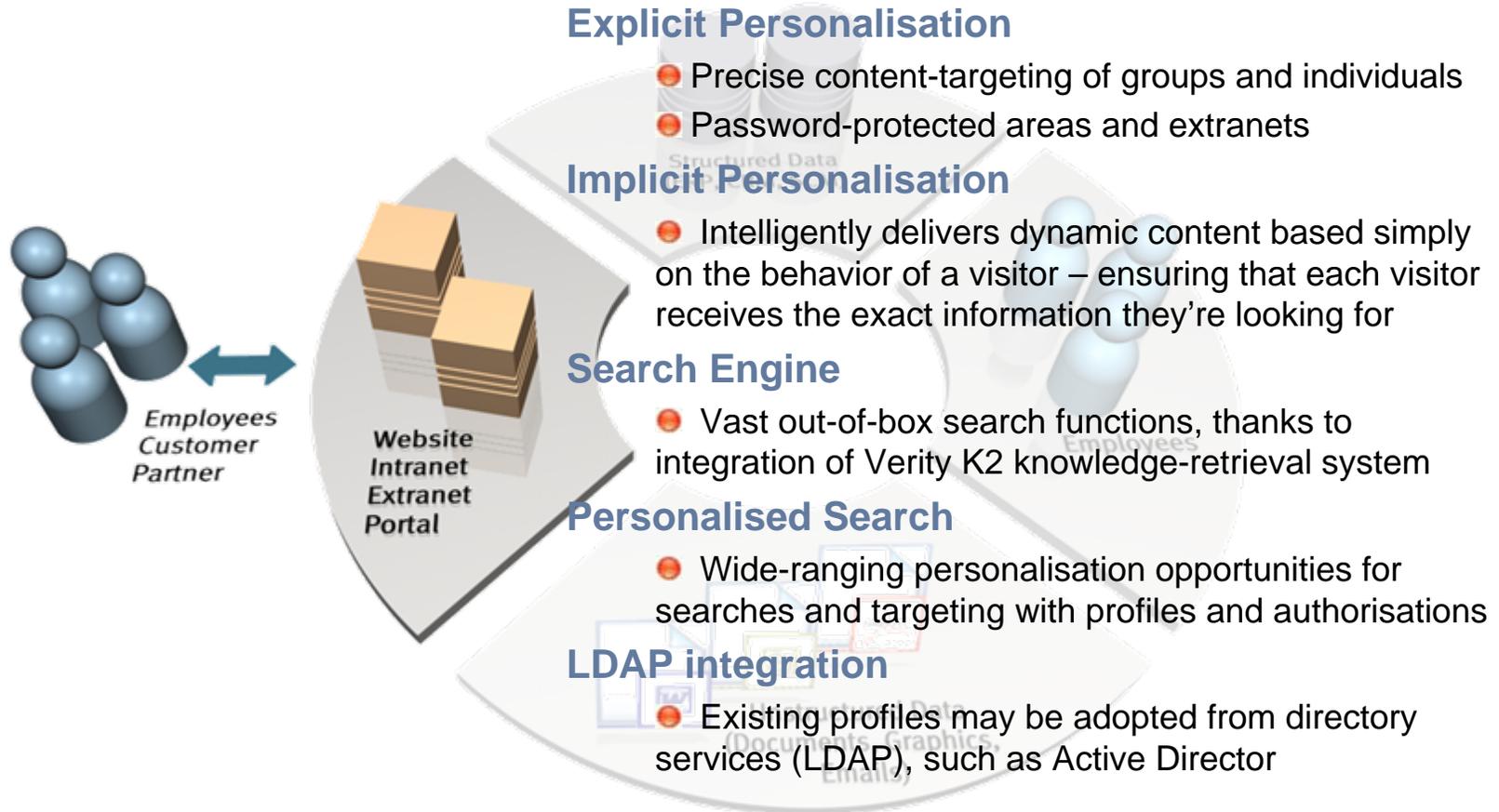 - Wrap-up and close
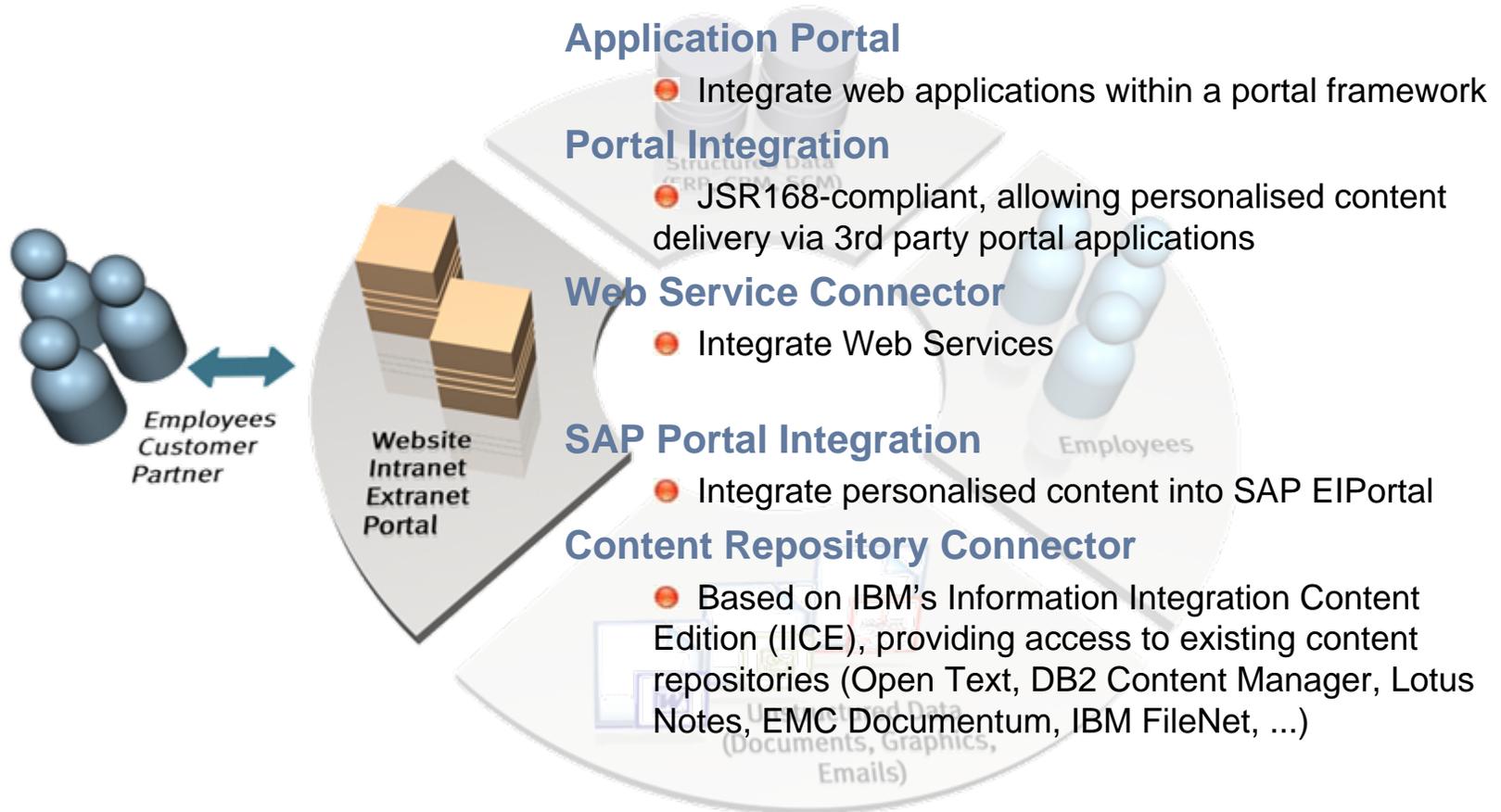
RedDot Product Portfolio

Management of a Website – RedDot CMS

Smart Edit

- Intuitive WYSIWYG editing for non-technical authors

Translation Editor

- Maintain multilingual content simply and quickly with automated support for the translation process

Navigation Manager

- Drag & Drop for Navigational Structure building

Asset Manager

- Retrieve assets, graphics or images, with ease

Web Compliance Manager

- Comprehensive validation against the chosen accessibility and W3C standards

Content Repository Connector

- Based on IBM's Information Integration Content Edition (IICE)

Employees
Customer
Partner

Website
Intranet
Extranet
Portal

Employees

RedDot
Usergroup e.V.

RedDot **CMS**

XCMS

RedDot **Live Server**

Personalisation – RedDot LiveServer

Explicit Personalisation

- Precise content-targeting of groups and individuals
- Password-protected areas and extranets

Implicit Personalisation

- Intelligently delivers dynamic content based simply on the behavior of a visitor – ensuring that each visitor receives the exact information they're looking for

Search Engine

- Vast out-of-box search functions, thanks to integration of Verity K2 knowledge-retrieval system

Personalised Search

- Wide-ranging personalisation opportunities for searches and targeting with profiles and authorisations

LDAP integration

- Existing profiles may be adopted from directory services (LDAP), such as Active Director

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Integration of Backend Systems – RedDot LiveServer

Application Portal

- Integrate web applications within a portal framework

Portal Integration

- JSR168-compliant, allowing personalised content delivery via 3rd party portal applications

Web Service Connector

- Integrate Web Services

SAP Portal Integration

- Integrate personalised content into SAP EIPortal

Content Repository Connector

- Based on IBM's Information Integration Content Edition (IICE), providing access to existing content repositories (Open Text, DB2 Content Manager, Lotus Notes, EMC Documentum, IBM FileNet, ...)

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So what is RedDot Solutions ECM Vision?

Enterprise Content Management (ECM)

ECM delivery without RedDot

ECM delivered with RedDot

What is RedDot's ECM Vision?

Next generation ECM solutions …

- Personalised and Proactive user experience
  - Delivery of relevant, personalised content
  - Within corporate design and communications guidelines
  - Integration with document management and collaborative services

- Managed Enterprise Content
  - Packaged for a variety of audiences
  - Assembled and presented for enhanced user experience

- Content Delivery Vehicles
  - Content and application delivery based on context and user activity
  - Repository agnostic

Content Packaging – Why it matters?

Content repositories are not optimized for presentation …

- Some areas to consider
  - Lack of context and relationship
  - No ability to create scripted delivery
  - Inability to package content for different audiences
  - Difficult to imply hierarchy of content

- With RedDot
  - Strong WCM offering with contextual content packaging features
  - Ability to aggregate content and manage delivery
  - Management of content relationships

User Experience – Why it matters?

Tight integration of user experience with content management …

- Granular control of content to different audiences
    - What they see … when and where

- Content managers have greater control and flexibility
    - Associations between different pieces of content
    - Transparent integration of content with business applications
    - Intentional user experiences driven by corporate goals

- With RedDot
    - Content rules management delivers user experience scripting
    - Managed platform for content and user experience

Content Delivery – Why it matters?

Delivering more than what they want …

- Enhancing the user experience through intelligent content
  - Delivering content beyond users original expectation
    - Extra associated offers and links
    - Additional references and search suggestions
  - Maximise the use of all of your content to best advantage
  - Publicise available content resources where possible

- With RedDot
  - Transparent integration to other ECM repositories
  - Managed integration between content and business applications
  - Seamless delivery using content relationships

Social and Collaborative Trends

- New Internet technology for improved information exchange
  - Passive reader becomes active author
    New Culture: Gathering knowledge and publishing to public domain
  - Wikis, Blogs, Podcasts, Forums all have a wide range of application

- Web 2.0: User expectations
  - Collaboration and search capabilities are changing user attitudes
  - Similar feature enhancements requested inside the firewall
  - Implications for security and corporate compliance
  - Emerging "Enterprise" ready tools within 12 months

- LiveServer is the ideal platform for constructing a social computing platform

Web 2.0: Where does it fit with WCMS?

- Blogging
  - Integration with standard Web CMS
  - Standard search within Blog content
  - Available across Web, Intranet and Extranet

- Blogging: Corporate Benefits
  - Open communication between customers, partners and staff
    - User and Product Groups, Project collaboration and FAQ, …

- Blogging: Corporate Concerns
  - Possibility of anonymous commentary
  - Breaches of corporate communications policies
    - Legal action and staff dismissal

Web 2.0: Where does it fit with WCMS?

- Wiki's
  - Integration with standard Web CMS
  - Standard search within Wiki content and metadata
  - Available across Web, Intranet and Extranet

- Wiki's: Corporate Benefits
  - Simple knowledge gathering and publishing
    - In-House process, Product development, Corporate definitions, …

- Wiki's: Corporate Concerns
  - Accuracy of information and facts
  - Breaches of corporate communications policies
  - Wiki Vandalism

Considerations for Personalisation

- Focus on personalisation that contributes to your business objectives

- Start with achievable personalisation goals
  - Must integrate with existing technology and management processes

- Implement personalisation as a series of incremental steps
  - "Big Bang" approaches do not work
  - Measurement is a key success criteria

- Maintain trust – demonstrate responsible use of available data

- Build user relationships incrementally to encourage a personalisation lifecycle

- Ensure new and existing users are rewarded for their efforts and loyalty

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