



OPENTEXT

THE CONTENT EXPERTS

Web Content Management

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June 2012

***„Das Internet wird kein
Massenmedium, weil es in seiner
Seele keines ist.“***

(„Die Welt“, 24.3.2001)



Media Centre

For the latest Australian tourism news



ATE 2011

The Australian Tourism Exchange is Australia's premier tourism trade event and the largest international travel trade show of its kind in the southern hemisphere. ATE 2011 is taking place in Sydney from 2-8 April 2011.

- ▶ **Tourism industry behind \$140 billion tourism goal**
- ▶ **International travel delegates arrive for Australia's premier tourism event**
- ▶ **ATE 2011 Media Information**

Press Conference | TQUAL Launch

Feature Event



▶ Making Tracks

Take a unique journey with four members of the YouTube Symphony Orchestra and four Australian contemporary musicians as they travel Australia to create Making Tracks. [More...](#)

Image Gallery



View a selection of images of the Australian people, lifestyle and environment. [More...](#)

Fact Sheets

- 13 April 2011, Major event
- ▶ **WOMADEelaide Festival**
- 7 March 2011, Culture and Lifestyle
- ▶ **Getting married in Australia**
- 4 February 2011, Events
- ▶ **Making Tracks Factsheet**
- [More...](#)

Feature Stories

- 13 May 2011, Icons
- ▶ **The relaxed atmosphere of Margaret**

Featured news

12 May 2011, Newsletter

News you can use



In this edition - Eco Lodges of Australia welcomes Northern Territory and Kimberley experiences, Best Western's Fraser Coast retreat opens, Access for hearing impaired visitors improved at the National Sports Museum [More...](#)

Did You Know?



Aboriginal Australia
The didgeridoo is possibly the world's oldest musical instrument [More...](#)

Latest news



16 May 2011, Media Release **Australia's Business Events expertise on show in Asia**

An Australian delegation will visit Taipei, Bangkok, Kuala Lumpur, Singapore, Hangzhou and Jakarta where Asia continues to be one of Australia's most important and fastest growing markets for business events. [More...](#)



13 May 2011, Icons **The relaxed atmosphere of Margaret River, Western Australia**

There's nothing like a seemingly endless supply of world-class wineries, boutique breweries, pounding surf breaks and extraordinary geological and natural phenomena - all in one place. [More...](#)

Video

Editorial Content

Documents

Images

www.australia.com

IMPORTANT CONTACTS

FEEDBACK

Popular

- Approvals & Authorities Policy
- Corporate Templates
- Email Signature
- Employee Self Service
- Global Travel & Expense Policy
- Organizational Chart
- Real Time - Install
- SuccessFactors
- Vacation Request
- VPN - Procedure: Install
- Workplace

Sites

- Hub
- Learning Central
- Knowledge Center
- Ollie
- OTC Communities
- OTC Wiki
- OTCi en français

Send an eCard Today!
OpenText

CSI
Current: 48
Our Goal: 52

Employee Welcome Site
Hello to weComm & Metastorm!



TOP NEWS



Help Victims of the U.S. Tornadoes

Donate to the Red Cross to support victims of the recent U.S. tornadoes and OpenText will match your contributions until May 31, 2011. [Learn more.](#)

Worldwide Employee Call!

Join the Executive Leadership Team on Tuesday, June 2, 10:00 ET to discuss corporate values, social media, and thought leadership. [More details here.](#)



Third Quarter Fiscal 2011 Results

"With strong sales in all geographies, we are seeing increased demand for both compliance-based solutions and productivity-centric applications that integrate workflow processes with ERP systems." - John Shackleton. [Find out more.](#)

Check out April's [EmployeeConnect](#) newsletter.

ACTION REQUIRED

- Update your **Goals** in SuccessFactors



FEATURED

- Company Goals - **Videos!**
- Tom's **Content in the Cloud**

NEW & UPDATED

- Training: **Workplace Violence**
- Updated: **Capture the Moment**
- Learning: **OTPS Challenge**

See more **new & updated** in OTCi.

LEARN

Visit our **Employee Welcome Site** to learn more about OpenText.

- Welcome **weComm!**
- Welcome **Metastorm!**

Video

Images

Editorial Content

1. „Markets are conversations”

-
-
-

8. “In both internetworked markets and among intranetworked employees, people are speaking to each other in a powerful new way”

-
-
-

(„Cluetrain Manifesto”, 1999)

The screenshot shows the 'Student Achiever' dashboard for a user named Adam. The top navigation bar includes 'Hi, Adam | Logout', 'Internet banking', 'Contact us', 'Search', and the 'Standard Bank' logo. Below this is a menu with categories: Saving, Travel, Wheels, Career (selected), Needs, Independence, Rewards, and Buzz. The main content area is titled 'Wheels | Lifestyle articles' and features a sidebar with 'Lifestyle articles' including 'Wheels basics', 'Running costs', 'Financing your car', 'Insuring your car', 'Get financing', and 'More articles'. The central article is titled 'now to save on tyres and so on' and has a 'Comments' section. A blue circle highlights the 'Comments' section, which contains two comments from users 'Hogfather' and another user. The 'Hogfather' comment is dated 08/04/10 and has 42 likes, 3.5 stars, and 27 replies. To the right of the article is a 'Helpful links' section with items like 'Car buyer's checklist', 'Benefits of a petrol card', and 'Find the perfect match'. Below the article are three promotional banners: 'Apply online for a student loan and WIN', 'as you want when you want with ACHIEVER Go!', and 'find out the latest on financial indicators'. The bottom of the page is divided into four sections: 'Products' (Product wizard, Product information), 'Tools' (Internet banking, Tools), 'Information' (Contact us, ATM & branch locator, FAQs), and 'Links' (Facebook, Twitter, Refer a friend). The footer contains legal disclaimers and copyright information for Standard Bank Group.

Social Content

RIM

COMPANY PRODUCTS INVESTORS CAREERS

Search

Come together with the power of BlackBerry

THE POWERFUL FEATURES AND APPS ON SMARTPHONES HELP YOU SPEND THE HOUR WITH THE ONES WHO MATTER MOST.

Discover BlackBerry 7 OS Watch video

Share on

Come together with the power of BlackBerry

Explore BlackBerry 7 OS

Smartphones Tablets Apps & Software Support

Products > Learn about the innovative BlackBerry product line.

HOME | EVENTS | CONTACT | BLACKBERRY.COM

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Mobile Content

BlackBerry

Smartphones Tablets Apps & Software Support

Share

BlackBerry® Bold™
Do more - faster.
[Where to Buy](#)

BlackBerry® Torch™ 9850
All touch. All BlackBerry.
[Where to Buy](#)

BlackBerry® Torch™ 9800/9810
Act on inspiration.
[Where to Buy](#)

Get a \$10/mo. social data package from Verizon
[Buy today >](#)

The new BBM. Where apps go social.
[Learn about BBM >](#)

United States Follow Us

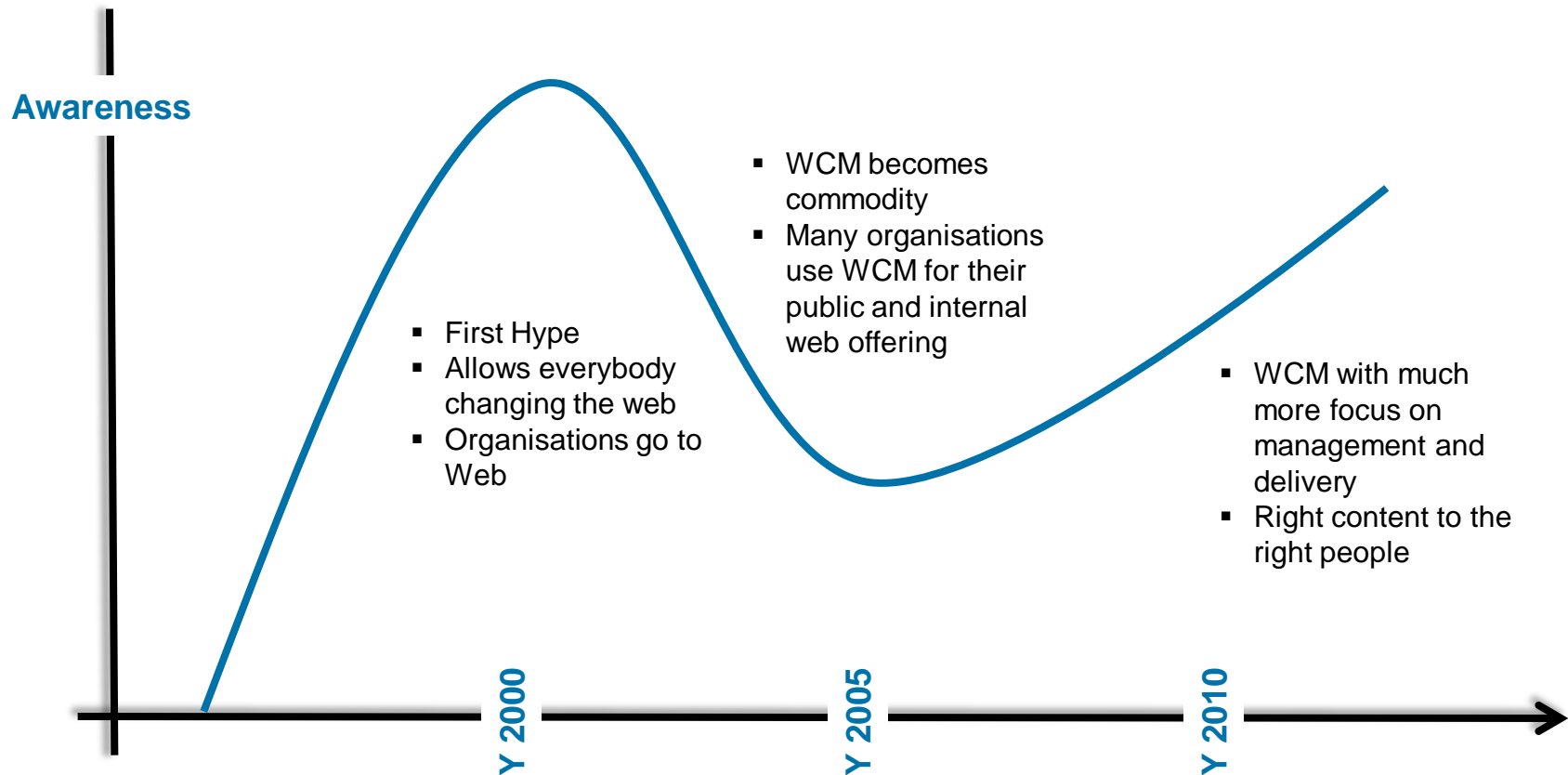
Legal Privacy Support Where to Buy

News
Read press releases and get media information.

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Privacy Policy | Legal | Trademarks

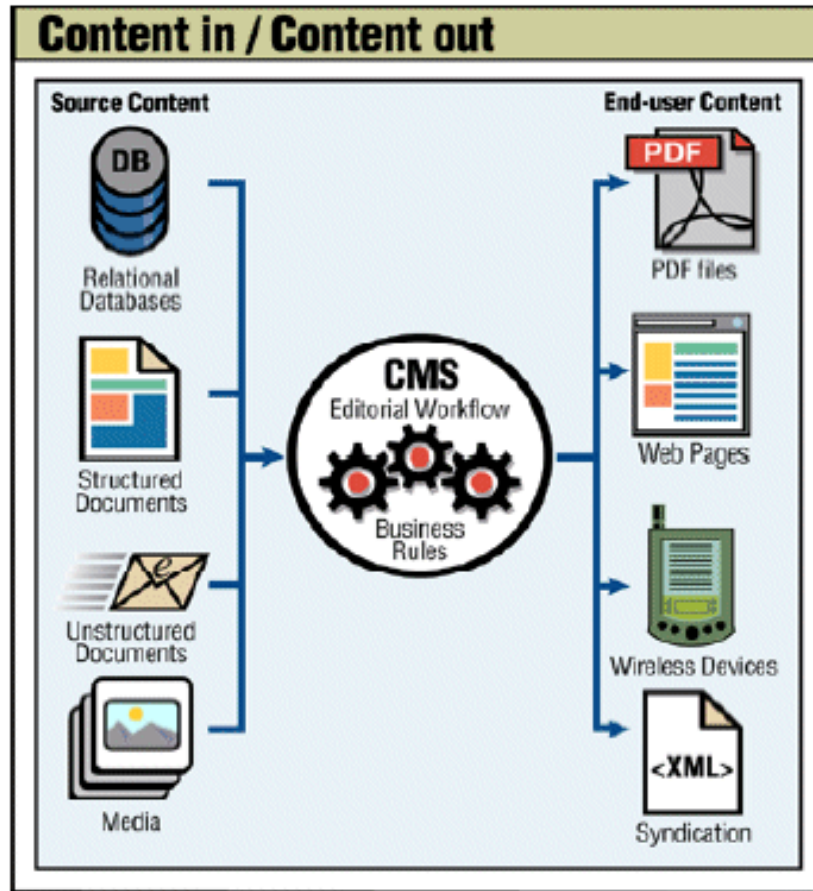
History of Web Content Management



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

WCM Owns the Content



Graphic by Real Story Group, 2011

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)

“We are drowning in information
but starved for knowledge”

*John Naisbitt
American Trend Researcher (1980)*

Customer Experience



Web Site Management
Delivery Server



Content from different sources ...

delivered ...

to the right poeple/target group

at the right time

in the right format

on the right device/channel

Situational Intelligence of Content Delivery

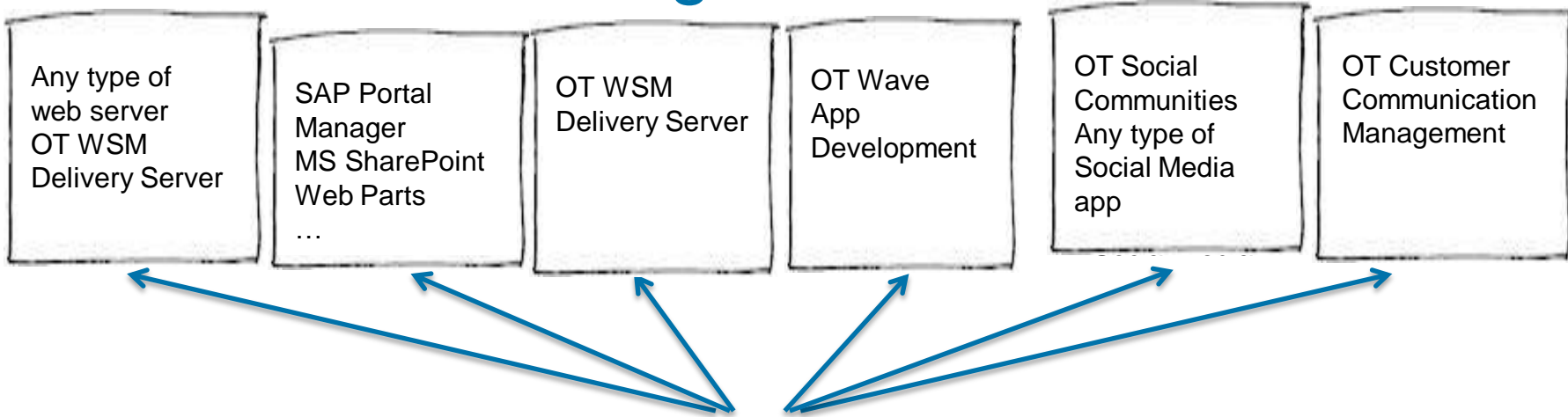
The next step will be (on our mind)

Content Delivery related to a specific situation

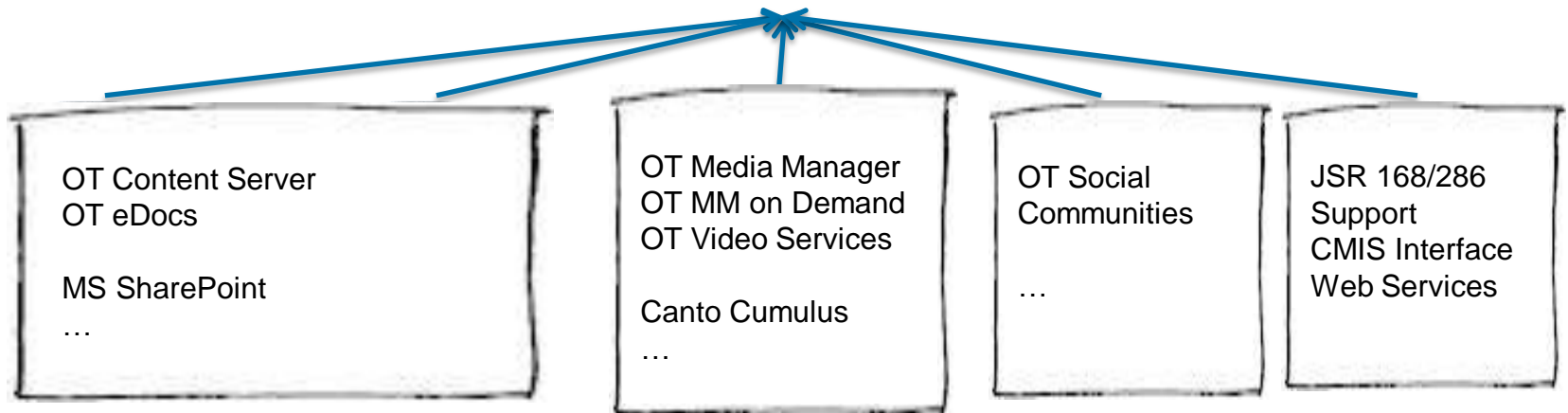
For instance (and possible today)...

- 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

Web Content Management



OpenText Web Site Management



Assumptions

- Top Trends
 - Social Media
 - Mobility (Sites, Apps, and Services)
- Editor becomes a „Content (Channel) Manager“
 - Needs to be better supported
 - Increase of delivery channels
 - Increase of content sources

Web Site Management Roadmap

Roadmap

Calendar Year



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)
- Delivery Server in the Cloud

ECM Suite Advances

- ✓ Semantic Navigation for Website Search

WSM 11.0 SP1

- Content Server 10 DM Interface (Enterprise Library)
- Enhanced Media Management Interface
- SharePoint 2010 DM Interface
- Open DM API
- Website Search in the Cloud (OT Semantic Navigation)
- Social Communities Integration 8.1

ECM Suite Advances

- ✓ Content Server Int. via ELS
- ✓ Media Management 7.1 Int.
- ✓ Social Communities 8.1

Greyhound

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

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 IAM

Note: Some integrations may have exceptions

Platform Roadmap



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, 8
- DS: Suse 11, RedHat 6, Solaris 10

Database Systems

- MSSQL 2008, 2008R2, 2012
- 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, IE10
- Firefox 10+
- Safari 5.x

Virtual Environments

- VMWare ESX 4.1
- Microsoft Hyper-V (2008R2)

Future Releases

Operating Systems (64bit)

- Windows Server 2008, 2008R2 , 8
- DS: Suse 12, RedHat 6, Solaris 11

Database Systems

- MSSQL 2008, 2008R2, 2012, Azure
- Oracle 11, 12
- DS: MySQL 6

Java, Application Server

- DS: Java 7, Tomcat 7, JBoss 6
- MS: IIS 8.x

Web Browsers

- IE9, IE10
- Firefox
- Safari 5.x
- Chrome

Virtual Environments

- VMWare ESX 5.x
- Microsoft Hyper-V (2008R2)
- Virtual Box

Thank You