



IBM Web Content Manager 7.0, formerly IBM Lotus Web Content Management, can help you have an engaging, exceptional online experience

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Overview

IBM® Web Content Manager 7.0, formerly IBM Lotus® Web Content Management 7.0, provides an agile platform that helps organizations respond to ever changing and growing customer web experience requirements that span multiple channels. This leads to increased customer satisfaction and better brand awareness.

Key capabilities and benefits

- Slash time-to-market and help reduce cost by streamlining your content.
- Help grow revenue and increase market size with targeted and effective multichannel content delivery, increased brand awareness, designing and implementing campaigns to respond to your valued customers, and gaining flexibility by targeting multiple devices.
- Fine tune the customer experience by analyzing users' interactions, helping to improve conversion rates and user engagement; intelligently manage sites, campaigns, and offers by tracking which investments may be the most profitable and successful.

Refer to Software Announcement [210-260](#), dated August 31, 2010.

Planned availability date

Electronic availability:

- March 29, 2011: French, Chinese - Simplified, Spanish, Portuguese-Brazilian, German, Chinese - Traditional, English, Italian

Media availability:

- April 22, 2011: French, Chinese - Simplified, Spanish, Portuguese-Brazilian, German, Chinese - Traditional, English, Italian

Availability of national languages

Product description	Language	GA date
IBM Lotus Web Content Mngmt v7.0.0	Multilingual (Portuguese, French, Danish, Catalan,	September 24, 2010

Russian,
 Hebrew,
 Arabic, Thai,
 Korean,
 Chinese -
 Simplified,
 Ukrainian,
 Spanish,
 Portuguese-Brazilian,
 Croatian,
 German,
 Swedish,
 Japanese,
 Chinese -
 Traditional,
 Hungarian,
 Norwegian
 Nynorsk,
 English,
 Romanian,
 Slovenian,
 Greek,
 Turkish,
 Dutch, Czech,
 Slovakian,
 Italian,
 Finnish,
 Polish)

Program number

Program number	VRM	Program name
5724-I29	7.0.0	IBM Lotus Web Content Management

Ordering information

This product is only available via Passport Advantage®. It is not available as shrinkwrap.

Product information

Licensed function title	Product group	Product category
IBM Lotus Web Content Management	IBM Workplace™	IBM Lotus Web Content Management
IBM Lotus Web Content Management Standard Edition	IBM Workplace	IBM Lotus Web Content Management
Program name	PID number	Charge unit description
IBM Lotus Web Content Management	5724-I29	Per Processor Value Unit for Linux® on System z
IBM Lotus Web Content Management	5724-I29	Per Processor Value Unit (PVU)
IBM Lotus Web Content Management Standard Edition	5724-I29	Per Processor Value Unit for Linux on System z
IBM Lotus Web Content Management	5724-I29	Per Processor

Charge metrics definitions

Install

Install is a unit of measure by which the program can be licensed. An install is an installed copy of the program on a physical or virtual disk made available to be executed on a computer. Licensee must obtain an entitlement for each install of the program.

Processor Value Unit (PVU)

PVU is a unit of measure by which the program can be licensed. The number of PVU entitlements required is based on the processor technology (defined within the PVU Table by processor value, brand, type, and model number at

http://www.ibm.com/software/lotus/passportadvantage/pvu_licensing_for_customers.html

and the number of processors made available to the program. IBM continues to define a processor, for the purpose of PVU-based licensing, to be each processor core on a chip. A dual-core processor chip, for example, has two processor cores.

Licensee can deploy the program using either full capacity licensing or virtualization capacity (sub-capacity) licensing according to the Passport Advantage Sub-Capacity Licensing Terms (refer to the webpage below). If using full capacity licensing, licensee must obtain PVU entitlements sufficient to cover all activated processor cores* in the physical hardware environment made available to or managed by the program, except for those servers from which the program has been permanently removed. If using virtualization capacity licensing, licensee must obtain entitlements sufficient to cover all activated processor cores made available to or managed by the program, as defined according to the Virtualization Capacity License Counting Rules at

http://www.ibm.com/software/lotus/passportadvantage/Counting_Software_licenses_using_specific_virtualization_technologies.html

* An activated processor core is a processor core that is available for use in a physical or virtual server, regardless of whether the capacity of the processor core can be or is limited through virtualization technologies, operating system commands, BIOS settings, or similar restrictions.

Notes:

- Some programs may require licenses for the program **and** what is being managed. In that case, the following applies. In addition to the entitlements required for the program directly, licensee must obtain PVU entitlements for this program sufficient to cover the processor cores managed by the program.
- Some programs may be licensed on a managed basis **only**. In that case, the following applies: Instead of the entitlements required for the program directly, Licensee must obtain PVU entitlements for this program sufficient to cover the processor cores managed by the program.
- A few programs on an exception basis may be licensed on a referenced basis. In that case, the following applies. Rather than obtaining entitlements for the activated processor cores available to the program, licensee must obtain PVU entitlements for this program sufficient to cover the environment made available to the referenced program as if the program itself were executing everywhere the referenced program was executing, independent of the basis on which the referenced program is licensed.
- Express® and workgroup programs may be licensed with maximum use terms. In that case, the following applies. The maximum authorized use terms and conditions for PVU licensed IBM express and middleware programs can be found in the IBM Express and Middleware Licensing Guide.

Passport Advantage program licenses

IBM Lotus Web Content Management

Part description	Part number
IBM Lotus Web Content Management Standard Edition LWCM Standard Edition Per Processor Value Unit (PVU) Annual SW S&S Rnw1	E026HLL
LWCM Standard Edition Per Processor Value Unit (PVU) Lic + SW S&S 12 Mo	D55Y6LL
LWCM Standard Edition Per Processor Value Unit (PVU) SW S&S Reinstate 12 Mo	D55Y7LL

IBM Lotus Web Content Management

Part description	Part number
IBM Lotus Web Content Management Lotus Web Content Mgmt Per Processor Value Unit (PVU) Annual SW S&S Rnw1	E026GLL
Lotus Web Content Mgmt Per Processor Value Unit (PVU) Lic + SW S&S 12 Mo	D55Y4LL
Lotus Web Content Mgmt Per Processor Value Unit (PVU) SW S&S Reinstate 12	D55Y5LL

Passport Advantage trade-up licenses

IBM Lotus Web Content Management

Precursor product	Trade-up product	Part number
IBM Lotus Web Content Management Standard Edition		
IBM Lotus Web Content Management Standard Edition	LWCM PVU from LWCM Stand Edition PVU Trdup Lic + SW S&S 12 Mo	D55Y8LL

Passport Advantage supply

Program name/description	Part number
IBM Lotus Web Content Mngmt V7.0.0	
IBM Lotus Web Content Management V7.0 ML windows® Media Pack	BU06DML
IBM Lotus Web Content Management V7.0 ML AIX® Media Pack	BU06EML
IBM Lotus Web Content Management V7.0 ML IBM i Media Pack	BU06FML
IBM Lotus Web Content Management V7.0 ML Linux on x86 Media Pack	BU06GML
IBM Lotus Web Content Management V7.0 ML Linux on POWER® Media Pack	BU06HML
IBM Lotus Web Content Management V7.0 ML Linux on System z® Media Pack	BU06IML
IBM Lotus Web Content Management V7.0 ML Solaris on SPARC Media Pack	BU06JML
IBM Lotus Web Content Management V7.0 ML Solaris x86 64 Media Pac	BU06KML

Passport Advantage customer: Media pack entitlement details

Customers with active maintenance or subscription for the products listed are entitled to receive the corresponding media pack.

IBM Lotus Web Content Mngmt V7.0.0

Entitled maintenance offerings description	Media packs description	Part number
IBM Lotus Web Content Management Processor Value Unit	IBM Lotus Web Content Management V7.0 ML Solaris x86 64 Media Pac	BU06KML
IBM Lotus Web Content Management Processor Value Unit	IBM Lotus Web Content Management V7.0 ML Linux on x86 Media Pack	BU06GML
IBM Lotus Web Content Management Processor Value Unit	IBM Lotus Web Content Management V7.0 ML Windows Media Pack	BU06DML
IBM Lotus Web Content Management Processor Value Unit	IBM Lotus Web Content Management V7.0 ML Solaris on SPARC Media Pack	BU06JML
IBM Lotus Web Content Management Processor Value Unit	IBM Lotus Web Content Management V7.0 ML IBM i Media Pack	BU06FML
IBM Lotus Web Content Management Processor Value Unit	IBM Lotus Web Content Management V7.0 ML AIX Media Pack	BU06EML
IBM Lotus Web Content Management Processor Value Unit	IBM Lotus Web Content Management V7.0 ML Linux on System z Media Pack	BU06IML
IBM Lotus Web Content Management Processor Value Unit	IBM Lotus Web Content Management V7.0 ML Linux on POWER Media Pack	BU06HML
IBM Lotus Web Content Management Processor Value Unit Linux on System z	IBM Lotus Web Content Management V7.0 ML AIX Media Pack	BU06EML
IBM Lotus Web Content Management Processor Value Unit Linux on System z	IBM Lotus Web Content Management V7.0 ML IBM i Media Pack	BU06FML
IBM Lotus Web Content Management Processor Value Unit Linux on System z	IBM Lotus Web Content Management V7.0 ML Linux on POWER Media Pack	BU06HML
IBM Lotus Web Content Management Processor Value Unit Linux on System z	IBM Lotus Web Content Management V7.0 ML Linux on System z Media Pack	BU06IML
IBM Lotus Web Content Management Processor Value Unit Linux on System z	IBM Lotus Web Content Management V7.0 ML Linux on x86 Media Pack	BU06GML
IBM Lotus Web Content Management Processor Value Unit Linux on System z	IBM Lotus Web Content Management V7.0 ML Solaris x86 64 Media Pac	BU06KML
IBM Lotus Web Content Management Processor Value Unit Linux on System z	IBM Lotus Web Content Management V7.0 ML Solaris on SPARC Media Pack	BU06JML
IBM Lotus Web Content Management Processor Value Unit Linux on System z	IBM Lotus Web Content Management V7.0 ML Windows Media Pack	BU06DML

Cross-platform products

Cross-platform product for use on System z

Order the part numbers that follow when the product is used for either the development of code that will be deployed on System z servers or when the product will be communicating or transferring data between a distributed server and a System z server. Otherwise order from the other set of part numbers in this announcement. This set of part numbers provides the identical supply and authorization as the other set in this announcement.

Cross-platform product for use on System z IFL engines

Order the part numbers that follow when the product is intended to run on the Linux operating system on System z IFL engines. If the product is not intended to run on the Linux operating system on System z IFL engines, order from the other set of

part numbers in this announcement. This set of part numbers provides the identical supply and authorization as the other set in this announcement.

IBM Lotus Web Content Management

Part description	Part number
IBM Lotus Web Content Management Standard Edition LWCM Standard Edition Per Proc VU for Lin Sys z Annual SW S&S Rnw1	E02Z4LL
LWCM Standard Edition Per Proc VU for Lin Sys z Lic + SW S&S 12 Mo	D59FSLL
LWCM Standard Edition Per Proc VU for Lin Sys z SW S&S Reinstate 12 Mo	D59FVLL

IBM Lotus Web Content Management

Part description	Part number
IBM Lotus Web Content Management Lotus Web Content Mgmnt Per Proc VU for Lin Sys z Annual SW S&S Rnw1	E02Z3LL
Lotus Web Content Mgmnt Per Proc VU for Lin Sys z Lic + SW S&S 12 Mo	D59FTLL
Lotus Web Content Mgmnt Per Proc VU for Lin Sys z SW S&S Reinstate 12 Mo	D59FWLL

Terms and conditions

The terms and conditions for IBM Web Content Manager previously announced in Software Announcement [210-260](#), dated August 31, 2010, are unchanged.

IBM Electronic Services

IBM has transformed its delivery of hardware and software support services to help you achieve higher system availability. Electronic Services is a Web-enabled solution that offers an exclusive, no-additional-charge enhancement to the service and support available for IBM servers. These services are designed to provide the opportunity for greater system availability with faster problem resolution and preemptive monitoring. Electronic Services comprises two separate, but complementary, elements: Electronic Services news page and Electronic Services Agent.

The Electronic Services news page is a single Internet entry point that replaces the multiple entry points traditionally used to access IBM Internet services and support. The news page enables you to gain easier access to IBM resources for assistance in resolving technical problems.

The Electronic Service Agent™ is no-additional-charge software that resides on your server. It monitors events and transmits system inventory information to IBM on a periodic, client-defined timetable. The Electronic Service Agent automatically reports hardware problems to IBM. Early knowledge about potential problems enables IBM to deliver proactive service that may result in higher system availability and performance. In addition, information collected through the Service Agent is made available to IBM service support representatives when they help answer your questions or diagnose problems. Installation and use of IBM Electronic Service Agent for problem reporting enables IBM to provide better support and service for your IBM server.

Prices

The charges are unchanged by this announcement.

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