

IBM Content Accelerator

Host: Lori Ott, Product Marketing Manager, IBM Content Accelerator

**Speaker: Krishnan Hariharan, Offering Manager, Content Accelerator
Peter Miller, Worldwide Sales Lead, Content Accelerator**

Lori:

Welcome and thank you for joining this pod cast about IBM Content Accelerator. My name is Lori Ott and I'm the Product Marketing Manager for IBM Content Accelerator. With me today are Krishnan Hariharan, Offering Manager for Content Accelerator, and Peter Miller, Worldwide Sales Lead for Content Accelerator. I'd like to start with Krishnan.

Krishnan, most people are familiar with web pages and web sites but might not know what a Web Content Management System is or how it's different. Do you mind explaining this please?

Krishnan:

In the simplest terms, the goal of our Web Content Management System is really to ensure that new content is published, existing content is updated, and that any outdated content is removed in the shortest possible timeframe; of course, this is while ensuring that all content is accurate and useful at all times.

Lori:

How is this different from Document Management?

Krishnan:

That's an interesting question and something that we come across all the time. Content really is highly structured and well defined which makes it easier to produce and publish content. Therefore, you've got to think of web content as a number of content types and each has a set of attributes that represent typical data stored in that content type. An example of that could be a news article that contains a title, an abstract, a publication date and, of course, the bodySure of the press release. The structure of these content types is very predictable if you know that it's a news article.

Documents, on the other hand, are normally created in external applications to the Web Content Management System or, in general, the Content Management System. These external applications could be the Adobe PDF Suite or the IBM Lotus Symphony Suite or even the Microsoft Office products. Documents are normally unstructured in nature because the end users can create any amount of content or text and sometimes imbed that text with images as well as links to external websites or they can imbed other documents as well. That's the primary difference between Web Content and a Document Management System.

Lori:

That was great. Thank you. Well then, where does Content Accelerator fit into this or what is Content Accelerator?

Krishnan:

IBM over the past few years has been noticing a trend. When customers ask for a Web Content Management System, they also end up implementing some sort of solution to store documents that go along with our Web Content Management System. As I previously mentioned, there's a difference between Web Content and Document Management System. However, over time what clients have done is that they've started implementing complementary solutions that have used each other's capability. What that means is that they implement the Web Content Management Solution and they also implement a Document Management Solution. As more customers started adopting these systems successfully, the growth in both structured content and documents really exploded. Hence, it became really apparent that functionality was needed to make sure that all Web Content and documents integrate well with each other and, of course, they need to be made searchable.

That's where IBM introduced Content Accelerator as a way to bring an internet browser based tool that was simple yet powerful for creating content and managing content. The key thing with the Content Accelerator is that business users can publish targeted personalized content for their end users. More importantly, these end users, who could be customers of theirs, can easily find that information. In short, Content Accelerator makes Content Management and Site Development really easy.

Lori:

Okay and what value then does IBM Content Accelerator bring for these customers?

Krishnan:

That is an excellent question but before I answer that question I think it's important to know some of the major features of Content Accelerator. Some of the out of the box features are:

- **In-line editing** which is the ability to edit content from an end user perspective.
- **Site Wizard** where business users can create and update content on new and existing websites. It's basically a wizard that walks them through creating a website in minutes.
- Similarly, our business users can use features like **Theme Customizer**. It's a very simple and easy way to change the look and feel of websites without much IT intervention.
- Organizations can use **Quicker**, the Document Management Product, to manage documents or any rich media files that could be shared with others. This sharing of files also enhances collaboration amongst teams.
- **IBM Omni Find Search Engine**, the flagship search product for IBM, can be leveraged to provide richer, more scalable and a secure way to search content and documents.

These are some of the out-of-the-box features that the Content Accelerator brings. When you combine Content Accelerator with WebSphere Portal Platform, our customers are automatically taking advantage of some key competitive features that we have.

The first is that by integrating WebSphere Portal, customers can get a single point of entry for all their constituents, employees, customers, partners etc. with a common administration and user interface. Along with Portal's security strengths, customers can leverage the user and group membership features and apply that to Content. What that really means is that I create a security structure that I can use for publishing content, for creating content and for making content searchable. From an IT perspective, this results in a very simplified deployment scenario. Another is that if customers have already invested in WebSphere Portal for, let's say, a Public Facing Website or an extra add-on or Self Service sites, when you combine them with Content Accelerator it lowers the total cost of ownership and shortens the time of value.

The second thing is that when one publishes web content and documents, the idea is not that everyone sees everything. The value in promoting content is in the ability to target specific users with special content that, of course, meets their specific needs or preferences. One could ask how this is made possible. This is made possible by taking advantage of out-of-the-box features like the personalization and the roles engines that come with Portal. The Personalization Role Engine can be applied to content, to documents, and to search results, thereby increasing or enhancing the website visitor experience.

The third piece is that by combining Web Content and Quicker, the Content Accelerator provides support for both structured and unstructured content. This means that a business user is empowered with a very flexible, awesome experience where they can create structured and unstructured content. It's easy to create web content and documents, and it's easy to upload documents. When business users publish content, they can also choose different looks and feels for the same content. This allows the reuse of a single piece of content. In addition, the reuse of content is not just limited to one website. I can create content once and I can repurpose the same content with multiple looks and feels, and publish it to various websites; it could be internal, external, partner specific, or device specific such as Blackberries, cell phones etc. In a nutshell, business users only need to concentrate on creating the right content. WebSphere Portal and Content Accelerator do everything else for them.

Lori:

That was great. Thanks, Krishnan. I think that really helps explain the value and some of the key features of Content Accelerator. Would you mind describing some typical scenarios that the Content Accelerator is excellent at solving?

Krishnan:

One thing that is becoming really important these days is that a company's web presence has become a critical component for their day-to-day business. This means that information that needs to be delivered across the internet or website needs to be up-to-

date and accurate whether it's internal, external, a partner facing website or any other device. In order to make all that work together, it can sometimes be very daunting. The primary scenario that the Content Accelerator addresses is really the need to create content once and deploy it to multiple channels as previously mentioned.

The main customer challenges when it comes to implementing that is that content is normally replicated or copied many times especially when there are multiple Web teams that exist within the organization. Another challenge that customers face is the high cost. Therefore, to manage these multiple copies or even people, because these teams are spread out, it's very difficult to grasp where the content lives or where it's presented or sometimes even who the target audience is. By implementing Content Accelerator, the customers really benefit because it's easy to build, easy to maintain and it's very easy to deploy to multiple sites. Another thing, of course, is that it's very secure for customers to access this. The third piece is the content deployment. When you create it once and you syndicate it to different websites or channels, you can automate that entire process; thereby, sometimes recommending the same content to other teams.

I've discussed the customer challenges and the customer benefits but I wanted to come back to your original question of what the deployment options are. The typical deployment options that we see are in the Enterprise Portal scenario where you've got a corporation that has multiple applications and lots of information that all needs to come together in an Enterprise Portal and the Content Accelerator is a great way to bring that all together.

Then we've got some small and medium business or even big corporations that went to a public website only once and published it only once. We call that a Static Website. Basically, content doesn't change as much and it's a stand alone website that publishes once and then sits there for awhile. The most common deployment option that we see with the Content Accelerator is in a dynamic website. People want the ability to create content dynamically, publish content dynamically, and make it available at all times. Companies do it internally as internet solutions. They also do it externally. Wimbledon is a great example where we used Content Accelerator to create content internally but then make it available as a dynamic website for millions of people.

Those are some of the deployment options that are associated with the Content Accelerator.

Lori:

Thank you, Krishnan. I think that helps explain a lot about IBM Content Accelerator and gives us some background on it. I'd like to move to Peter Miller now, the Worldwide Sales Lead. Pete, could you share with us why customers are investing in Content Portals and Content Accelerator today?

Peter:

Sure, Lori thanks a lot. Thank you Krishnan as well for that insight into the current state of Web Content Management and Content Portals in general. There are a number of

areas where we have seen success in clients' deployments of Content Portals. As a quick overview, we have over 2000 clients under active maintenance today with Content Portals, specifically those with Content Management. The approaches come from three facts: business to employee, business to business or business to consumer. Obviously in the case of governments, it's government to employee, government to business and government to constituents.

One of the recent success factors that we've had is the New York City Department of Health and Mental Hygiene. They embarked on three projects from a government to business approach. The Department of Health sponsors it this way for various groups in the health industry to interact with those specific roles-based applications; for example, when a child receives an immunization, the doctor reports it through the portal. From an internet perspective, let's say G to C, the New York City Department of Health and Mental Hygiene is using our Lotus Web Content Management within the context of the Content Portal to publish, improve and edit content published on their portal.

Additionally, management executives added functionality and accesses to certain applications based on user roles. The New York City Department of Health and Mental Hygiene and the World Trade Center Health Registry grants roles-based user access for employees of those organizations and users outside of the government agency that had been impacted by the events at the World Trade Center a number of years ago. That's an ongoing project that will be available for long term spotting of situations that might occur that would affect the health of people as they get older who had survived that dilemma down there.

Another example that we have is the Austin Energy Department in the City of Austin. This department handles over half a million billion transactions per month. It also builds out other utilities that it does not operate. Customers operating at maximum capacity were running into problems in maintaining its customer and client interfaces as well as experiencing significant single points of failure. Austin Energy had a goal of creating a services oriented architecture for its entire IT infrastructure and for its Content Portal projects it had forthcoming in 2007 and into 2008. Some of the benefits that Austin Energy has realized are that the Content Portal has the portal applications allowing marketing employees to change content on the site without coding html or Java. Also included within the solution deliverable is Process Server which choreographs web services to integrate with Legacy backend systems. Another value proposition that these customers are realizing is that they are leveraging their existing assets and making it more relevant to the end user whether it's internally or externally.

Another example of a recent success that we've had with Content Portals is the Egyptian News in the Middle East. Their project was a rich news portal solution for Egyptian News sector including a custom offering interface. Their goal was to create an internet portal for the News Sector and this was deemed a strategic project under the E-Government umbrella to be able to serve and attract Egyptian citizens inside Egypt and abroad. It is also being used as a reference site for researchers. To give you an idea of the Content Portal's scalability, they are averaging some sales metrics that are supporting

100 new content created items per day, 50,000+ content inclusions per year. Part of the requirement was that all the content items should be available for 20 years which is the current requirement. Some of the benefits they've realized, and it was a requirement, was a rich user interface and it's used for all the content items which should be visible on all pages with the summary. The Home Page alone contains 14 images within that Portal page. It was required that the authored content should be displayed immediately and that is what is being achieved.

These are a few examples of where we've achieved recent success with Content Portals out in the marketplace today. The trends that we are seeing are that people are investing in IBM's Content Portal where they do have some investment within the IBM Middleware Software stack. It just makes a lot of sense that Portal and our Content Portal are coming from the same code base providing roles based specific interactions all from the same code base and being made relevant at certain departments where they have a need for it.

As I mentioned earlier, we have 2000 clients under active maintenance. What does that mean to the end user whose looking at IBM for a Content Portal Solution? Quite simply, it's a benefit from our experience. We have a number of Internal Services Teams whether it's IBM Software Services for Lotus or whether it's GBS, which have experience in order to make your project successful. We have a rich ecosystem of business partners that have interacted with our clients and have made them successful in getting their projects up and running in a short rather than lengthy term which increases a time-to-value for the project to be successful and to be seen by the people that it needs to be seen at.

I'm not sure Lori if there are any more questions, but those are some recent examples of where we've been successful in this space.

Lori:

Thanks, Pete and I think those are some great examples of the breadth of the solutions that Content Accelerator and Content Portal can provide and those are some pretty key wins. Thank you very much.

Before I conclude this pod cast, Krishnan do you have any last thoughts or things you'd like to say to the audience?

Krishnan:

Sure there are. One thing that you have to keep in mind is that IBM's products are really robust. They work very well independently yet they integrate very well. From a Content Accelerator standpoint, that's what we do. We bring you the ability to create web content, manager the documents and make them searchable in a very cost effective and user friendly way. From a business user perspective, Content Accelerator is very easy to use because we offer a lot of out-of-the-box features and it removes any content creation or website management bottlenecks that are sometimes associated with IT Organizations. Those are some benefits that you get with Content Accelerator and I hope that the

audience has listened to this and does reach out and we'll be happy to help them with implementing the Content Accelerator's products.

Lori:

Thank you very much. I just wanted to end this pod cast with an invitation, as Krishnan said, to please come and visit us. Content Accelerator has a website and the address is: www.ibm.com/software/lotus/contentaccelerator. There you will find lots of information about Lotus Web Content Management and the different products such as Lotus Quicker and Omni Find as well as a wiki, flyers and brochures. With that I'd like to thank you all for joining us on today's pod cast on IBM Content Accelerator.