



IBM Lotus Web Content Management 7.0 for engaging, exceptional online experiences

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At a glance

IBM® Lotus® Web Content Management 7.0 helps deliver rich and dynamic Web sites. It combines the essential ingredients needed to deliver an exceptional online experience, including capabilities to help you:

- Create a compelling Web site that captivates audiences to keep coming back for more information
- Engage you audiences for a better conversion rate
- Leverage a platform that strategically positions for growth
- Ease the pain for content contributors (casual, frequent, or expert)
- Deliver personalized and targeted content and data to customer segments
- Make it easy for visitors to find information on the Web site
- Use a set of capabilities that streamlines content management and delivery
- Derive higher business value by optimizing and measuring effectiveness of online presence
- Analyze Web site user behavior to optimize delivery of relevant content

For ordering, contact your IBM representative, an IBM Business Partner, or IBM Americas Call Centers at 800-IBM-CALL (Reference: YE001).

Overview

IBM Lotus Web Content Management 7.0 combines the essential ingredients needed to deliver exceptional, differentiated customer experiences, including an easy-to-use interface, simpler change management function through Projects, enhanced support for all types of content, collection of user behavior information, enhanced search with Lucerne and improved search engine optimization with new seedlist, and the ability to easily plug in rich Internet applications and flash for an exceptional Web experience. The result is an agile platform that helps organizations respond to ever-changing and growing customer Web experience requirements, that span multiple channels, leading to increased customer satisfaction, and better brand awareness.

Key capabilities and benefits

- Create: Slash time-to-market and reduce cost by streamlining your content, improving usability for your non-technical users, achieving interoperability with existing or new content, and adapting your content to suit a multilingual and multicultural world.

- Target: 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.
- Optimize: 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.

IBM Lotus Web Content Management versions

In addition to IBM Lotus Web Content Management 7.0, a new version of IBM Lotus Web Content Management Standard Edition 7.0 is also available.

Key prerequisites

Refer to the [Hardware requirements](#) section for details.

Planned availability date

August 31, 2010: Electronic availability

September 24, 2010: Media availability

Description

IBM Lotus Web Content Management 7.0 brings together, in a comprehensive offering, capabilities organizations need today to consistently, quickly, and easily deliver exceptional Web experiences, including:

- Improved creation and editing interface.
- Enhanced authoring forms for easing content creation.
- Content authors can coordinate changes to web sites without impacting site designers.
- Enhanced Web site analytics that improves user behavior and user conversion rates.
- New features such as tags and ratings and improved blogs and wikis that empowers expertise of communities and end users.
- New and enhanced Web site templates that speeds the time to value.
- The power of Lotus Symphony™ to simplify round-trip editing of Web site content.
- Virtualization support for platform optimization.
- Serviceability enhancements that improve cost of ownership

Key capabilities and benefits

- **Create:**
 - Author multilingual Web site content with inline editing capabilities that includes text, documents, audio, video, blogs, wikis, comments, tags, and ratings
 - Design your Web sites with prebuilt Web site templates, micro sites, blogs and wikis templates, theme customizer, and industry-specific templates
 - Collaborate during content creation process with serial and parallel workflows, audit trails, and integration with Ephox EditLive! for track changes and comments
 - Reuse existing content from document management and Enterprise Content Management software; import from Microsoft® Word and ingest content directly from external repositories using Web Content Integrator

- Generate platform independent content with dynamic content publishing and support for mobile content delivery
- **Target:**
 - Customize your Web sites by leveraging templates and reusable content to target site visitors, utilize recommendation engine to publish related content, and assimilate related application data
 - Personalize Web sites with groups and roles based content delivery, create personalization rules to publish content, and map site-visitor preferences to personalized content
 - Deliver compliant content for multichannel delivery (for example, browser, mobile, print, XML, and RSS)
- **Optimize:**
 - Discover and capture Web site visitor behavior with improved Web analytic support, create search engine optimized content
 - Analyze data and log capture with Web analytic vendor solutions for Web site and content usage, and campaign effectiveness
 - Leverage Web analytic reports to publish site visitor and content usage patterns and content

IBM Lotus Web Content Management versions

In addition to IBM Lotus Web Content Management 7.0, a new version of IBM Lotus Web Content Management Standard Edition 7.0 is also available.

Accessibility by people with disabilities

A US Section 508 Voluntary Product Accessibility Template (VPAT) can be requested via the IBM Web site

http://www.ibm.com/able/product_accessibility/index.html

Availability of national languages

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

Slovakian,
Italian,
Finnish,
Polish)

Program number

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

Education support

IBM training provides education to support many IBM offerings. Descriptions of courses for IT professionals and managers are on the IBM training Web site

<http://www.ibm.com/services/learning/>

Call IBM training at 800-IBM-TEACH (426-8322) for catalogs, schedules, and enrollments.

IBM Software Services for Lotus Education provides education to support many Lotus offerings. For a complete list of offerings visit the Web site at

<http://www.ibm.com/software/lotus/training>

Offering Information

Product information is available via the Offering Information Web site

<http://www.ibm.com/common/ssi>

Also, visit the Passport Advantage® Web site

<http://www.ibm.com/software/passportadvantage>

Publications

No publications are shipped with this product.

The IBM Publications Center

<http://www.ibm.com/shop/publications/order>

The Publications Center is a worldwide central repository for IBM product publications and marketing material with a catalog of 70,000 items. Extensive search facilities are provided. Payment options for orders are via credit card (in the U.S.) or customer number for 20 countries. A large number of publications are available online in various file formats, and they can all be downloaded by all countries.

Technical information

Specified operating environment

Hardware requirements

For the latest information on requirements, refer to

Software requirements

The program's specifications and specified operating environment information may be found in documentation accompanying the program, if available, such as a README file, or other information published by IBM, such as an announcement letter. Documentation and other program content may be supplied only in the English language.

Planning information

Software Subscription and Support (also referred to as Software Maintenance) is included with licenses purchased through Passport Advantage and Passport Advantage Express®. Product upgrades and technical support are provided by the Software Subscription and Support (also referred to as Software Maintenance) offering as described in the Agreements. Product upgrades provide the latest versions and releases to entitled software, and technical support provides voice and electronic access to IBM support organizations, worldwide.

IBM includes one year of Software Subscription and Support (also referred to as Software Maintenance) with each program license acquired. The initial period of Software Subscription and Support (also referred to as Software Maintenance) can be extended by the purchase of a renewal option, if available.

Packaging

IBM Web Content Management V7.0 will be distributed via a media package and electronic software distribution (ESD).

IBM Web Content Management V7.0 media package is distributed in one package with the following:

- IBM Web Content Management V7.0 product CDs
- Soft copy product documentation including README files are included on the product CDs

The Licence Information form numbers for IBM Web Content Management V7.0 are L-KCAL-868554 and L-KCAL-85TPY3.

Security, auditability, and control

The customer is responsible for evaluation, selection, and implementation of security features, administrative procedures, and appropriate controls in application systems and communication facilities.

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	Charge unit

	number	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 Standard Edition	5724-I29	Per Processor value Unit (PVU)

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 Web page 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	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	BU06JML

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 per Processor Value Unit for Linux on z	IBM Lotus Web Content Management V7.0 ML AIX Media Pack	BU06EML
IBM Lotus Web Content Management per Processor Value Unit for Linux on z	IBM Lotus Web Content Management V7.0 ML IBM i Media Pack	BU06FML
IBM Lotus Web Content Management per Processor Value Unit for Linux on z	IBM Lotus Web Content Management V7.0 ML Linux on POWER Media Pack	BU06HML
IBM Lotus Web Content Management per Processor Value Unit for Linux on z	IBM Lotus Web Content Management V7.0 ML Linux on System z Media Pack	BU06IML
IBM Lotus Web Content Management per Processor Value Unit for Linux on z	IBM Lotus web Content Management V7.0 ML Linux on x86 Media Pack	BU06GML
IBM Lotus Web Content Management per Processor Value Unit for Linux on z	IBM Lotus Web Content Management V7.0 ML Solaris x86 64 Media Pac	BU06KML
IBM Lotus Web Content Management per Processor Value Unit for Linux on z	IBM Lotus Web Content Management V7.0 ML Solaris on SPARC Media Pack	BU06JML
IBM Lotus Web Content Management per Processor Value Unit for Linux on 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

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The information provided in this announcement letter is for reference and convenience purposes only. The terms and conditions that govern any transaction with IBM are contained in the applicable contract documents such as the IBM International Program License Agreement, IBM International Passport Advantage Agreement, and the IBM Agreement for Acquisition of Software Maintenance.

Licensing

IBM International Program License Agreement including the License Information document and Proof of Entitlement (PoE) govern your use of the program. PoEs are required for all authorized use.

Part number products only, offered outside of Passport Advantage, where applicable, are license only and do not include Software Maintenance.

This software license includes Software Subscription and Support (also referred to as Software Maintenance).

License Information form numbers

Program name	Program number	Form number
IBM Lotus Web Content Management	5724-I29	L-KCAL-868554, L-KCAL-85TPY3

The program's License Information will be available for review on the IBM Software License Agreement Web site

<http://www.ibm.com/software/sla/sladb.nsf>

Limited warranty applies

Yes

Limited warranty

IBM warrants that when the program is used in the specified operating environment, it will conform to its specifications. The warranty applies only to the unmodified portion of the Program. IBM does not warrant uninterrupted or error-free operation of the program or that IBM will correct all Program defects. You are responsible for the results obtained from the use of the Program.

IBM provides you with access to IBM databases containing information on known program defects, defect corrections, restrictions, and bypasses at no additional charge. For further information, consult the IBM Software Support Handbook found at

<http://www.ibm.com/support/handbook>

IBM will maintain this information for at least one year after the original licensee acquires the program (warranty period).

Program technical support

Technical support of a program product version or release will be available for a minimum of five years from the general availability date, as long as your Software Maintenance is in effect. This technical support allows you to obtain assistance (via telephone or electronic means) from IBM for product-specific, task-oriented questions regarding the installation and operation of the program product. Software Maintenance also provides you with access to updates (modifications or fixes), releases, and versions of the program. You will be notified, via announcement letter, of discontinuance of support with 12 months' notice. If you require additional technical support from IBM, including an extension of support beyond the discontinuance date, contact your IBM representative or IBM Business Partner. This extension may be available for a fee.

Money-back guarantee

For clarification, note that if for any reason you are dissatisfied with the program and you are the original licensee, you may obtain a refund of the amount you paid for it, if within 30 days of your invoice date you return the program and its PoE to the party from whom you obtained it. If you downloaded the program, you may contact the party from whom you acquired it for instructions on how to obtain the refund.

For clarification, note that for programs acquired under the IBM International Passport Advantage Agreement, this term applies only to your first acquisition of the program.

Volume orders (IVO)

No

Passport Advantage applies

Yes, and through the Passport Advantage Web site at

<http://www.ibm.com/software/passportadvantage>

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Usage restriction

Yes

For additional information refer to the License Information Document that is available on the IBM Software License Agreement Web site

<http://www.ibm.com/software/sla/sladb.nsf>

International Passport Agreement

Software Subscription and Support (Software Maintenance)

Yes. Software Subscription and Support (also referred to as Software Maintenance) is included with licenses purchased through Passport Advantage and Passport Advantage Express. Product upgrades and technical support are provided by the Software Subscription and Support (also referred to as Software Maintenance) offering as described in the Agreements. Product upgrades provide the latest versions and releases to entitled software and Technical Support provides voice and electronic access to IBM support organizations, worldwide.

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While your Software Subscription and Support (also referred to as Software Maintenance) is in effect, IBM provides you assistance for your routine, short duration installation and usage (how-to) questions, and code-related questions. IBM provides assistance via telephone and, if available, electronic access, to your information systems (IS) technical support personnel during the normal business hours (published prime shift hours) of your IBM support center. (This assistance is not available to your end users.) IBM provides Severity 1 assistance 24 hours a day, 7 days a week. For additional details, consult your IBM Software Support Handbook at

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<http://www.ibm.com/software/passportadvantage>

Other terms

System i Software Maintenance applies

No

Educational allowance available

Not applicable.

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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

Passport Advantage

For Passport Advantage information and charges, contact your IBM representative or authorized IBM Business Partner, or authorized IBM Business Partner for Software ValueNet®, if applicable. Additional information is also available at

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Business Partner information

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Reference: YE001

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Note: Shipments will begin after the planned availability date.

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