



# IBM Web Content Manager Rich Media Edition V8.0.0.1 and IBM Customer Experience Suite Rich Media Edition V8.0.0.1 help create engaging web experiences seamlessly integrated with rich media assets

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## Overview

IBM® Web Content Manager Rich Media Edition V8.0.0.1 and IBM Customer Experience Suite Rich Media Edition V8.0.0.1 enable businesses to publish persuasive content. They help deliver the following benefits:

- Deliver engaging web experience across channels
- Seamlessly incorporate rich media assets into web and mobile web experiences
- Maximize impact of rich media with centralized management, search, and comprehensive editing support for images, video, and more
- Unleash the creative production process with collaborative features for designers, agencies, and all creative professionals

For information about Rich Media Edition software, visit

<http://www-01.ibm.com/support/docview.wss?uid=swg27038424>

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

## Key prerequisites

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

## Planned availability date

June 18, 2013: Electronic availability

July 12, 2013: Media availability

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## Description

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IBM Web Content Manager Rich Media Edition V8.0.0.1 and IBM Customer Experience Suite Rich Media Edition V8.0.0.1 enable businesses to deliver engaging web experience. They help provide the following benefits.

Integrated solution for web content

- Digital asset management tightly integrated with IBM Web Content Manager and IBM Customer Experience Suite for a seamless experience

Best-of-breed digital asset management

- Accessed through any modern web browser
- Based on standards such as HTML5, Cascading Style Sheets (CSS), JavaScript™, and Extensible Metadata Platform (XMP)
- Full circle XMP that reads and writes to all file formats including Microsoft™ Office formats
- Image manipulation, conversion
- Video thumbnails and storyboard; streaming via third-party servers
- Workflow to manage assets

Search, find, repurpose, and distribute

- Manage your assets in a browser with familiar file system metaphor
- Add metadata to assets at any point in the asset's lifecycle
- Use the asset and metadata to enhance searching and categorization
- Repurpose your assets and metadata for use in Web Content Manager
- Distribute your assets and metadata with Web Content Manager
- Gain easy and fast access to results
- See automatic summary
- Use secure, permission-based access

Scalable to meet your demanding needs

- Manage millions of assets in several terabytes of data

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## Program number

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Program number	VRM	Program name
5725-L06	8.0.0.1	IBM Customer Experience Rich Media Edition
5725-L05	8.0.0.1	IBM Web Content Manager Rich Media Edition

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## Education support

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

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

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

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

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

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## Offering Information

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Product information is available via the Offering Information website

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

Also, visit the Passport Advantage® website

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

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## Publications

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No publications are shipped with these products.

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.

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## Technical information

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### Specified operating environment

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#### **Hardware requirements**

Visit

<http://www.ibm.com/developerworks/websphere/zones/portal/proddoc/index.html>

<http://www-01.ibm.com/software/support/customer-experience-suite/>

#### **Software requirements**

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

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

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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 Customer Experience Rich Media Edition and IBM Web Content Manager Rich Media Edition will be distributed via a media packages and electronic software distribution (ESD).

### **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.

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## **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 Customer Experience Suite Rich Media Edition	WebSphere® Portal	webSphere Portal
IBM Web Content Manager Rich Media Edition	IBM Workplace	IBM Lotus® Web Content Management
Program name	PID number	Charge unit description
IBM Customer Experience Suite Rich Media Edition	5725-L06	Per Processor Value Unit for Linux™ on System z
IBM Customer Experience Suite Rich Media Edition	5725-L06	Per Processor Value Unit (PVU)
IBM Web Content Manager Rich Media Edition	5725-L05	Per Processor Value Unit (PVU)
IBM Web Content Manager Rich Media Edition	5725-L05	Per Processor Value Unit for Linux on System z

### **Charge metrics definitions**

#### **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](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](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.

## Passport Advantage program licenses

### IBM Customer Experience Rich Media Edition

Part description	Part number
IBM Customer Experience Suite Rich Media Edition Annual SW S&S Rnw	E0HVILL
IBM Customer Experience Suite Rich Media Edition PVU Lic + SW S&S 12 Mo	D10A4LL
IBM Customer Experience Suite Rich Media Edition PVU SW S&S Reinstate 12 Mo	D10A5LL

### IBM Web Content Manager Rich Media Edition

Part description	Part number
IBM Web Content Manager Rich Media Edition Annual SW S&S Rnw	E0HVJLL
IBM Web Content Manager Rich Media Edition PVU Lic + SW S&S 12 Mo	D10A7LL
IBM Web Content Manager Rich Media Edition PVU SW S&S Reinstate 12 Mo	D10A8LL

## Passport Advantage trade-up licenses

### IBM Customer Experience Rich Media Edition

Precursor product	Trade-up product	Trade-up part number
IBM Customer Experience Suite Rich Media Edition	IBM CES Rich Media Ed PVU fr CES PVU Trade Up Lic + SW 12 Mo	D10A6LL

### IBM Web Content Manager Rich Media Edition

Precursor product	Trade-up product	Trade-up part number
IBM Web Content Manager Rich Media Edition	IBM WCM Rich Media Ed PVU fr WCM PVU Trade Up Lic+SW 12 Mo	D10A9LL

## Passport Advantage supply

Program name/description	Part number
IBM CES Rich Media Edition V8.0.0.1	
IBM CES Rich Media Edition V8.0.0.1 Multiplatform English Media Pack	BS0CFML
IBM WCM Rich Media Edition V8.0.0.1	
IBM Web Content Manager Rich Media Ed V8.0.0.1 Multiplatform English Med Pk	BU079ML

## 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 WCM Rich Media Edition V8.0.0.1

Entitled maintenance offerings description	Media packs description	Part number
IBM Web Content Manager Rich Media Edition Processor Value Unit	IBM Web Content Manager Rich Media Ed V8.0.0.1 Multiplatform English Med Pk	BU079ML
IBM Web Content Manager Rich Media Edition Processor Value Unit for Linux on System z®	IBM Web Content Manager Rich Media Ed V8.0.0.1 Multiplatform English Med Pk	BU079ML

### IBM CES Rich Media Edition V8.0.0.1

Entitled maintenance offerings description	Media packs description	Part number
IBM Customer Experience Suite Rich Media Edition Processor Value Unit	IBM CES Rich Media Edition V8.0.0.1 Multiplatform English Media Pack	BS0CFML
IBM Customer Experience Suite Rich Media Edition Processor Value Unit for Linux on System z	IBM CES Rich Media Edition V8.0.0.1 Multiplatform English Media Pack	BS0CFML

## Cross-platform products

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### ***Cross-platform products 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 or zEnterprise BladeCenter Extension***

Order the part numbers that follow when the product is intended to run on the zEnterprise® BladeCenter® Extension or Linux operating system on System z IFL engines. If the product is not intended to run in these environments, 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 Customer Experience Rich Media Edition**

Part description	Part number
IBM Customer Experience Suite Rich Media Edition	
IBM Customer Experience Suite Rich Media Ed Linux Sys SW S&S Reinst 12 Mo	D10P0LL
IBM Customer Experience Suite Rich Media Ed Linux Sys z Annual SW S&S Rnw1	E0I3BLL
IBM Customer Experience Suite Rich Media Ed Linux Sys z Lic + SW S&S 12 Mo	D10NZLL

### **IBM Web Content Manager Rich Media Edition**

Part description	Part number
IBM Web Content Manager Rich Media Edition	
IBM Web Content Manager Rich Media Edition Linux Sys z Annual SW S&S Rnw1	E0I3ALL
IBM Web Content Manager Rich Media Edition Linux Sys z SW S&S Reinst 12 Mo	D10NXLL
IBM Web Content Manager Rich Media Edition PVU Linux Sys z Lic+SW S&S 12 Mo	D10NWLL

### **Trade-up licenses for cross-platform products**

#### **IBM Customer Experience Rich Media Edition**

Precursor product	Trade-up product	Part number
IBM Customer Experience Suite Rich Media Edition		
IBM Content Management	IBM CES Rich Media Ed PVU LnxSysz fr CES PVU LnxSysz Trade Up Lic+SW 12 Mo	D10P1LL

#### **IBM Web Content Manager Rich Media Edition**

Precursor product	Trade-up product	Part number
IBM Web Content Manager Rich Media Edition		
IBM Web Content Manager	IBM WCM Rich Media Ed PVU LnxSysz fr WCM PVU Lnx Sys z TU Lic+SW S&S 12 Mo	D10NYLL

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## Terms and conditions

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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 Customer Experience Rich Media Edition	5725-L06	L-RSHR-96CL6R
IBM Web Content Manager Rich Media Edition	5725-L05	L-RSHR-95XR6

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

<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 website at

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

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

### ***Usage restriction***

Yes. For additional information, refer to the License Information Document that is available on the IBM Software License Agreement website

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

### ***International Passport Agreement***

#### ***Software Subscription and Support applies***

Yes. Software Subscription and Support 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 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 with each program license acquired. The initial period of Software Subscription and Support can be extended by the purchase of a renewal option, if available.

While your Software Subscription and Support 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

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

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operating environment, or failures caused by products for which IBM is not responsible under the applicable agreements.

For additional information about the International Passport Advantage Agreement and the IBM International Passport Advantage Express Agreement, visit the Passport Advantage website at

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

### **Other terms**

#### **System i Software Maintenance applies**

No

#### **Educational allowance available**

Not applicable.

#### **Statement of good security practices**

IT system security involves protecting systems and information through prevention, detection, and response to improper access from within and outside your enterprise. Improper access can result in information being altered destroyed or misappropriated or can result in misuse of your systems to attack others. Without a comprehensive approach to security, no IT system or product should be considered completely secure and no single product or security measure can be completely effective in preventing improper access. IBM systems and products are designed to be part of a comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products, or services to be most effective. IBM does not warrant that systems and products are immune from the malicious or illegal conduct of any party.

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## **Prices**

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### **Passport Advantage**

For Passport Advantage information and charges, contact your IBM representative or authorized IBM Business Partner for Software Value Plus, Additional information is also available at

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

### **Business Partner information**

If you are an IBM Business Partner -- Distributor for Workstation Software acquiring products from IBM , you may link to Passport Advantage Online for resellers where you can obtain Business Partner pricing information. An IBM ID and password are required.

<https://www.ibm.com/software/howtobuy/passportadvantage/paoreseller>

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IBM Global Financing offers competitive financing to credit-qualified customers to assist them in acquiring IT solutions. Offerings include financing for IT acquisition, including hardware, software, and services, both from IBM and other manufacturers or vendors. Offerings (for all customer segments: small, medium, and large enterprise), rates, terms, and availability can vary by country. Contact your local IBM Global Financing organization or visit

<http://www.ibm.com/financing>

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and government customers. Rates are based on a customer's credit rating, financing terms, offering type, equipment type, and options, and may vary by country. Other restrictions may apply. Rates and offerings are subject to change, extension, or withdrawal without notice.

### **Financial benefit**

Financing from IBM Global Financing helps you preserve cash and credit lines, enables more technology acquisition within current budget limits, permits accelerated implementation of economically attractive new technologies, offers payment and term flexibility, and can help match project costs to projected benefits. Financing is available worldwide for credit-qualified customers.

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## **Order now**

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To order, contact the Americas Call Centers or your local IBM representative, or your IBM Business Partner.

To identify your local IBM representative or IBM Business Partner, call 800-IBM-4YOU (426-4968).

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Fax: 800-2IBM-FAX (242-6329)  
Internet: [callserv@ca.ibm.com](mailto:callserv@ca.ibm.com)  
Mail: IBM Teleweb Customer Support  
ibm.com® Sales Execution Center, Americas North  
3500 Steeles Ave. East, Tower 3/4  
Markham, Ontario  
Canada  
L3R 2Z1

Reference: YE001

The Americas Call Centers, our national direct marketing organization, can add your name to the mailing list for catalogs of IBM products.

**Note:** Shipments will begin after the planned availability date.

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