

Empower your business users

In recent years, it has become increasingly important to deliver fresh content via the Web - regardless of an organization's size or type. Complexity and speed have created the demand for automated ways to effectively manage Web content. Replacing a static "brochure-ware" site with a dynamic environment can enable an organization to manage Web content more effectively. Large organizations are moving to dynamic sites, where content contributors use a WCM solution to change text, graphics, audio or video within specific content areas of the site. Typical dynamic content includes news, job offerings, catalogs, e-commerce,. The implementation requires to separate the corporate "look and feel" of published pages from content creation, and to provide content contributors with easy to use creation tools, such as Web forms or familiar word processors. Organizations enforce relevance, consistency, accuracy and expiration date of information published by using workflows to support the creation, review, validation and publication processes.

WCM can be defined as the set of processes and tools that support the updating and integrity of a web site by content owners using a workflow-driven content creation, editing, publishing, and archival process.

Requirements of WCM systems

- Manage and deliver large amounts of unstructured material in multiple media
- Ensure information is up-to-date
- Provide a consistent and predictable information structure, user interface, and navigational mechanism
- Support multi-lingual content creation and publishing using templates
- Enable linking of related materials
- Enable the composing and publishing of different views of information for different audiences: financial consultants, clients, the public
- Provide version control to support regulatory requirements and rollback of specific Web pages to previous versions
- Provide easy-to-use, familiar Windows-like toolbar for content authoring/editing
- Enable workflow between authors, product managers, reviewers, approvers, content administrators, editors, attorneys
- Enforce security and authentication for all roles and groups
- Provide an audit trail for content changes

Benefits of WCM systems

- Speed time to Web for business-critical content
- Increase on-line customer satisfaction
- Empower non-technical contributors through easy-to-use content creation, navigation, and publishing tools
- Enable rapid site changes and updates on-the-fly via template-based contribution
- Manage and delivers content for multilingual sites
- Support the publishing and reuse of all content types
- Automate content tagging and categorization to enable effective personalization and searching

SmartWave - Boost your WCM projects

SmartWave is a Documentum Signature Partner. SmartWave provides consultancy and system integration services for Documentum, and has more than 20 consultants and engineers in Geneva with practical experience with Documentum projects. Our consultants and engineers have a broader expertise, as they master the technologies and tools required to implement WCM systems. We integrate Documentum with portals, ERP, CRM and legacy applications.

SmartWave delivers SW ContentFlow based on Documentum WCM

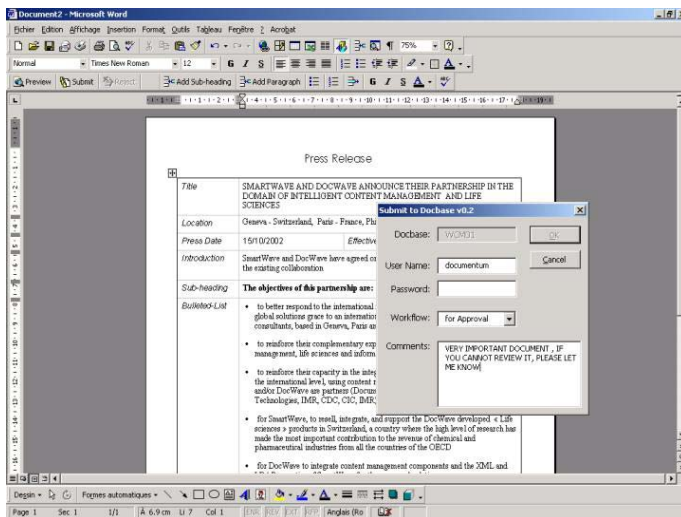
SmartWave delivers integrated applications based on the Documentum Web Content Management suite. SW ContentFlow has been designed to provide an effective management of dynamic contents. SW ContentFlow is based on:

- ❑ Standard authoring tools such as MS Word templates or forms
- ❑ Method servers and XML applications to drive the content processing rules (workflow, life cycle and publishing rules)

XML content is used to populate metadata and to create HTML and PDF renditions.

Contributors use their familiar authoring tools and their mailbox. They do not need any other tool or interface to contribute. The solution is available for internal and external users.

SW ContentFlow Press release template



SW ContentFlow includes the following creation and publishing process:

- ❑ Content contributors use local language MSWord templates, which provide ad-hoc entry fields including headings, paragraph, bulleted list, etc. Templates can also include any mandatory text or corporate disclaimer, and information concerning the workflow or life cycle to apply.
- ❑ Authors can preview the document in the style and presentation of the target Web site.
- ❑ Authors submit the MSWord documents for review using a workflow.
- ❑ The document is created automatically in the Documentum docbase as version 1.0. Document attributes are captured from the XML files generated from the authoring tool file and from the workflow object instance.
- ❑ Two types of workflows are available: 1) One click: the document is published immediately without any approval; 2) Formal approval: if selected, the reviewer receives a notification in his mailbox. He reviews the document and eventually modifies it, which creates a new version. Alternatively a PDF document can be provided. In that case the reviewer can only annotate the document. The reviewer can preview the document in HTML format. When the review is finished, he releases the document to the workflow.
- ❑ The approver receives a notification in his mailbox. He can either accept or reject the document, and insert some comments. The author receives an email notification in all cases.
- ❑ If the document is accepted, it is moved to Documentum Web Publisher for publication.
- ❑ Additional workflows are available, including translation with approval steps, electronic signature, and publishing rules.

SmartWave delivers WCM systems – Empower your business users