

Web Content Management and portal integration: delivering value to business

Empowering the user by leveraging the power of WCM

Business needs and objectives should direct an organization's investments in Web Content Management (WCM) systems, portal technologies or a combination of both. WCM technology provides business users with many different backgrounds and skill sets with the means to achieve their business goals and drive business growth through content control, brand management and delivery.

Historically portal technology is an IT solution created by technology vendors to provide a single access point to data and applications stored and run on many diverse infrastructures and platforms. For example, a portal would typically provide access to the old contracts database on a mainframe infrastructure as well as the enterprise's Windows-based e-mail all in one location.

Portal technology has been around in many different guises since the beginning of Web development and has served as an IT tool which aggregates content and applications. A portal is therefore often a Web site that displays content from different contributors or departments and/or provides an entry point to other sites and applications in a meaningful and unified way to an end-user.

In contrast WCM is a

fundamental business application which creates, manages and deploys Web content.

For companies that have large and complicated Web sites for large and diverse audiences, it is clear that a content repository and management tool is an essential requirement.

A well maintained and managed Web site creates benefits such as smooth operation of online activities, interactive communications, targeted marketing and communication and the ability to provide personalized online user experience that stimulates business growth.

Companies therefore often implement a WCM to enable them to harness the full potential of their Web sites. Through WCM, businesses can leverage their central and global resources to create the best opportunity to reach their audiences everywhere.

Over the past ten years SDL Tridion has enabled its customers to manage their content within a global online environment. It focuses on providing a balance of interests whereby marketers and other business users can easily add, reuse, localize, and translate content while keeping a firm grip on the brand itself through consistent design and look-and-feel.

This versatile technology delivers target audience marketing, personalization and

WHEN TO USE A PORTAL OR A CMS OR BOTH?

Online marketing: *For targeted content, customer facing Internet & online marketing campaigns. SDL Tridion WCM*

Corporate communication: *global content management with local flexibility. SDL Tridion WCM*

Collaboration: *portal technology that provides the platform for people to work together in creating documents. Portal*

Self service: *WCM as a personalized and flexible entry point to service information. SDL Tridion WCM*

Enterprise intranet: *portal as access point to internal applications. SDL Tridion WCM & portal*

E-business: *online shop for visitors. SDL Tridion WCM*

Enterprise application integration: *portal technology to integrate applications. Portal*

multi-channel marketing with the flexibility for, and adaptability to, different business needs.

Achieving online marketing goals

There is a misapprehension that portal technologies can also be used as an enterprise-class WCM system for Internet

sites for global and external communication and interactive and event marketing. While there is some overlap, users have specific business objectives which portal technologies alone cannot deliver as they do not address the full range of online marketing requirements.

Ultimately content lies at the heart of any communications strategy and the management of this content using version control, workflow, localization and look and feel for portals and many other different delivery channels is necessary.

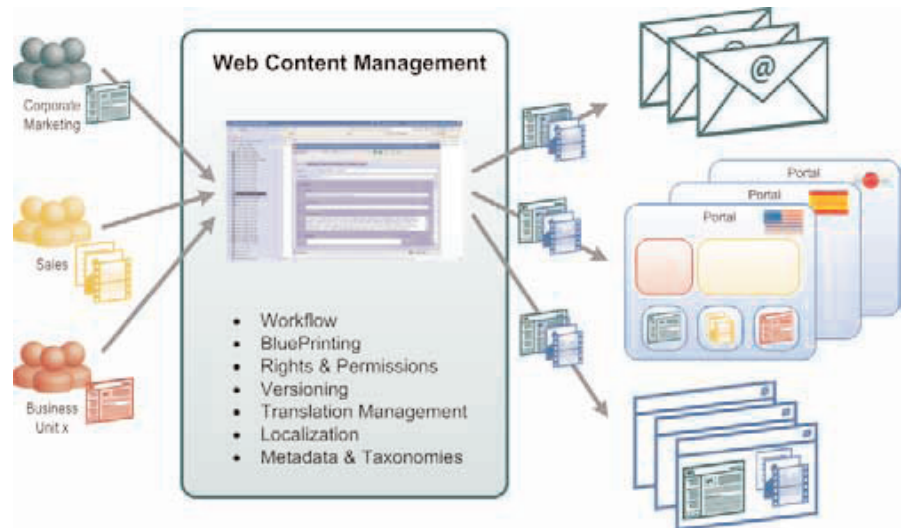
Therefore, a WCM system is a clear choice for organizations that use their Web site for online marketing and targeted communication to generate leads and build their market.

In addition, a WCM provides a central collaborative environment for many different business units including marketing, sales, and customer support, all of whom are Web contributors and stakeholders in Web content.

Alternatively, if an organization wants to collate applications and offer these applications at a single location, portals can provide an environment in which multiple end-users can access these applications. In this case, the "contributors" actually comprise other systems rather than business users.

One of the many reasons that companies select WCM is so that non-technical business users may contribute, edit and deliver communication to their target audience without having to encounter an IT bottleneck.

By separating the technical



delivery from the creation of content, WCM enables companies to create rich content that can be delivered through different channels including portals.

The ability for marketers to update content and render it within a portal allows companies to maximize the true value of their portal investment.

Business users can maintain and control content displayed in portals, including the associated metadata and taxonomies used to determine what content should be displayed to whom, in their familiar WCM interface.

WCM has other benefits such as archiving and corporate governance for content creation tasks. For multi-site, microsite, event site and multi-brand control for business, WCM provides a single interface in which content can be reused and repurposed for many different channels including the portal.

In terms of globalization and localization, WCM provides a business interface in which content can be created,

translated and localized for each portlet or portal.

Serving business needs – delivering a seamless experience

Enterprise-class WCM plays an essential role for business users to create and manage content and to distribute this content across many different delivery channels, including portal technology.

SDL Tridion WCM provides the content management backbone that underlies your content and provides easy access for business users. Integration with portal technology can extend its use by bringing together technological requirements for application aggregation with your broader business strategy.