



WebSphere Portal Family Version 4.1

Web Content Management
Integration
A Very Quick Overview

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WCM Partners

Some of the WCM vendors engaged* in various stages of work with WebSphere Portal include:

IBM
divine
Documentum
Interwoven
Presence Online
Stellent
Vignette
Intranet
Fatwire
others

* Not intended to imply any particular status of partnership agreement for portlet development. Consult official sources for such status. Based on best available information as of 4/15/2002.

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New in WS Portal V 4.1 relating to content handling

- **Web Content Publisher**
 - WebSphere's Web Content Management (WCM) component
 - author time tool, for development and management of Web content.

- **Search**
 - A powerful new search technology, optimized for small and medium-sized content collections where extreme accuracy is required.

- **Content Organizer**
 - A means of navigating, viewing, and sharing "content collections" in the portal.
 - run time tool
 - contrast with WCP

- **Powerful new Layout Manager**
 - layout of portlets, PortalPages, PortalPageGroups
 - PortalThemes and PortalSkins
 - Places in WS Portal Extend and Enterprise

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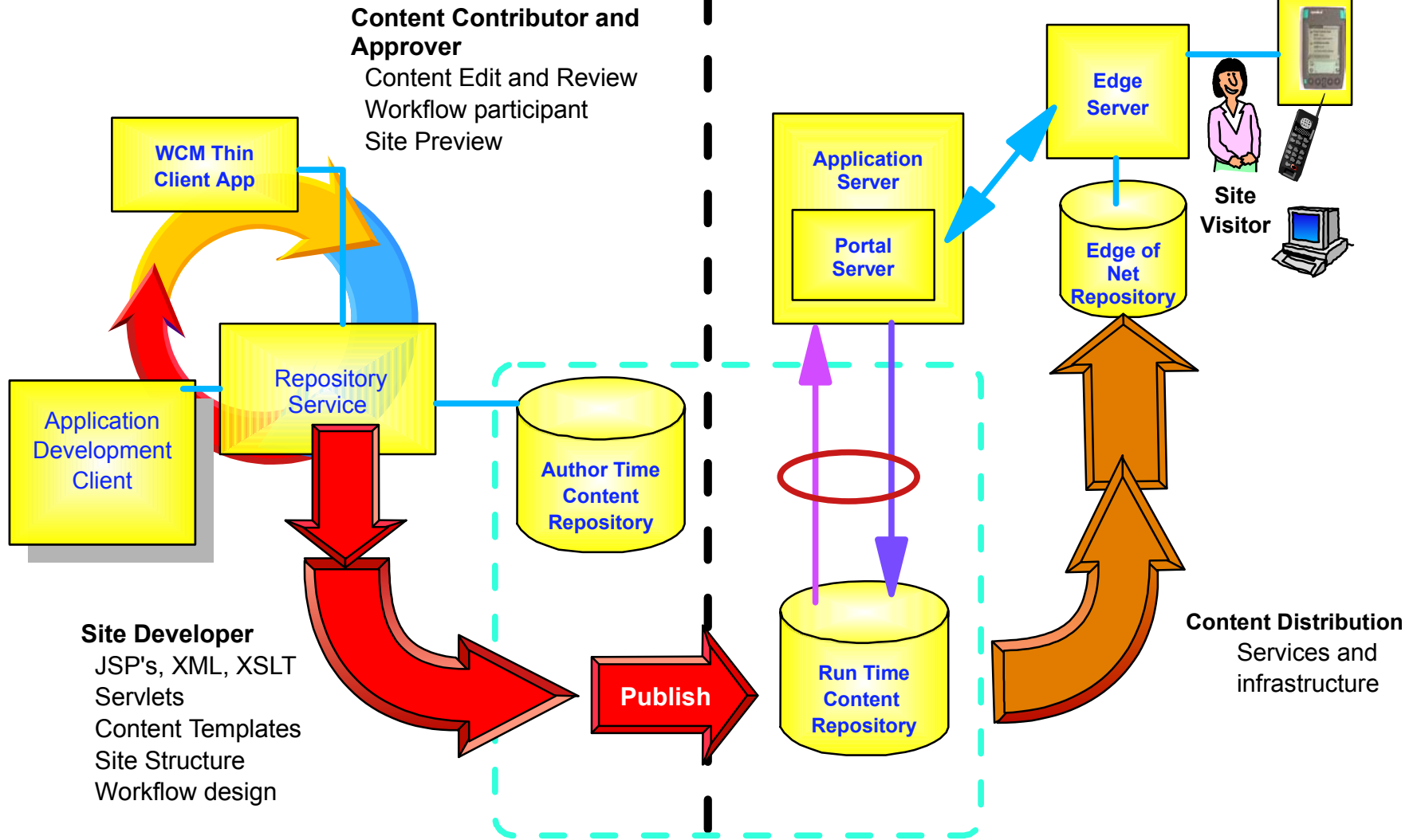
Web Content Management (WCM)

What does it mean to "integrate" a Web Content Management (WCM) system with Websphere Portal Server (WPS) ?

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Content Contribution Author Time

Content Delivery Run Time





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Types of Integration

1. Publish to Portal

WCM system for author time, then "publish" to a live portal site.

IBM has produced WPS WCM Integration Kits illustrating this level. Several examples also available from WCM vendors.

2. Launch WCM function from Portal

Content professionals accessing WCM via portlets. (task list, content approval, etc.)

WCM partners provide portlets to do this.

3. WCM managing WPS "code content"

"Code" (portlets) is just another kind of "content"

Largely future consideration - feasible now but few examples

4. "Advanced Features"

e.g. Personalization, Edge Server, intercepting existing content feeds, etc.

IBM has examples with WS Personalization.

Some WCM partners also have examples.

5. Incorporate WPS Portal abstractions into WCM systems

e.g. Using WCM systems to build "content portlets" or "portal pages".

Some partners have products in this space... more coming.

IBM continues to expand in this direction as well.



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Types of Integration (continued)

"Publish to Portal" paradigm is most broadly useful.

- Most portal customers want to know how to do this.
- e.g. integration types 1,4,5 from the previous chart

Integration of WebSphere Portal with a WCM is about horizontal integration patterns... not just about portlets.

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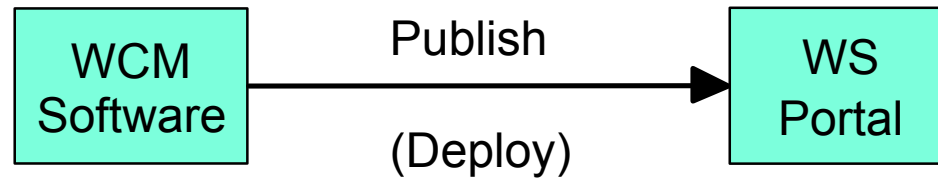
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WCM Integration Kits

"Making it easy" to do Publish-to-Portal



Develop site content, manage versions of site content, workflows for staging, approving and deployment of site content.

Content is read by portlets and appropriately displayed by the WPS server, allowing user interaction with the content.

- IBM provides Integration Kits ("starter kits") for WCP and some leading WCM partners..
 - ▶ IBM's WCM (WCP)
 - ▶ Vignette CMS
 - ▶ Interwoven TeamSite
 - ▶ Documentum WCM 4i
 - ▶ divine
 - ▶ others currently under discussion
- Intended to accelerate the startup of customers/services professionals integrating WPS with these WCM systems.
- Illustrates "real world" examples, using WCM to develop and manage content, WPS for the "live site".

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WCM Integration Kit Contents

■ Instructional Documentation

- Redpaper containing "How-to" instructions

■ Examples

- Sample content management scripts, applications, templates, etc.
 - Specific to the WCM system in use.
- Corporate News portlet
 - Implements "Headlines + Article" content pattern
 - Sample news content (in OCS, RSS and NITF XML formats)
 - XSL transformations for displaying the news in the portlet
- Use cases (user scenarios) involving
 - creation of new content (articles)
 - editing of existing articles
 - approval of new content, publishing of new content.

- Use "as is", or as a starting point to customize to your own content model.

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Some Additional WCM + WS Portal examples available now

- divine provides Sample Portlets demonstrating publish-to-portal and launching WCM from portlets.
- Fatwire provides sample portlets for launching WCM from portlets.
- Interwoven has sample portlets for publish to portal and launching WCM from portlets.
- Stellent provides Sample Portlets demonstrating publish-to-portal and launching WCM from portlets.
- Vignette has announced MultiSite Content Manager supporting WPS (example of type 5 integration... partial "site builder" capability)
- Vignette has announced samples for Content Management Server (publish-to-portal and launching WCM from portlets)
- Other vendors known to have samples now or in very near term.

Please note: **this list is not exhaustive**... please consult the IBM WPS Portlet Catalog site and individual WCM vendor Web sites for current information. Also, the above list is ordered alphabetically.

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Additional Information

The WebSphere Portal - WCM Integration Kits are available on the Portlet Catalog:

<http://www7b.software.ibm.com/webapp/portlets/portletmarketplace>
Navigate by searching on "Web Content Management"

Additional papers and presentations:

<http://wps.stl.ibm.com> (a paper on Content-centric perspectives on WebSphere Portal Family Version 4.1)

Watch WebSphere Developer Domain - Portal Zone

<http://www7b.software.ibm.com/wsdd/zones/portal/>

PvC "Tech Talk" session (e-meeting), coming in June.

This presentation is available at

<http://wps.stl.ibm.com/presentations>

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