

divine™



IBM and divine:

A Partnership for Content-Driven e-Business Success

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Introduction to divine (formerly Open Market)

divine is recognized worldwide as a leader in content management and delivery. Our content-driven e-business solutions enable enterprises to quickly and cost-effectively manage and deliver content wherever it may reside in whatever format to meet a variety of e-business objectives and initiatives. Our Content Server™ Enterprise Edition (CSEE) family of solutions are built entirely on open standards and offer a framework for growth with modular configurations that meet the needs of mid-size to large enterprises. These benefits, together with exceptional total cost of ownership, make divine CSEE and IBM technology a world class solution for companies with aggressive e-business objectives.

Leveraging Java™ 2 Platform Enterprise Edition (J2EE™) standards, divine's CSEE, built entirely in Java and XML, is built directly on the high-performance WebSphere Application Server. No other infrastructure is needed. This means that divine's CSEE directly inherits all of the features and functions of the WebSphere Application Server, such as failover, database connectivity, and session management. CSEE also supports the reliable DB2 Universal database and the highly scalable AIX – pSeries platform. In fact, it is the only enterprise-class content management and delivery solution that natively supports both WebSphere and AIX. When combined with the robust IBM WebSphere Commerce Suite, WebSphere Portal, and IBM Content Manager, divine and IBM can now deliver tightly integrated solutions to meet the growing demands of today's e-businesses.

divine's unique strategy of building its CSEE directly on the IBM WebSphere Application Server has resulted in a range of benefits and functionality unmatched by any other content management and delivery vendor. Leveraging WebSphere's J2EE-based infrastructure, divine provides its customers with high-performance content management and delivery solutions that are scalable, reliable, and robust.

divine: A Global Company with Global Customers

divine, headquartered in Chicago, Illinois, has CSEE customers in 43 countries, including Australia, Canada, France, Germany, Italy, Japan and The Netherlands.

The following list represents joint divine and IBM customers representing hardware, software or services as of December 2001:

Manufacturers

- Ford Motor Company
- Crompton Corporation
- BASF
- Alstom
- W.L Gore

Financial services companies

- New York Stock Exchange
- Liberty Mutual
- Allied Irish Bank
- Banesto
- Bred

Publishers and media companies

- McGraw-Hill
- The Washington Post
- Nikkei

Retail

- Lillian Vernon

Other

- Pleasant Holiday (Travel and Tourism)
- Azure GMF (Insurance)
- Bayer Corporation (Pharmaceutical)
- Toronto Transit Authority (Transportation)
- The Planning Inspectorate (Government)
- Ontario Securities Commission (Government)
- Italian Ministry of Finance (Government)
- Cite de Sciences (Educational: Science and Museum)

The Importance of Content Management for e-Business

Content drives commerce

Content drives productivity

Content drives traffic

Content drives Business

Product descriptions, customer reviews, data sheets, and white papers provide the information that move customers to action. The latest news, weather, stock quotes, and unique feature stories create the pull that brings readers back to their favorite portals again and again. Up-to-date research, performance sheets, and fund comparisons drive online trading.

Communicating this kind of content to your customers, prospects, partners, and employees, has always been a core function of business -- any business, online or offline. But now communication of this content is business critical and more complex and demanding than ever before. Communication channels are increasing while content volumes expand geometrically. Audiences are global. Speed, time-to-market, and accuracy are vital. How effectively a company manages and delivers its content has a direct impact on bottom-line cost, top-line revenue and customer retention. It's all about getting the right content to the right people at the right time.

Get Control of Content

Content is everywhere -- in existing Web pages, distributed directories, and back-end systems. It changes constantly with staff updates and new information streaming in from suppliers and wire feeds. Further, content exists in multiple formats -- XML, HTML, Word, PDF. divine's CSEE gets this volatile and distributed content under control. It enables the business staff to create, review, edit, approve, and distribute content to multiple formats.

Leverage Your Content

The enterprise business staff, not the technical staff, knows best how to leverage content to achieve business objectives. They know the customer. They know the information. They know how to engage the users. It is the business staff who can turn content into strategic assets. And it is CSEE that gives them the tools to act, to create the compelling e-business initiatives and experiences that drive commerce, drive productivity, and drive traffic.

Build on a Platform that Scales

divine's CSEE can handle existing e-business projects, new multi-departmental projects, or any new initiative. One of the key reasons many of the world's largest enterprises have chosen CSEE as their enterprise standard for content management and delivery is its ability to scale to meet a company's growing e-business objectives. CSEE fully leverages IBM WebSphere, inheriting its performance, scalability, clustering, and fault tolerance capabilities. And because of its reliance on standards – J2EE, Java, and XML – enterprises can use their existing skill sets to build new content-driven applications, access external Web services, and integrate to back-end systems and third-party products.

CSEE: Award-Winning Content Management and Delivery

divine Content Server Enterprise Edition is the cornerstone of divine's high-performance open standards content management and delivery solution. Content Server is the only J2EE-based content management system available, and draws consistent praise from independent analysts: in an in-depth technical comparison of 12 different content management solutions conducted in both 2000 and 2001, independent analyst Forrester Research ranked divine #1. Forrester cited divine's reliance on J2EE as one of the main reasons for its top ranking. Doculabs, another independent industry analyst, also had high praise for divine:

“We’ve evaluated the leaders in this space and divine CSEE has the right architecture and products to minimize complexity, simplify integration, and adapt to future needs.”

The divine and IBM Relationship

divine's Content Server Enterprise Edition Inherits IBM e-Business Infrastructure with Support for WebSphere, WebSphere Commerce Suite, DB2 and AIX.

divine is the only content management and delivery e-business solution to run natively on the WebSphere Application Server, DB2 Universal Database, and AIX -- and divine is the only AIX/WebSphere-compatible content management system on the market. All other solutions use integration bridges and therefore do not exploit the full scalability, reliability, and power of WebSphere, DB2 and AIX.

divine + WebSphere: Customer Value Proposition

IBM e-business customers receive more benefits from a divine/WebSphere e-business solution than from any other pairing of a content management and delivery solution with WebSphere:

- Rapid deployment of content management and delivery applications, because of divine's direct, unmediated connection to the J2EE WebSphere Application Server. (No customized integrations to perform.)
- Virtually unlimited scalability, fully exploiting WebSphere's capabilities.
- Flexible extensibility, by empowering enterprises to add other WebSphere Foundation Extensions and divine content management and delivery modules without any customized integrations.
- Dynamic, functionally enhanced content, providing high-performance solutions to the content problems of high-volume, high-traffic, global e-business.
- Superior content management and delivery business intelligence and support, by drawing upon divine's extensive experience in content management and delivery.
- The lowest total cost of ownership for a content management and delivery solution, because of packaged applications, seamless integration with WebSphere and unlimited growth potential.

The divine Content-Driven WebSphere Portal Solution

Solution Overview of divine's Content Server Enterprise Edition (CSEE) with IBM WebSphere Portal

WebSphere Portal Server (WPS) provides many services necessary to build enterprise portals; however, it does not provide any features that solve the issue of web content management. But, together, WPS and divine's Content Server Enterprise Edition provide a highly scalable, distributed, secure, and complete portal management solution.

WPS provides a framework within which to create a portal; however, its very nature makes it more likely that an enterprise will suffer from the traditional web content management problems. Many solutions use discrete HTML pages to provide portlet content. The resources required to manage this type of exponential growth will severely affect the long term ROI.

The integrated CSEE and WPS solution provides the non-technical user with the ability and tools to add portal content in a simple and controlled manner. This is more efficient than changes to the portal content coordinated only through the portlet development team. Keeping the portlet content correct, relevant and up-to-date up will consume more and more of the portal developers' time. This quickly becomes a waste of time and resources. This is the classic problem of web content management!

The combination of IBM's leading WebSphere Portal Family and divine CSEE provides immediate business value by integrating, managing, and delivering both internal and external information to your employees, customers and partners, allowing you to maximize the ROI of your portal initiatives. WPS provides portal framework abilities, beyond basic WebSphere, and CSEE provides web content management functionality beyond those of WPS. Together, it is a scalable, centralized content infrastructure for multiple portals and portlet management.

Key benefits of the divine content-driven portal solution

- **Only divine runs natively on the WebSphere Application Server and supports the entire IBM e-Business Framework (AIX, DB2, WAS)**

The ability to acquire, manage and deliver both internal and external content drives the success of any portal initiative by:

- Increasing productivity of portal users
- Accelerating the rate of portal adoption

- Reducing user frustration
- Lowering portal operational costs
- Improving efficiency of portal content contributors
- Eliminating IT bottlenecks
- Maximizing return on information

The benefits for portal developers, provided by the framework, are as follows:

- The page structure is defined only once.
- Portlets are defined independently.
- Portlets can be changed without impacting the overall page design.
- Targeting multiple browsers and mobile devices is easier.

The divine Content-Driven WebSphere Commerce Solution

Solution Overview of Content Server Enterprise Edition (CSEE) with IBM's WebSphere Commerce Suite (WCS).

divine Content Server Enterprise Edition and WebSphere Commerce Suite provides a complete content-driven commerce solution enabling companies to deploy B2B and B2C storefronts that deliver compelling user experiences. Content drives commerce at every stage of the sales cycle, and at every interaction point in the distribution chain. The integrated solution allows product data and pages to be associated with related content articles, press releases, FAQs, and many other content types for a richer and differentiated user experience. Business users can preview content, control workflow for review and approval, and manage revisions all via one interface. Within this joint solution, WebSphere Catalog Manager is integrated and can be used where there is a requirement to aggregate large volumes of product data in multiple formats and transform it for use in WCS.

divine's CSEE is the only content management and delivery solution that integrates seamlessly with WebSphere Application Server, WebSphere Commerce Suite, DB2 and AIX. This seamless integration allows CSEE to inherit all the properties of the IBM WebSphere infrastructure, resulting in simple integration with other IBM technologies, such as WebSphere Portal Server, WebSphere Personalization Server, and IBM Content Manager. This robust design enables enterprises to launch a complete end-to-end e-business solution that reduces cost, delivers a rich end-user experience, increases return on investment and drives new revenue.

Key Benefits of the divine content driven commerce solution

- **Only divine runs natively on the WebSphere Application Server and supports the entire IBM e-Business Framework (AIX, DB2, WAS)**
- Increase revenue by presenting rich content that attracts visitors to your site, converts visitors to buyers, and encourages repeat purchases.
- Improve customer satisfaction by enabling customers to select the right products and use them effectively.
- Build competitive advantage by offering a highly differentiated visitor and buyer experience.
- Increase efficiency by streamlining your catalog and content publishing processes.
- Achieve this with the lowest TCO by deploying this on a single, industry standard platform

Key features of the CSEE and WCS joint solution:

- Business users can add and change product information, with approval workflow and revision tracking.
- Users can enter supporting content, and define the relationships between products and their supporting content.
- The user can preview product changes exactly as they will appear on the live site.
- When viewing product details on the site, buyers can be presented with related information that facilitates the sale and usage of that product.
- When viewing rich content on the site, buyers can see products that relate to that subject.

The divine CSEE and IBM Content Manager Solution

Solution Overview of divine's Content Server Enterprise Edition (CSEE) with IBM's Content Manager (CM).

CM and CSEE are complementary products. CM provides functionality and tools necessary to manage digital assets, and CSEE complements this by providing an infrastructure for building and managing web applications that present web content (both web-specific and archived) to multiple exterior parties in a navigable way. IBM Content Manager focuses on how employees manage digital content and documents while CSEE contributes a specialization in creating large, navigable web sites for thousands of people to access archival **and** web content. The combined solution can help build e-businesses that decrease enterprise costs and increase revenues by providing the relevant information that outside parties want, through a web interface.

Key benefits of the divine CSEE and CM solution

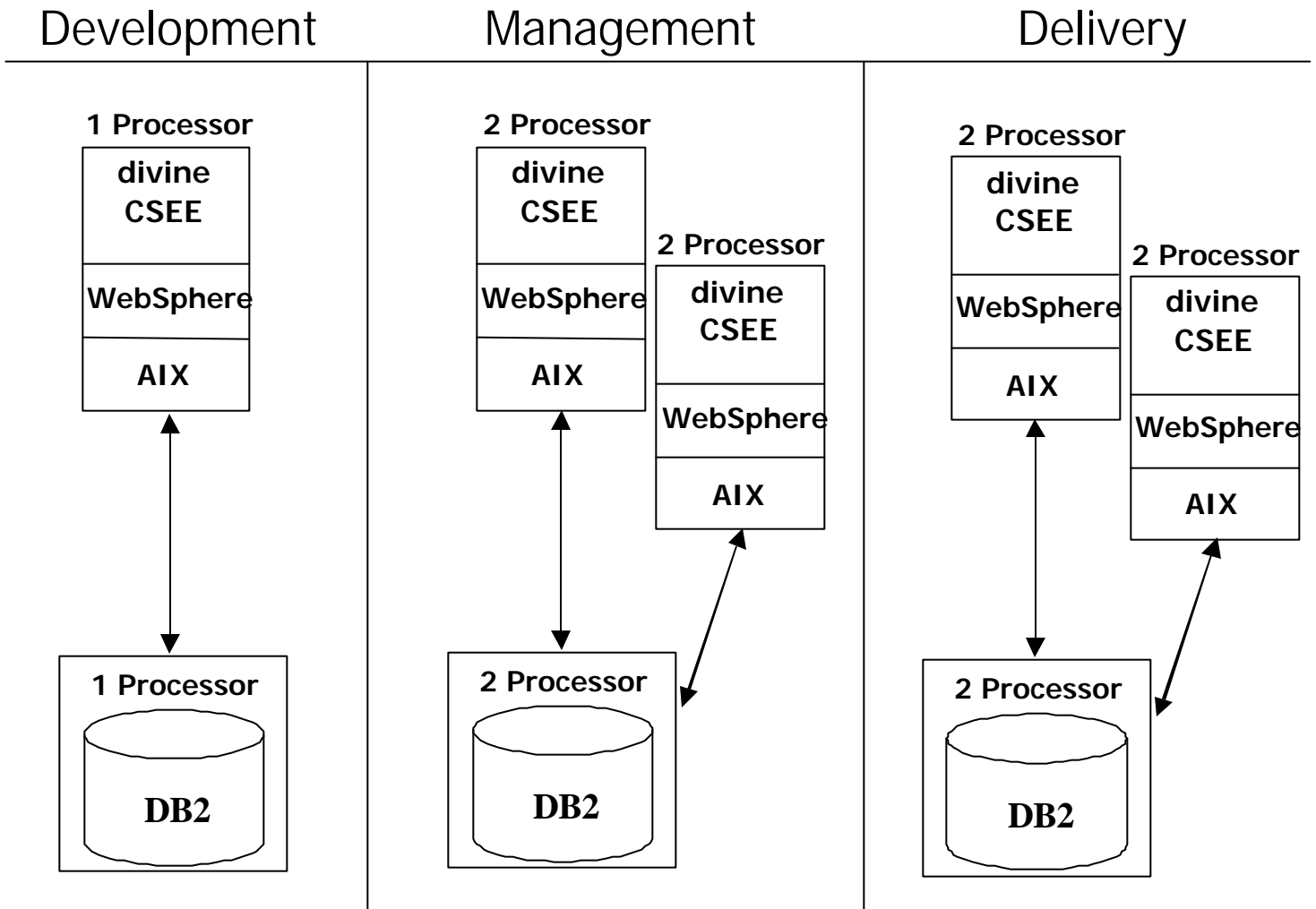
- **Only divine runs natively on the WebSphere Application Server and supports the entire IBM eFramework (AIX, DB2, WAS)**
- Current CM customers can leverage the power and safeguard their investment in CM while safely and selectively exposing digital assets to the Web (e.g. a content manager may choose to expose TIFF scans of paper correspondence to the web site)
- A combined solution allows CM digital assets to be disseminated to a wider audience and coupled with richer, additional content provided by CSEE.
- The same CM assets can be referenced from multiple sites within a single web site management framework.
- CSEE web sites can use the EIP framework to search multiple CM document repositories for information.
- Enterprises can simultaneously ensure that the latest CSEE and CM content are being delivered to the right person.

This capability set is not possible when CM is integrated with other (file based) web content management systems. It is only possible with CSEE.

Although Content Manager (CM) provides many services necessary to manage documents, it does not provide features that solve the issues of web content management and navigation. However, the combination of CM and Content Server Enterprise Edition (CSEE) allows enterprises to leverage the content that exists in CM and build out Internet applications that use this content (mixed with new web content) to offer business

partners, customers, and employees the information they need to make decisions. The net effect of a combined solution can be to decrease enterprise costs (through fewer call center and customer service transactions) and increase revenue (by delivering the right content and superior customer service over the Web). Together CM and CSEE represent a scalable, best-of-breed, content solution for the enterprise.

SAMPLE CONFIGURATION: 3 Environments



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