

Content Management is Core to Portals



Introduction

The primary goal of portals is to improve access to information. To date, however, most portals are not fulfilling this promise for two reasons: First, portals often can't dynamically deliver the right information, in the right format, to the right person at the right time. They are simply providing access to a growing body of static information that isn't meeting the needs of portal users. Second, portals don't allow companies to create and manage decentralized content.

One of the keys to successful online communication and information sharing is the ability to effectively and efficiently manage content – from creation through delivery – using a unified and comprehensive approach. Simply put, portals today don't understand information use and can't measure the impact of this use in order to constantly adapt to the demands of customers, employees and partners.

"Most vendors have so far concentrated on accessing or exposing existing information, not on creating, managing, or publishing content...Content Management is, in fact, so inextricable from the functions of the portal – there are so many points of interaction – that it must be integral to the portal product." – **AMR Research, Inc.**¹

Portal Challenges

If the portal's promise is a personalized window to relevant information and applications, then its focus must go beyond information and application access. Rather, portals must provide dynamic and adaptive context for the growing number of information assets. To be successful, portals must address the following information challenges:

- **Information in context.** Context addresses the relationship between the user and the relevant content available. Portals must present content in context to provide the most efficient interaction with an organization's information and applications.
- **Location of information.** Data is created and housed in silos both within and outside the organization. The challenge is providing portal users with access to these silos without creating new data repositories and legacy IT maintenance issues.



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According to lead analyst, Robert Markham with Giga Information Group, Inc., "Most unstructured content (and much structured content) exists outside of anything that indicates its context. The user intent needs to be anticipated to provide the most relevant document(s)."²

- **Format of information.** Portals must be able to organize virtually any type of content – Word documents, Excel spreadsheets, PowerPoint slides, PDF files, relational and legacy databases, ASCII files, e-mail messages, news feeds, audio, video, photographic materials and even business processes – and render it for Web use, through virtually any device.
- **Changes and updates to information.** Information is, by nature, constantly changing. Portals must provide content owners with the ability to update, manage and deliver content in order to keep information assets current.

Vignette's Content Management Solution for Portals

When a robust content management solution serves as the core of the portal, information can be located, formatted, updated, managed and then delivered in context, while the portal is learning and adapting to new inputs.

Vignette provides a suite of products and services that help organizations establish a single enterprise content backbone to make more productive use of informational assets, and deliver a consistent, relevant experience to all portal users. Vignette solves key informational challenges by providing the following capabilities for an enterprise or departmental portal implementation:

- Observation, analytics, segmentation, implicit and explicit personalization and metatagging to match user needs with information from virtually any data store across the enterprise
- Comprehensive content integration, multi-level workflow, data transformation and syndication capabilities to tie together information and business processes and deliver them in context
- Content delivery templates that separate content from format and business logic, and that automate formatting for Web delivery, regardless of information type

- Modular, reusable, out-of-the-box management consoles, desktop integrations, content management applications (CMAs) and Web services, combined with best practices and packaged service offerings
- Packaged integrations with portal and application servers for delivery of content in context through virtually any delivery framework an organization has chosen as a standard

After a site revamp to improve brand and content management across more than 800 internal sites, a **leading telecommunications company** has realized \$20 million in annual savings.

Vignette Content Management Solution Benefits

Vignette's content management solution is integral to a portal's ability to access and deliver effective, relevant information. By avoiding the creation of a proprietary content repository, Vignette's solution reduces implementation costs and time to market. Vignette also speeds return on investment by providing more out-of-the-box capabilities than any other content management, enterprise application integration (EAI), or portal application vendor. Customers, on average, conservatively report that their Vignette investments pay for themselves in less than seven quarters.

With Vignette's content management solution at the core of a portal implementation, an organization can:

- Target and deliver information in context based on device, user profile, demographics, usage behavior or any other defining characteristic, increasing the value of every portal interaction
- Automatically address multiple data formats to make them Web-ready, while maintaining a consistent look and feel that reinforces the organization's brand
- Allow business users to manage content creation and updates, thus saving technical resource time and reducing costs while keeping controls centralized
- Supply content workflow capabilities to help ensure information is updated, accurate and approved for publication, thereby reducing process redundancies and keeping content fresh and relevant

Siemens uses Vignette's dynamic content filtering to increase the relevance of all its informational assets, significantly decreasing the amount of extraneous "noise" users have to manage.

The North American Content Manager for **Otis Elevator Company** now spends just 50 percent of her time maintaining the Web site; previously, this task required a person and a half.

Toyota reduced the number of steps in the sales process from 23 to five by giving users direct access to the manufacturing system online.

Portals must be able to dynamically deliver the right information to the right person at the right time. With Vignette at the core, portals work faster, smarter, and deliver real value. Vignette's capabilities have been put to the test in more than 2,000 live site implementations; on average, customers have cited cost reductions of 31 percent, 28 percent higher customer satisfaction, productivity gains of 23 percent and a seven percent increase in Web revenue.

Vignette's Vision

Vignette enables organizations to capitalize on the potential of the Web as a platform for vital business applications by helping to ensure that information assets across the enterprise are optimized for customer, supplier and employee use.

Vignette provides a comprehensive suite of content management capabilities that allow organizations to access information assets virtually anywhere they are stored and then assign meaning, value and intent to those assets.

Vignette's observation management and content targeting capabilities allow organizations to quickly deliver content in context to users based on their demographic information, device, location and objectives.

Vignette's customers reap the benefits of a truly scalable model of information management together with a single content backbone that supports the deployment of content services at departmental and enterprise levels. Vignette's comprehensive, open and integrated enterprise Web suite reduces Web deployment costs and risks, and the time required for these deployments to deliver value. Vignette offers a completely integrated system that measures the effectiveness of online interactions and uses that insight about the nature and value of content to continuously improve future interactions. This allows companies to be truly agile in meeting users' information needs.

The organizations that will be successful in maximizing the value of the Web are those that actively manage all of the information assets they have throughout their enterprise and that implement Web applications smart enough to deliver the right information to the right person at the right time. The sites they deploy will dynamically learn and adapt to users' needs so that they deliver instantly relevant content in context. You can achieve this if Vignette's content services are at the core of your Web strategy. Vignette's enterprise Web suite will put the power in your portal and enable you to maximize the potential offered by the Web.

If you would like information about these and other Vignette solutions, please call 1.888.608.9900 or visit our Web site at www.vignette.com.



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¹ Jim Murphy, The AMR Research Report, The Portal Framework: The New Battle for the Enterprise Desktop, March 2002.
² Robert Markham, Giga Information Group, Inc., Context-Based Applications: Making Business Smarter, May 2002.