IBM

Interwoven streamlines team approach to Web development.

Application	B2B, B2C, e-commerce and CRM: Integration of TeamSite with IBM WebSphere® product family for the development, management and deployment of enterprise-class Web sites
Business Benefits	Faster time-to-Web; increased efficiency during site development by empowering non-technical users to contribute directly to the Web; ability to manage all Web assets including HTML, Java™, JavaServer Pages™, multimedia and text
Software	IBM WebSphere® Commerce Suite, Start and Pro Editions IBM WebSphere Application Server, Standard and Advanced Editions IBM WebSphere Studio

Many Web sites now boast a burgeoning amount of content including news items, promotions and other dynamic information. Managing that content — once a relatively simple process requiring the support of one or two Web developers — has become a complicated, time-consuming undertaking, involving numerous content owners in different locations. Some sites are updated as often as 30 times daily, others are fed by thousands of contributors. The challenge lies in effectively coordinating the efforts of all the contributors to present a cohesive, consistent image to Web site visitors.

"The WebSphere suite of products extends content with all the capabilities customers want to bring to their Web sites."

— Doug Jones, Vice President of Business Development, Interwoven

Interwoven provides content management solutions to hundreds of the top Fortune 1000 companies to streamline development processes.

e-business

Interwoven has integrated TeamSite with the IBM WebSphere software platform to offer complete solutions for customers hindered by a short development time.

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— Doug Jones

Enter Interwoven, headquartered in Sunnyvale, California. This $100 million, 750-employee company is a leading provider of content management solutions for business-to-consumer (B2C) and business-to-business (B2B) e-commerce and customer relationship management (CRM) Web sites. Interwoven's flagship content management product, TeamSite, is used by hundreds of the top Fortune 1000 companies worldwide.

Content management is a key component of a company's e-business processes. Interwoven realized that its customers would place greater value on content management solutions that integrated seamlessly, both with their Web and application servers and with their content creation tools and repositories.

That's why it was so important for Interwoven to become an IBM Business Partner and a member of the IBM Solution Development Program. "Interwoven chose to partner with IBM because IBM understands both technology and business problems and has the solutions to these problems," says Doug Jones, Interwoven's vice president of business development. "IBM also knows how to work with business partners by complementing their core offerings and creating an overall customer solution."

IBM Global Services partnered with Interwoven to integrate TeamSite with the IBM WebSphere software platform — WebSphere Application Server, WebSphere Studio and WebSphere Commerce Suite. "We manage the content that drives the Web sites, while the IBM technology actually delivers it," Jones explains. The integration has given Interwoven the ability to offer comprehensive Web solutions. These solutions feature dynamic and content-rich Web sites, integration of front-end Web applications with back-end systems and utilization of existing business logic.

Furthermore, for customers who already use the WebSphere software platform, TeamSite is an obvious choice for their content management solution. "The WebSphere software platform is recognized as a leading architecture for Java, Java servlets, and Enterprise JavaBeans™ (EJB™)," notes Doug Mosher, business development manager at Interwoven. "With many of today's innovative Web solutions being driven on the WebSphere software platform, we're experiencing significant business growth."

The team play

TeamSite provides an enterprise-scale content management solution enabling the deployment of content for Java applications. WebSphere Application Server comes into play in the runtime environment when the Java servlets or Enterprise JavaBeans are invoked. In the development environment, IBM WebSphere Studio is used to test the effect of changes made in TeamSite, before those changes go live on the Web site.

Jones says it's this integrated development environment that accelerates customers' time to Web and then helps them with day-to-day content maintenance. "The WebSphere suite of products extends the content with all the capabilities customers want to bring to their Web sites," he adds.

For e-commerce sites, TeamSite, in conjunction with WebSphere Commerce Suite, also helps manage online store content and catalogs, allowing businesses to build, maintain and evolve their Web commerce sites efficiently.

Whirlpool Corporation brings TeamSite onboard

Hardly a week goes by without Interwoven adding another major player to its stable of satisfied customers. Whirlpool Corporation, the world's leading manufacturer and marketer of major home appliances, is one such customer. The synergy of Interwoven TeamSite with WebSphere Commerce Suite has enabled Whirlpool Corporation to streamline ongoing catalog development and management for the company's Web sites. TeamSite will be integrated with the existing implementation of WebSphere Commerce Suite, thereby providing *Kitchenaid.com* and *Whirlpool.com* — two of Whirlpool Corporation's multibranded Web sites — the project management and workflow tools necessary to build large catalog-based e-commerce Web sites. "TeamSite will compliment our existing IBM solution by providing an effective tool for managing the content of our Web sites globally," says Dawn Hetfield, senior electronic commerce analyst, Whirlpool Corporation. "All of our multibranded Web-related content, whether it is Internet, Intranet or portal content, will potentially be managed within the TeamSite application."

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Customers dramatically cut their time to Web with the integrated development environment provided by Interwoven and IBM.

Always on the edge

Interwoven will continue to collaborate with IBM to further enhance its customers' Web sites and hone their e-business solutions. Interwoven's partnership with IBM gives customers optimal solutions developed at the speed necessary for effective business. From content management to application development—and all the way through production—the collaboration between Interwoven and IBM promises to ease the Web worries of top companies for some time. According to Jones, "Partnering with IBM and its WebSphere software platform gives us the edge over other solution providers."

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G325-6690-00