

Interwoven TeamSite and IBM WebSphere: Taming the explosion

“There’s a content explosion going on everywhere as companies build their Internet presence,” says Don Campbell, group product manager, Interwoven,® Inc. “The IBM WebSphere™ software resources and the Interwoven TeamSite® content management platform help customers get their arms around that Internet content explosion so they can achieve faster time to Web.”

When Interwoven was formed in 1995, the majority of enterprise Web sites consisted of little more than online brochures. Since then, the hyper-growth of content has created a

demand for greater control as large enterprises began to create and maintain an array of sites to support a complex lineup of needs. The demand for customer loyalty in an era of one-click options created a powerful incentive for creation of sophisticated, high-quality Web and e-commerce applications. Interwoven TeamSite software and IBM WebSphere Commerce Suite provide a tightly integrated, complete content management solution enabling users to create and maintain catalog-based Web sites. The combined solution enables e-business teams to work in parallel to minimize time-to-Web development cycles.

“It’s not uncommon anymore for a large enterprise to deploy a hundred or more Web sites, many of them providing complex, interactive content and dynamic linkages,” said Campbell. “The challenge is created by at least three forces, such as the sheer increase in the number of sites, the growing sophistication and size of those Web sites and the number and diversity of contributors to those sites.

“Without strong content management, you’ve created a recipe for Web master bottleneck, with all of the content being fed through the Web designers and graphic artists who created the original sites. That’s a replay of the problems we used to see with ‘glass house’ computing, where everyone fed their requirements and content into a handful of IT specialists and the work had to be queued. We can do better than that.”

Everyone contributes

While Interwoven products can be used with several platforms, the company has a team of professionals focused on configuring software specifically for WebSphere in order to serve their many customers who have chosen or can benefit from an existing or planned investment in IBM hardware and software technologies.

The integrated approach offers powerful benefits. Interwoven TeamSite helps companies manage the development, testing, deployment and transformation of large business-critical Web sites. IBM

Key IBM Products Used	Benefits/Results
IBM WebSphere™ Commerce Suite	Speeds development and delivery of personalized Internet experiences for customers through commerce-ready Web sites using IBM's front-end integrated e-commerce solution.
IBM WebSphere Application Server	This e-business, open-standards application deployment environment enables use of Java servlets, JavaServer™ Pages and XML to quickly transform static Web sites into vital sources of dynamic Web content.
IBM WebSphere Studio	The industry's first visual layout tool for dynamic Web pages using JavaServer Pages technology (JSPs), full HTML, JavaScript, and DHTML layout capability allows Web site producers and Web application developers who need dynamic Web site content and logic to quickly and easily develop and maintain e-business applications.

Providing a complete content management solution enabling users to create and maintain catalog-based Web sites

Commerce Suite enables businesses to quickly and securely conduct electronic commerce on the Web, integrating existing business process and legacy systems as well as growing new Web-based businesses. Commerce Suite offers ready-made catalog templates, setup wizards, and advanced catalog tools that help users build effective sites.

TeamSite provides a robust environment for managing the content contributors' work with a concurrent development capability that enables parallel site development. Content contributors can work individually or in teams, from either local or remote work locations in their own private workarea. Once they are satisfied with their efforts, their work can be sent to a staging area where it can be combined with the work of others and tested prior to being sent to the live Web site. At every step of the way, users can check their work in the context of a fully operational "virtualized view" of the entire Web site.

"If you are developing your applications on the WebSphere platform, Interwoven products can help you develop and do quality assurance on those applications or Web pages before you ever go into production; that's a tremendous resource and time saver," Campbell pointed out, identifying WebSphere Application Server, WebSphere Commerce Suite, WebSphere Studio and DB2® as core products used by many of their customers.

"When an enterprise decides on a major new initiative, such as putting customer service online or initiating B2B e-commerce, WebSphere Commerce Suite or WebSphere Application Server can be a logical choice," he added. "The beauty of our approach is that it makes non-technical content providers equal players in building current, best-of-breed sites that

"IBM WebSphere and the Interwoven TeamSite content management platform help customers get their arms around the Internet content explosion. WebSphere and Interwoven work together to enable collaborative development, which is one of the top requirements for building mission-critical Web sites."

— Don Campbell, group product manager, Interwoven, Inc.

really serve their customers. That means lawyers and marketing people and other knowledge workers can focus on their area of expertise without investing the time it would take to master Web creation programs. They have an interface that lives in the browser that lets them simply update their material and move on — without knowing anything about Web design. That makes them more productive and the customer site stronger, without the bottlenecks of channeling everything through a dedicated Web team."

Making the process work

Interwoven's content management approach is in stark contrast to older systems that relied on a central Web site server and a staging server managed by a team of Web designers and graphic artists. Campbell characterizes the older system as one "where everyone's trying to work on some of the same files and stepping on each other's work." He says that approach was marked by confusing and counterproductive delays, with updates queued to available test time on the staging server. "And that's only talking about one Web site; think of multiplying that get-in-line approach times a hundred and you really see why some Web sites get out of date — or why it takes so long for many companies to launch new initiatives such as e-commerce online customer service."

With TeamSite, companies can set up virtual Web sites using WebSphere, each tailored so that many users such as graphic artists, Web designers, Java developers, business professionals or other knowledge-workers gain access to the site creation process.

"The WebSphere Application Server and Interwoven's content management products work together to enable collaborative development, which is one of the top requirements for building mission-critical Web sites."

For example, an application might require graphics for product images, e-commerce shopping cart capabilities requiring business logic creation, press releases and other background information, legal content, and different interfaces for partners, customers, suppliers and employees.

“TeamSite allows them to have their own private views of the site, working in conjunction with WebSphere so that the Java developer and the Web designer can go into the site to make changes in a virtual area of the site without impacting each other.

“Then we bring them together and preview the sites working together or side-by-side once again through WebSphere before we send them out into the production environment,” Campbell explained. “Interwoven’s tools allow everyone to work independently and still have the benefits of collaborative development.”

Elements of the process often involve Interwoven’s robust workflow process so that customers can map their business processes.

“If I need to create a change for the Web site, we can set up a workflow that lets me make the changes and then let it be reviewed by as many people as necessary in marketing or legal or business practices or the development lab – and we can integrate the results of the multiple approvals before the change is released into production.”

Dynamic recovery offers a safety net in case an error somehow makes it onto the production site.

“As work is done, we’re capturing versions of the Web site, so we’ve got a copy of every version that’s been deployed,” Campbell said. “So if a mistake is discovered in the production environment, we do Site Roll-back to back out the changes until we have a known good state of the Web.”

Contributions from non-technical users are enhanced through TeamSite XML Templating, which offers an easy approach to creating and using site content. This product offers the added benefit of protecting the brand and image of the site by merging new content from the templates with the elements that comprise the company’s approved look and feel. Content may be dynamically refreshed and updated without compromising the enterprise’s identity.

“WebSphere Commerce Suite and WebSphere Application Server are really getting a lot of market momentum, and we’ve integrated TeamSite to provide a Web development environment that will take our mutual customers to new levels of Web achievement,” Campbell said.

The future of Web site creation

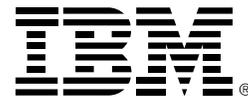
“The reality of today’s world has to encompass the tremendous explosion of Web sites that reflect different product lines, different divisions, organizational shifts, international sites for global companies, the rise of cobranding, Web-based customer support, collaborations and partnerships, the B2B activity for partners and suppliers and support for the employee population,” Campbell said. “The demand is enormous now and will only grow as more companies realize the potential benefits of being everywhere and always present on the Web. We can help manage the overwhelming complexity created by those many demands.”

Campbell says the integration of Interwoven’s content management solutions with powerful content creation and distribution platforms demonstrated by the IBM WebSphere family illustrates the business potential for creating state-of-the-art enterprise Web sites. “By offering tools that take the complexity out of Web

content management, we’re freeing companies to create dynamic, responsive sites that build customer loyalty and really serve the interests and strategic goals of the enterprise.”

Want to know more?

For more information, contact your IBM client representative or visit our Web site at <http://www.ibm.com/websphere>



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10-00
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