

# Content Server™: High-Performance, Large-Scale Content Management and Delivery

Content Server™ is the foundation of the Open Market e-Business Suite. It is the industry's most advanced, open and scalable platform for high-performance content management and delivery. Content Server facilitates rapid deployment of systems that provide for sophisticated content management, multi-target delivery, workflow, personalization, and security. Tightly integrated with open application servers, Content Server is an exceptionally robust platform for the creation of high performance, business-critical, e-business sites that combine dynamic personalized content and commerce.

Through Content Server, organizations can deploy highly scalable applications that provide:

- Content acquisition and creation
- Delivery management (multi-target, dynamic, static, wireless)
- Workflow
- Personalization
- Content management
- Template design and management
- Security management

## Information Asset Management

Content Server can store and manage all types of information assets, including text, graphics, PDFs, audio, and video. It can also serve and manage binary data as BLOBs.

## Revision Tracking and Rollback

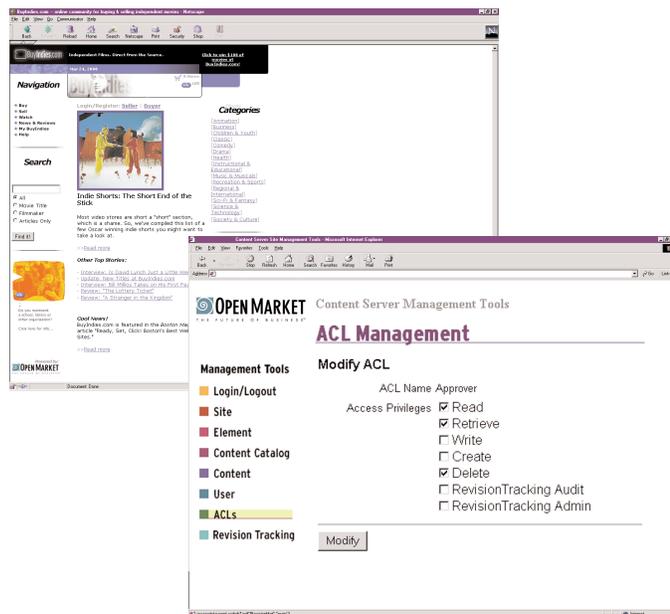
The Content Server Revision Tracking System manages page elements, templates, and content. The Revision Tracking System enables check-in/check-out and supports tracking on tables within the Content Server database. Content Server administrators can specify the assets to track as well as the number of revisions to be tracked.

## Searching

Content Server supports AltaVista and Verity search engines as well as database searches. When using AltaVista or Verity, multiple indexes can be created, modified, and searched for rapid retrieval of desired content.

## Security

Content Server controls access to content and the publishing process by maintaining user Access Control Lists. Native Content Server security can be replaced or augmented with external authorization systems such as NT Domain Security or LDAP. Additionally, Content Server supports SSL encryption during the mirroring process.



*Content Server provides security, user access levels, and simplifies the process of delivering content to destinations. It also enables rich customer experiences through features such as dynamic content delivery, personalization, and advanced searching.*



OPEN MARKET E-BUSINESS SUITE

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## Flexible Page Delivery

Content Server supports both static and dynamic page delivery. It automates delivery from one or more repositories to multiple targets and formats including multiple publications, JavaServer™ pages, HTTP servers, and a variety of Internet appliances and wireless devices via the Wireless Application Protocol (WAP) and Wireless Markup Language (WML) standards.

## Personalization

Content Server supports personalized delivery of content based on a variety of criteria including: user profiles, click-stream data, time, season, geography, and purchase history.

## Multi-dimension Cache Management

Content Server cache management technology caches to both disk and memory, and can be configured to cache an entire page, elements of a page, or result sets.

## Mirroring

Content Server enables mirroring of content between similar or dissimilar databases and across firewalls using HTTP.

## High-Performance Architecture

Content Server runs on IBM J2EE WebSphere® Application Server and IBM DB2® Universal Database™. This application server and database architecture provides for superior levels of performance, scalability, reliability, and availability through:

- Clustering
- Dynamic load balancing
- Distributed state & session management across clusters
- Automatic fail-over
- Application partitioning
- Transaction management

## Flexible Content Acquisition and Creation

Content can be contributed to a Content Server system either remotely, through Content Centre or other thin-client application, or locally. Content can be automatically loaded into the system, as in the case of wire feeds, and events can be triggered based on content input.

## Open, Robust API

Content Server provides an XML and Java interface that enables rapid development of applications to meet the specific needs of your enterprise.

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## Second Generation e-Business Applications

The Open Market e-Business Suite includes additional applications that enable non-technical business managers to easily control online marketing, personalization, content management and delivery and commerce. These products include:

**Content Centre™** for managing information assets.

**Catalog Centre™** for creating and managing online catalogs.

**Personalization Centre™** for rules-based and automated delivery of personalized content.

**Marketing Studio™** for data analysis and marketing campaign management.

## The Open Market e-Business Suite

Open Market's comprehensive e-Business Suite enables companies to manage and deliver online content, and engage in personalized marketing and merchandizing. Our integrated suite can be deployed more rapidly and at a lower cost than comparable custom developed solutions or solutions built with applications from multiple vendors. Unlike competitive products, the Open Market e-Business Suite can be easily extended and adapted to meet changing business requirements because it is built on an open, standards-based architecture.



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