Capturing e-Business Opportunities

Are You Building A Consistent Brand Identity? Is Your Architecture Open And Flexible? Can You Deliver Content To Partners? Does Your Content Change Too Fast To Keep Up With? Are You Missing e-Business Opportunities? Are Your e-Business Ploys Out Of Control? Can You Easily Reuse And Re-Purpose Content?

Need To Share And Reuse Content? Need To Deploy e-Business Solutions Faster? Are You Overwhelmed By Content Volume? Can You Support Enterprise e-Commerce? Are You Delivering Personalized Content?

Leveraging Information for e-Business Success

It's no secret that information drives e-business success. From information about your business and your customers, to details on products and services, partners and markets, information is the key that enables your e-business opportunities. Success begins with finding efficient, cost-effective ways of managing and leveraging your organization's information. When you successfully harness information, you're creating powerful and profitable information assets that will drive your e-business initiatives.

In today's Internet economy, business success depends on your ability to bring information together to create business opportunities. Successful organizations effectively control and manage information, allowing them to reduce costs, retain customers, increase return on investment, and launch new e-business initiatives. But as the volume, velocity, visibility, and volatility of information increases, so do the challenges.

Challenges such as:

Being able to deploy e-business initiatives in Internet time. Finding efficient ways to share and reuse content. Keeping content fresh and compelling. Streamlining content creation and delivery, and eliminating publishing delays. Building and maintaining a consistent brand identity. Managing resources and costs. Integrating with existing systems. Enabling enterprise e-commerce.

The Answer is Open Market's Content Server Enterprise Edition

Discovering Connections

MAKING e-BUSINESS A REALITY
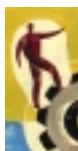
Content Server™ Enterprise Edition (CSEE) is used by industry leaders in publishing, media, insurance, financial services, manufacturing, and other industries to deploy e-business solutions that build customer loyalty, reach new markets, strengthen brand identity, boost productivity and reduce costs.

CONTENT DRIVES TRAFFIC

Europe's largest financial news Web site uses CSEE to acquire, manage, and dynamically deliver content 24 hours a day to customers across the globe. Articles are submitted daily by more than 150 journalists. Another 8,000 stories are acquired daily from news feeds. The German affiliate automatically publishes content to five different delivery devices: Web, wireless, Palm Pilots, mobile phones, and eBooks.

The Web site combines content with valuable services, including a portfolio manager that allows site visitors to track their portfolios and stocks, and keep abreast of fast-changing financial news and information.

CONTENT DRIVES COMMERCE

A $6 billion manufacturer of medical equipment and supplies uses CSEE to maintain a central repository of product information for publishing on its own site, while also sending content to several online marketplaces and distributors for publishing on their sites. The manufacturer has also deployed a medical portal to publish rich, personalized content for doctors, hospital administrators, and patients.

With CSEE, the manufacturer is reusing existing business logic found in its enterprise systems, and delivering real-time pricing and product availability to customers.

CONTENT DRIVES PRODUCTIVITY

One of the world's largest financial services companies uses CSEE to deliver intranet content to employees. Non-technical staff across the enterprise easily create and manage content using the application of their choice. Employees have access to the intranet repository based on their profile information. The result is a dynamic and richly personalized intranet that improves employee efficiency and productivity.

CSEE integrates easy-to-use online tools for managing human resources tasks such as benefit programs and vacation time, and serves as an important destination for department and company news.

"OPEN MARKET CONTENT SERVER LEADS THE MARKET." That's just what Forrester Research declared in its eBusiness TechRankings™ research and testing of 12 market-leading content management vendors. According to Forrester, "[Open Market's] smart reliance on a third-party J2EE app server … lets Open Market concentrate on—and shine in—key areas like content creation, library services, personalization, and delivery."

The TechRankings score Open Market higher than all other vendors in Performance, Integration, and Support.
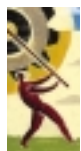
Forrester eBusiness Tech Rankings
February 2001

Connecting Content to e-Business

Delivering Solutions

OPEN, FLEXIBLE, POWERFUL

Content Server Enterprise Edition allows you to build and operate content-driven e-business solutions that better manage interactions with site visitors, employees, customers, and channels. CSEE reaches across organization boundaries to manage content, relationships, and integration, creating a total e-business solution.

As the only solution built entirely on leading Java 2 Platform Enterprise Edition (J2EE) application servers, including BEA WebLogic Server, IBM WebSphere Application Server, and iPlanet Application Server, CSEE provides an open, extensible framework for growth, allowing you to address current and future e-business needs.

MANAGING INFORMATION

CSEE streamlines Web site production and delivers static and dynamic content to a variety of audiences and devices. Companies can create and deliver content and catalogs that present enterprise products and services to partners, customers, and channels with rich information, facilitating the selection, purchase, and use of products and services.
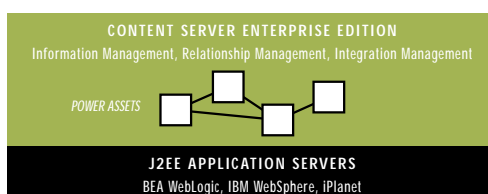
MANAGING RELATIONSHIPS

Build and maintain stronger, more profitable relationships with customers and partners. CSEE lets you deliver a personalized user experience through behavior, profiles, or user preferences. Non-technical product managers can create promotions and specials, and make recommendations for content, maximizing users' experiences, and creating revenue opportunities.

MANAGING INTEGRATION

Extend content-driven e-business into the heart of your enterprise and back out to your network of customers and partners. With CSEE you can integrate e-business initiatives with existing back-office applications that house critical enterprise ERP and CRM data and services, and connect to partners and customers across the Internet through B2B marketplaces and online exchanges.

OPEN MARKET SOLUTION ARCHITECTURE

CONTENT SERVER ENTERPRISE EDITION
Information Management, Relationship Management, Integration Management

POWER ASSETS

J2EE APPLICATION SERVERS
BEA WebLogic, IBM WebSphere, iPlanet

Open Market. Open Technology. Growth.

The Information Architecture:
POWERING CONTENT ASSETS

Content Server Enterprise Edition's information architecture is based on PowerAssets, a unique technology that unlocks content from specific pages and applications, and creates dynamic, independent content objects that can be flexibly extended and reused. PowerAssets can be related to other information assets, delivered to multiple sites and devices, and wrapped with business logic for e-business applications such as catalogs, personalization, and online marketplaces.

The Technology Architecture:
SUPPORTING OPEN STANDARDS

Content Server Enterprise Edition is the first content management and delivery system built entirely on J2EE application servers. With its standard components and platform services, J2EE provides a powerful foundation for e-business initiatives. CSEE leverages J2EE platform services for the scalability, reliability, and availability that enterprise e-business applications demand.

With its open architecture, J2EE allows you to integrate existing systems and data with your new e-business solutions. The standard J2EE architecture lets you draw upon a large pool of skilled technical professionals to build and maintain e-business applications. And J2EE makes it easy to integrate third-party or enterprise-specific packages with Open Market solutions.

With Content Server Enterprise Edition, built with J2EE and PowerAssets, you can:

- Deliver e-business solutions that reach new markets, boost productivity, reduce costs, and improve channel efficiency
- Rapidly deploy content management solutions and take advantage of an extensible framework for long-term growth
- Manage interaction with site visitors, employees, customers, channels
- Allow non-technical users to contribute content and business rules
- Deliver scalability, reliability, and availability for enterprise e-business applications
- Integrate with existing enterprise systems openly and flexibly

"Open Market is a leader in the marketplace for creating applications that will seamlessly interoperate with any J2EE solution. By building its content management solutions directly on top of our specifications, Open Market has made it easier to work with any J2EE platform branded server."

BILL ROTH
Group Product Manager, Java 2 Platform,
Enterprise Edition, Sun Microsystems, Inc.

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