

# OpenText™ Web Site Management

OpenText Web Site Management is a Web Content Management application that helps businesses and departments build, edit, and orchestrate all context-aware web-based channels. Web Site Management offers rapid project design based on web standards, ease-of-use content editing, repository access, best-in-class translation and multi-language capabilities, and personalization strategies for multichannel delivery.

## Create amazing online experiences

Users expect a lot from the websites they visit. To engage with customers, suppliers, partners, and employees, businesses need to deliver amazing online experiences filled with rich content, personalization, and social features—consistently delivered for any modern device.

A company's website is one of its most effective communication tools. As an important channel for collaboration both internally and externally, an engaging web presence is a critical component to success. But managing public websites, employee intranets, and customer or partner extranets within an evolving world of technology is challenging.

Web Site Management is a powerful website application that empowers business users to keep content fresh and relevant for all web audiences. Web Site Management can help you easily manage your globally-accessible and public websites, while adhering to your internal web initiatives, with one single solution. Leverage your existing applications and content to provide a dynamic and engaging user experience by integrating, managing, and optimizing your web content.

Web Site Management is a single solution to manage, integrate and optimize content for your communication projects. It enables you to create compelling websites. With Web Site Management you can:

- Design online communication
- Manage interaction
- Publish by editorial processes and evaluation, combined with user generated content
- Integrate managed and unmanaged content, data and applications

## BENEFITS

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- *Create, maintain, and deliver a relevant, immersive, social, and accessible online experience*
- *Edit online content easily while accessing different information sources and managing the visitor experience*
- *Improve customer retention and engagement and gain a competitive edge by incorporating social networking*
- *Reduce web management costs for keeping the site up to date*
- *Reuse corporate messaging while adding a localized flavor to maintain brand consistency and reduce costs*
- *Share information, documents, assets, and data with partners, customers, and employees securely, ensuring consistent multilingual messages across the organization on different devices*
- *Reduce security risks through personalized content delivery; protect the quality of site content and brand*
- *Allow users to find relevant content easily*
- *Deploy easily and set up quickly on-premises or in the cloud through OpenText Managed Hosting for a quick ROI*
- *Use standard APIs to enhance the solution and integrate external systems*

## Content creation and management

Edit web content in an environment that puts your live site in context. This includes page, site and navigation management, content production, taxonomy and task management. Authors and editors can create, edit, and update content through the browser, on tablet devices or even Microsoft® Word.

- **Enhanced user interface for page creation:** New features help web developers and creative teams to create, modify, or update webpages.
- **Mobile editing:** With the mobile client Web App, editors can work remotely and independently of workstations or desktop computers using their tablet device. The mobile client has been developed with a mobile-first approach for direct and guided work for editors. It offers a flexible and independent experience for editing web content and performing task management.
- **Responsive web design:** Integrates with responsive CSS frameworks to deliver a device-agnostic web experience with information continuity. A sample project is provided that is fully responsive out-of-the-box.
- **Manage content from anywhere:** Combine editorial content with other documents and assets from different sources all within the editing environment. Add visibility and consolidation to legacy repositories that can be exposed through web initiatives.
- **Translate content to reach global audiences:** Update content in one language and submit the changes automatically and directly to your content translators. Manage global content in any language, supporting right-to-left character display websites and offering the editorial user interface in 15 languages.
- **Manage images within context:** Store images used on your website in a central Asset Folder where you can easily retrieve and modify them. Make quick modifications, like cropping and resizing, to adjust your images throughout your website.
- **Asset Manager plug-in:** Use OpenText™ Media Management as a centralized platform for rich media content across your organization.
- **Compliant with web standards:** Ensure web content is free of spelling mistakes, complies with web accessibility guidelines WCAG, and supports your corporate standards.
- **Permission-based access to content:** Easily define who is authorized to read, create, change, or delete content on a specific area of a webpage or the website. User administration is securely centralized and allows administrators to customize authorization packages for certain users and groups.
- **Extend authorization for page definition, detailed authorization:** More granular definition of the presentation or usage of webpages.
- **Streamline approval tasks to publish content:** View and manage assigned approval or translation tasks within the application.
- **Collaborative preview while editing:** In addition to classical preview capabilities, the device preview function allows authors to preview edited content in real time on different devices or even share it with colleagues while editing. The device preview is rendered on a target device, overcoming limitations of preview simulators for responsive websites.

- **Personalize your web-centric applications:** Target specific audiences and deliver your web content in context, making it more relevant and actionable through every online channel and touch point. Secure your content by delivering it only to designated audiences automatically or based on characteristics that you define.
- **Semantic search:** Offer faster, more relevant search results and optimize your site through integration with OpenText™ Semantic Navigation.
- **Portal feel without the portal overhead:** Create a portal-like interface without the limitations of a traditional portal solution. Using your own look and feel, securely bring back-office applications to the web via standard APIs and manage their interfaces as you would other content on your site.
- **Analyze and report website metrics:** Designed for different target groups across the business, role-based reports and contextual dashboards add value and insight into your website usage and content marketing success.
- **Integrations**
  - OpenText™ Optimost™ integration—A/B Testing for static pages
  - OpenText Media Management integration—Support of multi-lingual attributes
  - OpenText™ Web Compliance Manager 16
  - Extend Plug-In support
- **Interact with various systems through one viewer:** Web Site Management provides a single view to a number of different web content functions. Access OpenText Enterprise Information Management directly within the context of the page. Integrate and publish editorial content to SAP NetWeaver® portal or external systems, such as Facebook or Twitter.

## Internet solutions

Gain control of your brand websites, commercial information publishing, and constituent initiatives. Your web visitors are not only internet-savvy, but short on time. They access your website from a desktop computer or their mobile device. Is your website—the single most important touch point for existing and prospective customers—up to the challenge? As the gateway to your products, services, and brand identity it should function flawlessly and the content should be up-to-date.

Web Site Management helps you maximize control over branded, outbound and inbound online marketing communications, commercial information publishing and web-centric initiatives, to serve the right information in the right format to the right people at the right time—every time.

## Web Site Management can help you:

- **Increase sales:** Provide timely, consistent interactions to deliver a positive brand image, give visitors important decision-making information and increase buyer confidence.
- **Accelerate processes:** Delegate publishing activities, while enforcing brand standards to decrease effort and redundant processes.
- **Collaborate effectively:** Leverage the knowledge of the crowd through reliable, consistent, and dynamic websites built upon collaborative processing of content to the public internet.

## Intranet solutions

Optimize the web experience that connects employees with the shared information, applications, and tools they need to perform their jobs. Your employees are eager for information to be at their fingertips. This is no easy task in the realm of disconnected applications and information scattered across various management silos. Do you want employees to be able to work harmoniously, yet your disparate infrastructure presents a roadblock to success? Web Site Management helps to quickly implement web-centric and secure sites that give employees the information, applications, and tools they need to be more productive on the job and to collaborate with others effectively.

### Web Site Management can help you:

- **Empower editors:** Let employees publish and manage company-wide information without requiring IT assistance.
- **Share knowledge:** Enable employees to collaborate and share content quickly across the company to prevent redundancy and inconsistency.
- **Centralize access:** Establish a common location for shared materials, including marketing information, processes and training materials.

## Extranet solutions

Give customers a personalized touch point into your back-office systems, enhance their self-service access and lower your support costs. Your customer, partner, supplier, and channel network are eager to work with you in an online environment. Web Site Management helps you streamline communications and operations across trading networks by providing authorized access to your ecosystem.

### Web Site Management can help you:

- **Drive down support costs:** Empower your trusted audience to access the information it needs as it needs it, without burdening internal teams or incurring publishing expense.
- **Facilitate information sharing:** Develop online collaboration spaces that enable customers to find answers to common questions and channel partners to work as teams on proposals and production schedules in a secure environment.
- **Increase channel productivity:** Give your trading network real-time visibility into forecasts and inventory levels, in addition to all marketing information they need to boost sales.

### Web Site Management solutions

Web Site Management helps organizations better connect their employees, partners, and customers to the information they need and encourages interaction through social networking—consistently on any device.

- **Websites:** Communicate effectively with customers, partners, and employees. Keep visitors engaged with the optimal web experience.
- **Intranets:** Deliver a high performance workplace offering your employees access to applications and information in the right context.
- **Globalization:** Web Site Management makes it quick and easy to define your global presence with localized content on the web.
- **Social Business:** Engage site visitors with a social business experience with all the security of reliable content management.
- **SAP® Portal:** Easily administer and deliver personalized content from your SAP environment.
- **Microsoft® SharePoint®:** Seamlessly create your web environment while leveraging the power of Microsoft SharePoint.

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