

EMC Documentum Web Publisher Page Builder

Reduce web development bottlenecks and empower business professionals to take greater control of next-generation websites

The Big Picture

- Provides a simplified, easy to use, dynamic, and interactive Web 2.0 end-user interface tailored to non-technical users, page designers, and content authors
- Enables users to create a singular and consistent web experience by developing new pages and sites using approved corporate templates
- Enables users to create a compelling and engaging web experience from reusable static and dynamic web components
- Allows users to preview modified web pages as they would appear when published

Moving beyond traditional web content management solutions

Traditional web content management solutions aim to make it easy for non-technical users to create content with simple-to-use, fill-in-the-blank forms and WYSIWYG (What You See Is What You Get) editors. The concept is to separate content development from layout and let the web professional manage how the web content is targeted, deployed, and presented to the consumer.

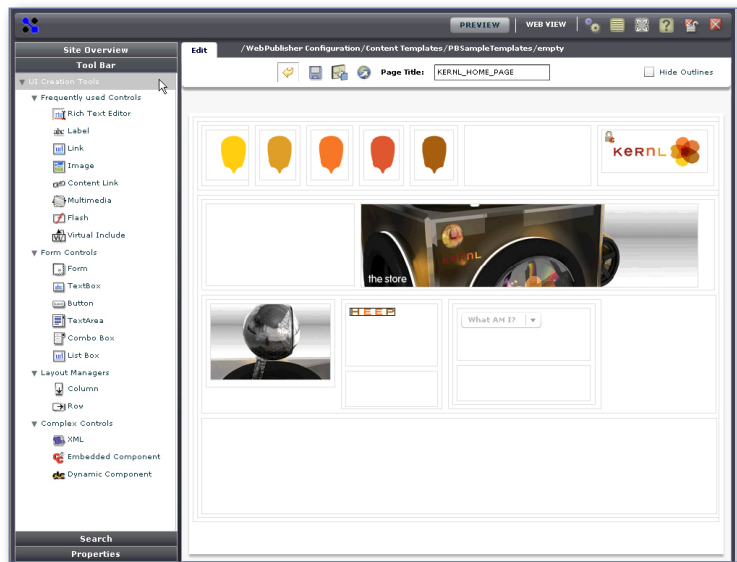
This approach has proven to be lengthy and expensive, requiring significant IT involvement and creating a web development bottleneck for new business initiatives. It also leaves business users with little direct control over the layout, functionality, and management of their intranet, extranet, and public facing sites. These users are looking for greater control and ownership to ensure that these communication vehicles are meeting their business and corporate objectives.

Creating engaging and compelling web experiences

EMC® Documentum® Web Publisher Page Builder is a next-generation interface that provides a highly dynamic, engaging, and interactive user experience. A browser-based editor built with Adobe Flex technology, Page Builder enables business users to create and edit a web page while viewing the page as it will appear when published to the Web.

The role of contributor has expanded to include cross-functional knowledge workers and casual contributors. With Page Builder, non-technical business users such as cross-functional knowledge workers and casual contributors can utilize the WYSIWYG (What You See Is What You Get) editor to create and contribute content, manage page layout, and deploy web applications such as java script, blogs, and other external content sources. These users can rapidly update webpage content, enabling quick dispersion of new messages to the marketplace.

Page designers can quickly assemble new pages by dragging and dropping pre-built dynamic or custom components from a corporate repository to a web page. Page Builder also facilitates the re-use of content by allowing designers to re-use corporate standard web page templates. Additional components can be dragged into a web page that can be used to address line-of-business requirements. These components include RSS feeds, URL links, caption boxes, corporate video clips, other rich media, and even rich-text editors to elicit user feedback. This new interface not only provides engaging and intuitive user experiences for authors, designers, and reviewers, but also ensures quick user adoption and business user empowerment. Corporations can quickly deploy and iterate relevant, meaningful, and current web pages to their consumers.



EMC Documentum Web Publisher Page Builder lets users contribute content and design layouts for next-generation web sites

Documentum Page Builder supports the following features and capabilities for three key activities:

Authoring content: Next-generation WYSIWYG editing

- Provides a configurable rich Internet application (RIA) built using Adobe Flex technology. Page Builder is built for web designers, content contributors, and non-technical business users.
- Allows users to drag and drop page-level components into a web page through grouping of commonly used controls. Supports multiple predefined content elements, such as rich text, image, list box, link, and rich media that are used to create a template.
- Enables users to insert reusable, dynamic components such as feedback forms, RSS feeds, and navigation-generated or script-generated content through jsp, asp, asp.NET, and php.
- Ensures that authors edit specified areas through lockable content and layout.
- Provides instant in-line previews and site views.
- Allows for automated content transformations into web-ready formats and thumbnail content browsing through rich media support.
- Enables quick routing of web page modifications to appropriate reviewers and approvers.
- Expedites page updates through one-click content publishing.

Designing pages: Building and managing web page templates

- Create new pages using approved corporate standardized templates.
- Assign CSS to templates to provide a consistent look and feel across all web pages.
- Manage and convert third-party templates, such as Adobe Dreamweaver.

Deploying and managing reusable components, including web applications

- Provides an XML/XSL component, which allows a user to choose an XML content file and an XSL style sheet. Page Builder automatically performs the transformation, presenting the rendered result as the content of that component.
- Stores all content is in the repository as an XML file and renders content using XSLT.



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