

# EMC Documentum Interactive Delivery Services Accelerated

A publishing platform for global distribution of content that demands high performance, security, and flexibility

## The Big Picture

- Provides content delivery to globally distributed environments and multiple channels
- Distributes content updates instantly through high-speed file transfer over WAN utilizing full bandwidth, while protecting other network traffic
- Supports Web 2.0 technologies that engage users in a two-way conversation and that involve user-generated content such as feedback forms, rating, blogs, and wikis
- Enables publishing of highly performing, personalized, and dynamic web pages to end users or specific audience segments from a native, fully integrated XML database

## The changing web

Traditionally, corporate websites have focused on delivering the same message in an engaging way to all consumers—a one way communication from the corporation to the consumer. As Web 2.0 tools have developed, audiences have grown to expect—and even demand—to be involved.

This fundamental paradigm shift in the online behavior and overall expectations of users has changed the definition of what makes an appealing, effective, and successful website. In response to these changes, online marketing has evolved and changed the entire web experience. Buyers research and interact with products through new Web 2.0 technologies. Corporate marketers are beginning to align themselves to this paradigm shift and are looking at these technologies to capitalize on new revenue channels.

In the new web, it's all about participation and an experience tailored to the unique needs of the end user. This is sometimes referred to as the "socialization of the web"—a solitary experience has become a social one. Today's consumers aren't interested in just reading about a product or set of services—they want to utilize a social network or communal dialogue to solve a specific business problem. They don't just access information—they contribute to it and create it. They are drawn to sites where they can interact and seek advice from peers and experience virtual face-to-face encounters.

## Responding to the new user

In response to this shift, companies planning their next generation corporate websites and portal consolidation strategies are looking for technologies that will enrich both their internal and external communications and the way in which that information is disseminated. EMC® Documentum® Interactive Delivery Services Accelerated is a secure, flexible, and scalable solution for cross-platform content delivery to multiple servers that provides enterprise-class content replication capabilities.

Interactive Delivery Services Accelerated compliments content management solutions that require optimized publishing of all content types to multiple channels, including interactive and dynamic websites, portals, print, and wireless. The solution automates the deployment process by delivering content and metadata from a centralized and managed content repository—EMC Documentum Content Server—to multiple cached network locations with uncompromised security and reliability.

## Features and capabilities

Documentum Interactive Delivery Services Accelerated provides the following features and capabilities:

- **Replication for multi-tiered global environments:** Synchronizes content and metadata to remote web server farms ensuring that content is replicated simultaneously to numerous network locations. This feature ensures that globally distributed environments that support websites and portals receive scheduled content updates instantly and in the appropriate web-consumable format and version.

- **High-speed content delivery:** WAN file transfer acceleration ensures optimized content deployment for both large-file delivery and rich, interactive, and highly dynamic sites.
- **Automatic adaptive rate control:** This capability delivers large data sets over inexpensive WAN by using full bandwidth utilization while protecting other network traffic, including VOIP, web, e-mail, and other file transfers.
- **Two-way communication:** Bi-directional capabilities allow for interactivity between source and target locations. Interactive websites can collect and publish user generated content (such as feedback forms, rating, blogs, and wikis) back to the Documentum Content Server where it can be reviewed and quickly re-published.
- **Personalized and dynamic web pages:** Integration with EMC Documentum XML Store and EMC Documentum Dynamic Delivery Services allows for highly performing personalized web pages that can be delivered to an end user and that can address specific audience segments.
- **Central administration:** A single administrative interface to manage all publishing configurations and locations reduces IT and support costs.



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#### Take the next step

To learn more about EMC Documentum Interactive Delivery Services, visit [www.EMC.com](http://www.EMC.com) or call **800.607.9546** (outside the U.S.: +1.925.600.5802).