

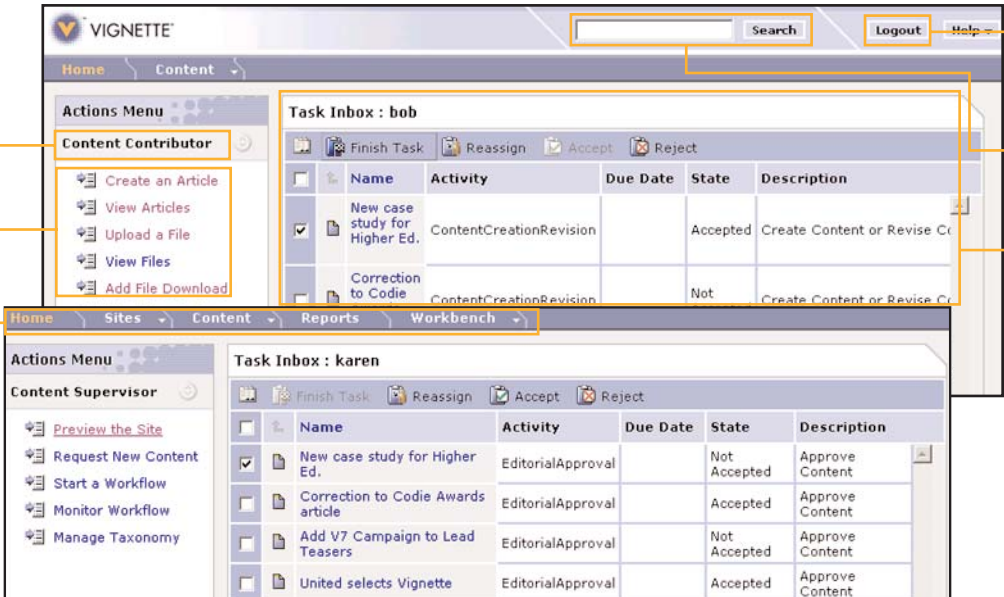
## Vignette® Content Management

Vignette Content Management is an out-of-the-box roles-based content management application for creating, managing and deploying enterprise content of virtually any type, with associated business processes and library services.

### Overview

Vignette Content Management helps to streamline and transform enterprises with documented and repeatable processes – empowering business users to control the content lifecycle – and provides rapid configuration, automation and change management of Web sites, portals and other media.

Features	Description
<b>Command Center</b>	Enables business and technical users to manage virtually all of their content through one interface from an intuitive and configurable roles-based management console (See Figure 1). Integrated with business processes, users can share knowledge and collaborate using e-mail, desktop applications, legacy applications and Web-based workspaces. The Command Center includes time-saving features such as a personalized actions menu for frequently-performed tasks; the task inbox, for participating in workflow and reviewing content; and integrated search capabilities.

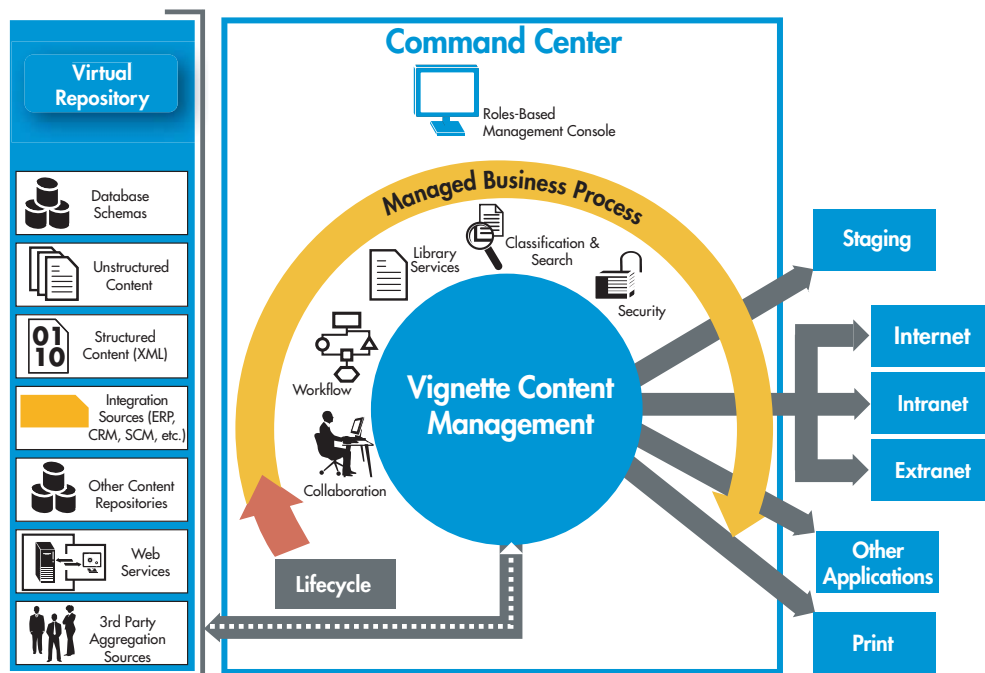


The screenshot displays two user views of the Vignette interface. The top view is for user 'bob' and the bottom view is for user 'karen'. Both views show a navigation bar with 'Home', 'Content', 'Reports', and 'Workbench'. The 'Content' menu is expanded, showing options like 'Create an Article', 'View Articles', 'Upload a File', 'View Files', and 'Add File Download'. The 'Task Inbox' for each user contains a table of tasks with columns for Name, Activity, Due Date, State, and Description. Callouts on the left side of the screenshot point to various features: 'Roles based management' points to the 'Content Contributor' role in the actions menu; 'Simple clicks' points to the icons in the actions menu; 'Unified management console for entire Web application' points to the overall interface layout. Callouts on the right side point to 'Secure access' (Logout button), 'Integrated search' (Search box), and 'Central task inbox for easy, efficient collaboration' (Task Inbox table).

Figure 1

Features	Description
<b>Universal Content Creation</b>	Allows non-technical business users to create and manage content using favorite tools such as Microsoft Office, Web browsers, XML authoring tools, e-mail clients (e.g., Microsoft Outlook or Lotus Notes) and wireless devices.
<b>Content Type Modeler</b>	An intuitive interface for business users to create and modify powerful real-world content objects, such as articles, products, news, etc. that may span content sources and formats.
<b>Virtual Repository</b>	Manages enterprise content, application code and other objects in virtually any data format, including database objects, XML documents, rich media, images and flat files. By providing a standardized access mechanism through the Command Center, the Virtual Repository helps organizations reduce training costs while allowing them to manage a diverse body of content types more efficiently and effectively.
<b>Library Services</b>	Best-of-breed content management services for organizing, securing, producing and expiring information. Services include check-in/check-out, version control, rollback, content history, security, content classification, metadata indexing and search. These powerful services are all available through the unified Command Center interface.
<b>Centralized access management</b>	Ability to centrally manage user access, including delegated administration, based on LDAP standards.
<b>Automated Publishing and Secure Deployment</b>	Enables users to deploy content via an automated workflow process that delivers content and applications to multiple electronic touch points. Vignette Content Management's asset deployment solution manages data dependency, enabling content to retain context throughout the lifecycle, helping to ensure reliable, efficient and secure delivery to globally distributed environments (including development, testing and production).
<b>Standards Based</b>	Architecture based on J2EE, XML and Web Services.
<b>Content Delivery Services</b>	Provides tools and best practices to assist developers in optimizing the delivery of Vignette-managed content through Web sites, portals and other applications. Streamlines the process of retrieving content items according to various criteria such as taxonomy, content type, navigation channel, and author; transforming content items to suit their intended delivery context or device; creating links to content and displaying content in various ways appropriate to the application.
<b>Pre-built Reference Implementation</b>	Enhances the speed of deployment with a sample reference implementation, built according to best practices, that includes pre-built workflows, content types, sample content items, channels and an example delivery application. These can be easily modified to suit specific business purposes.

Figure 2



## Rapid and Optimized Content Creation, Management and Deployment

Vignette Content Management can increase return on investment, by providing a content management application that can be easily configured to business needs, which will enable organizations to quickly deploy and manage content for Web sites, portals and other applications. With Vignette Content Management, organizations can:

- Quickly deploy an easy to use content management application complete with predefined workflows, content types, content items and channels.
- Configure authoring templates that can leverage multiple content sources and types, without coding.
- Manage current content types from a unified management console while adding new content types.
- Allow technical users to use their preferred application development and source code management (SCM) tools, while keeping code in synch with content throughout the application deployment lifecycle.

## Unified and Consistent Management

Vignette Content Management helps organizations run more efficiently, by providing consistent, documented and repeatable business processes, managed through the unified Command Center. With Vignette Content Management, organizations can:

- Standardize and enforce business practices from one central location and manage them through delegated administration.
- Allow individuals to participate in appropriate processes automatically, through the roles-based Command Center.
- Audit completed tasks, and tasks in process, through the Command Center. This allows managers to know who did what, when, resulting in greater accountability, governance and reliability in enterprise business processes.

## Ease of Use

Vignette Content Management enhances business user productivity with intuitive interfaces for managing the lifecycle of content. With Vignette Content Management, organizations can enable their business users to:

- Manage tasks with a unified roles-based management console that support the entire content lifecycle.
- Manage content as objects related to their specific business (e.g., articles, product launch campaigns) instead of as individual files, images and documents, reducing training costs.
- Automate and control the content lifecycle with streamlined business process workflow to maximize efficiency and consistency.

## Standards Based Mission Critical Architecture

Vignette Content Management can lower total cost of ownership, by being built entirely on open standards, which will enable enterprises to quickly deploy and easily manage content in a highly scalable and reliable way:

- Leverage your current and future investment in hardware, software and knowledge of these infrastructures, to minimize the need to purchase or manage additional components in the enterprise infrastructure.
- Supports n-tiered staging (e.g. development, testing and live stages) with advanced deployment and delivery capabilities – for both static and dynamic content.
- Supports XML, J2EE, .NET and Web services to be extremely open and capable of leveraging virtually all business related information and systems, and taking advantage of skills already in place in the organization.

## Add-on product capabilities for Vignette Content Management

- **Content Services** – Capabilities to manage advanced taxonomy, search, deployment and multiple Web site and portal environments.
- **Integration Services** – Comprehensive capabilities to integrate unstructured, structured and transactional information from inside or outside the enterprise – defined through a graphical integration workbench. Predefined integrations to a variation of technologies and applications, for example, MQSeries, Lotus Notes, Artesia and SAP.
- **Process Services** – Adjust and extend pre-defined workflows to manage complex business processes (from idea to launch) and as well monitoring the processes, based on a integrated graphical designer and web based consoles for day to day management.
- **Portal Services** – Create and manage Enterprise Web Applications based on a state-of-the-art management

console for virtually any size and complexity to Web site, portal, or devices. Portal Services also enable business users to define and control the end-user experience by giving them the ability to define interactions, and manage implicit and explicit personalization rules.

- **Analysis Services** – Measure, analyze and react to the content management and content interactions processes. Analysis Services like affinity reporting make organizations smarter about communication, collaboration and commerce demands.
- **Collaboration Services** – Provide a collaboration environment, based on business processes to manage communication, dialogs and knowledge sharing inside and outside the enterprise, for marketing, sales and service purposes.
- **Developer Services** – Elegant and innovative developer services extend the power of the Vignette V7 Enterprise Service Foundation, while allowing developers to easily tailor the environment to specific needs within any service, yet still preserve the ability to upgrade as new functionality becomes available.

## Summary

Vignette Content Management provides a fast, cost effective, standards-based and powerful solution for creating and managing content for Web sites, portals and other touch points. Vignette Content Management can be quickly configured to meet an organization's demanding content management needs, and can help organizations save time, reduce cost and risk, and reliably deliver mission-critical content to customers, employees, suppliers and partners.

If you would like information about these and other Vignette solutions, please visit the Vignette Web site at [www.vignette.com](http://www.vignette.com).

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