



#### Web Content Management 2.0

- ❖ Rich User Experience
- ❖ Architecture for Participation
- ❖ Community Services
- ❖ Collective Intelligence and Trust
- ❖ Loosely Coupled
- ❖ Dynamic Content and Links
- ❖ Cost Effective Scaleout

#### Traditional WCM

- ❖ Slow to Change
- ❖ Multiple Systems to support each Team
- ❖ Manual Merging of Multiple Systems
- ❖ No In-Context Preview of New System
- ❖ Lack of Compliance

#### Impact of Legacy WCM

- ❖ Time
- ❖ Cost
- ❖ Quality
- ❖ Compliance
- ❖ Migration

#### Alfresco WCM Platform

- ❖ One Repository
- ❖ Integrated Support for Entire Team
- ❖ Standards – JSR-170, JSR-283, Web Services, REST
- ❖ High-Availability, Scalability
- ❖ Multi-Site Change –Set Transactional Publishing
- ❖ Virtualization Server
- ❖ Web Content Compliance Server

## Product Update Alfresco Web Content Management Preview Release

### Web Content Management 2.0

The web has undergone a number of major evolutions. With Web 1.0 Amazon radically reset consumer expectations around the buying experience, focusing traditional business on leveraging the web and rich content to promote easy customer self-service. Technology requirements for Web 1.0 focused on enabling business users to easily create and manage rich content using basic publishing oriented content management systems. This content fed into dynamic websites custom built by teams of web developers. Web Content Management 2.0 is as big a shift both in technology and customer expectations. Today consumers are used to using Google Maps, GMail, Blogger, Flickr, del-icio.us, and Wikipedia. These new services – associated with a new generation of websites popularly known as Web 2.0 – have again reset expectations creating a fundamental shift in both technology requirements and associated business requirements for content management. These have had a fundamental effect on user's expectations in the areas of: Rich User Interface, Participation, Community Services, Categorization and Trust – all built on a decentralized infrastructure.

Web Content Management 2.0 is about a web content management platform that provides:

- Rich User Experience
- Dynamic Architecture for Participation
- Collective Intelligence and Trust
- Cost Effective Scaleout
- Loosely Coupled

### Content Management 1.0 vs. Content Management 2.0

Content management systems for Web 1.0 focused on tools for business users to create and manage content. These tools met the challenges of Web 1.0 by supporting content rich sites. Traditional content management systems fall short of providing rich content services with full management of the entire development and release process for dynamic, interactive, community oriented sites. Traditional WCM forces users to use multiple systems to support each team – Content Contributors, Content Managers, Application Developers and Web Designers. This makes it difficult and slow to deliver updates to sections of websites with major issues merging changes. Also, it is possible review what is new, but not in context of that actual site – resulting in isolated teams, isolated changes and merging nightmares.

### The Impact of Traditional Legacy Web 1.0 Content Management

The legacy approach has a major impact in areas of:

- Time – Weeks to months for site changes
- Cost – Multiple Systems: Hardware, Software, Helpdesks

## User Functionality

- ❖ Multi-Channel Publishing via XML
- ❖ Email-Based Production Workflow
- ❖ In-Context Review
- ❖ Whole Site Versioning
- ❖ Code and Content Development
- ❖ Parallel Branching and Merging
- ❖ Dependency Management
- ❖ Pre-Built Template Sites
- ❖ Pre-Built Website Components

## Benefits

- ❖ Time – Weeks to Hours
- ❖ Cost – One Virtualization Server
- ❖ Quality – One Repository, One Virtualization Preview
- ❖ Compliance – Common Governance Framework
- ❖ Migration – Simple File-Based Migration

## Virgin Money

- ❖ “Virgin Money is recognized as offering superior value and customer service
- ❖ “Our open source strategy has enabled Virgin to have a leading platform and more cost effective infrastructure for next generation Web 2.0 applications.
- ❖ We see Alfresco Web Content Management offering us the web content platform to implement our strategy”.
- ❖ David Scarisbrick, Technical Program Manager, Virgin Money



- Quality – Manual Merging of Multiple Systems. No true preview of site updates
- Compliance – No centrally coordinated development processes. Lack of site rollback and auditability – “How did we get here”, “Where were we then”
- Migration – Updating old static sites to Web 2.0 sites

## Alfresco Web Content Management

Alfresco is built on state-of-the-art open source components such as Spring, Hibernate, Lucene, JSF – often the components of choice website developers today. It offers one repository for the whole team. This repository is a modern platform for Web Content Management 2.0 with:

- The industry’s most scalable JSR-170 content repository
- High-Availability, Fault Tolerance and Scalability – Any number of sites, auto failover and clustering
- Multi-Site Change Set Management – Support for projects, sandboxes, changes sets, layers and snapshots
- Multi-Site Transactional Publishing – Guaranteed delivery to multiple run-time sites
- Virtualization Server – Preview web 2.0 sites updates in context. View site in past, present or future
- Web Content Compliance Server – Integrated snap-shotting, auditing and Records Management
- Business Process driven Web Content Management

## User Functionality

Users get the functionality they expect from high-end, proprietary WCM tools. They have:

- Embeddable content services for community participation
- Contextual delivery of information based on community intelligence
- Standards-Based Forms to create pages – Chiba XForms
- Publish to Multiple Channels – Via XML
- Workflow – Email based
- In Context Review – View changes in context of live site with no broken URLs
- Manage Branches – Parallel branching and merging
- Dependency Management – Impact management and automatic updates
- Pre-Built Templates – Websites and website components
- Re-use Existing Sites – Easily reuse existing look and feel

## Benefits

This new open source WCM platform delivers significant benefits in the areas of:

- Time – Weeks to hours for change sets to be deployed
- Cost – One Virtualization Server
- Quality – One repository. One virtualization preview
- Compliance – Common Governance Framework. One virtualization server for past, present and future, Service Oriented Auditing, Migration – Simple file based migration

## Alfresco

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