IBM Software Demos
IBM Workplace Web Content Management

IBM Workplace Web Content Management software is a powerful tool for managing and publishing web site content. Based on **IBM WebSphere Portal, Workplace Web Content Management** provides simplified creation templates designed with non-technical authors in mind. This allows subject matter experts to easily create and publish content.

<0:22>
In this demonstration, we will see how **Marty Masters**, a web content author, uses **Workplace Web Content Management** to efficiently add and edit content on his company's intranet web site.

<0:34>
Marty is logged in to his secure, customized workplace, where **WebSphere Portal's** integrated personalization capabilities allow him to access tools and content specific to his role in the organization.

<0:47>
First, he uses the **Web Content Authoring portlet** to edit a draft of one of his recently created News items relating to the company's quarterly business performance.

<0:59>
All elements of this item can easily be updated using this interface, including the body, which contains a bar chart showing regional sales results.

<1:13>
To complete the News item, he adds a graphic which will appear next to the title and description. When published, this article will be displayed with others in a list on the web site home page.

<1:31>
With all changes complete, **Marty** saves the News item and implicitly moves it to the next step of a content workflow process, where it will wait for approval.

<1:41>
As the subject matter expert, **Marty** has quickly and easily created content to be shared by his entire organization, using only a web browser.

{TRANSITION TO Angie}
<1:55>
Angie Anderson is a colleague of **Marty's**, but works in a different organization, and therefore sees different content in both the 'Announcements' and 'Campaign

Notices' portlets. Personalization rules on this site ensure that users see just the right content, based on their roles and responsibilities.

<2:13>
Workplace Web Content Management users can also exploit the powerful awareness and chat capabilities provided by **WebSphere Portal's** integration with **IBM Lotus Sametime**. This allows employees to quickly collaborate with content creators and editors.

<2:30>
In her role as a content approver, **Angie** receives an instant message from **Marty,** indicating that his newly submitted News item is awaiting her approval. She responds, and then uses the **Web Content Authoring portlet** to open and review his proposed content.

<2:52>
Angie can preview the document in a separate browser window, exactly as it will appear on the web site.

<3:04>
From the Preview window, she can then approve the content simply by clicking the 'Approve' button.

<3:17>
Once approved, the new 'Quarterly Business Performance' article immediately appears on the web site with other published News items.

{TRANSITION BACK TO Marty}
<3:32>
Later, **Marty** sees that his submission has been approved and is now displayed. At this point, he decides to make an update to the report, based on new information he has received since its initial creation. As the document author, he has the authority to not only open but also edit the document 'in place'. The updates include pasting in additional text and adding a link to a related News item about corporate acquisitions.

<4:02>
These inline editing capabilities allow authorized users to change existing content right from the browser pages they are viewing, greatly simplifying the web content update process. Content authors can change information 'in context' and immediately see the results of their work, or resubmit changes into the workflow process.

<4:24>
By distributing authoring capability, **IBM Workplace Web Content Management** helps eliminate content creation and approval 'bottlenecks', and provides the most accurate information in a timely fashion.

<4:41>
On his 'Work' page, **Marty** has access to an Event Management application, a directory search utility, and an **F-A-Q** document repository. He's created a new **F-A-Q** document which is stored locally on his laptop hard drive.

{TRANSITION TO Windows desktop}
<5:02>
Because **Workplace Web Content Management** is integrated with **WebSphere Portal's** document management repository, **Marty** can use **Explorer** on his **Windows** desktop to interface with the server-based document manager. This repository appears as a typical network folder, and allows him to add documents simply by copying or dragging them from his local hard drive.

<5:26>
Here, **Marty** drags the new **F-A-Q** document from his **"C"** drive to the document management repository. Although the document now resides on the server, he can still use **Explorer** and other familiar tools to open and modify this document, including its description. Any changes made will immediately be reflected on the server.

{TRANSITION BACK TO Marty}
<5:55>
When **Marty** returns to his browser and refreshes the screen, he sees that the new **F-A-Q** document that was added from his **Windows** desktop has been uploaded to the server-based document repository. This desktop integration enables users to continue working in familiar ways without requiring additional training or impacting the way they do their jobs.

<6:17>
IBM Workplace Web Content Management uses innovative capabilities such as personalization, inline editing, managed links, content approval workflow, and integration with **WebSphere Portal** document management, to simplify and accelerate web content development and deployment.

{Show slide with URL at the end of the video}