SAP Solution Brief
SAP NetWeaver

SAP Portal Site Management by OpenText

Empower Your Business Users to Manage Portal Content

Quick Facts

Summary

The SAP® Portal Site Management application by OpenText enables your organization to build and run multiple portals using a comprehensive, integrated Web content management (WCM) system. Business users can author content, incorporate content approval workflows, streamline translation, and make content readily accessible to employees, customers, and partners via multiple channels. The result? Faster time to market, enhanced online business, and greater customer satisfaction.

Business Challenges

- Siloed portals, content, and applications
- Disjointed content management and portal processes
- Ineffective information infrastructures
- Expertise required for Web page editing

Key Features

- **Multilanguage support** – Efficiently translate content across geographies
- **Intuitive interface and built-in tools** – Simplify content creation, editing, and publishing
- **Support for unstructured content** – Associate unstructured content with structured data in processes and workflows
- **Granular content management** – Package and deliver relevant content to users
- **Multichannel support** – Enable quick, efficient distribution to PCs, tablets, and mobile devices, for example

Business Benefits

- **Enhance your investment in the SAP NetWeaver® Portal component** with integrated, best-of-breed WCM
- **Improve time to market** by streamlining content creation and distribution
- **Enhance business operations and interactions** by providing fast access to required content and by supporting collaboration
- **Achieve competitive advantage** as a result of quicker and more efficient knowledge transfer
- **Simplify the infrastructure** by incorporating WCM into SAP NetWeaver Portal

For More Information

Call your SAP representative, or visit us at www.sap.com/solutions/solutionextensions/index.epx.

Does your organization rely on the SAP NetWeaver® Portal component to serve customers, partners, or employees? If so, you likely have high expectations of its ability to help you tame a growing amount of online content, enterprise applications, and user demands. With integrated Web content management (WCM) available through the SAP® Portal Site Management application by OpenText, you can enhance the value of your investment by delivering an optimized user experience.

THE RIGHT INFORMATION INFRASTRUCTURE FOR EFFECTIVE PORTALS

Perhaps your organization has deployed a portal to serve a single audience, such as the human resources department. Or maybe it has deployed multiple, disjointed portal sites – for example, application-oriented intranets, collaboration-based team spaces, and information-oriented extranets – over time to meet a variety of needs. The resulting architectural complexity makes information management very complex. You can develop custom ad hoc solutions to integrate and manage information, but you want scalability and flexibility to meet rapidly changing needs. And you want to meet your requirements around translation, decentralized content editing, and information reuse, without IT being the bottleneck in offering new information services.

SAP Portal Site Management enables you to take advantage of user-friendly, best-of-breed WCM functionality directly via SAP NetWeaver Portal. This allows your organization to more easily orchestrate the creation and distribution of content, data, and applications across multiple channels, such as PCs, tablets, and mobile devices.

Empower Content Authors and Editors

Because SAP Portal Site Management is fully compatible across browsers, authors and editors can work in the browser of their choice. Even without in-depth knowledge of SAP NetWeaver Portal, they can use the intuitive interface to create content, edit it, and combine it with content from other applications – in no time at all.

Using an integrated text editor and drag-and-drop feature, authors can create, modify, and stylize content. Plus, wizards help manage content according to compliance mandates while still enabling authors to deliver a compelling and attractive Web site.

While editors are visually alerted of content that they have the rights to edit, a redlining component streamlines content reviews. The interface makes it possible to visualize both text and structural changes, helping ensure that even changes that are invisible in the HTML page can be easily found. Editors can also see exactly how changes will be reflected on the actual Web page once published.

Deliver Contextual Information

To increase productivity, portal users need content packaged to suit their needs on the basis of the business process at hand. With SAP Portal Site Management, you can manage content at granular levels, such as by templated page sections or snippets, directly within the page. Editors can even link directly to unstructured content from within the page. As a result, you can package and deliver all relevant content in direct response to user needs.

Enable Effective Search

The vast majority of portal users turn to the search feature for faster information retrieval. However, when a portal's search and taxonomy and a WCM system's metadata are not closely tied, information retrieval deteriorates. For example, recently published content from a WCM system may not be available or indexed for search via the portal. With SAP Portal Site Management, your SAP NetWeaver Portal component and WCM system are closely linked, preventing such issues. Plus, an integrated search feature with multiple filtering options streamlines searches for fast responses to queries.

Support Multiple Languages and Translation

To help you reduce time to market and leverage existing synergies, SAP Portal Site Management includes a number of features to ease the content translation process. A built-in editor helps you organize and quickly update global content, as well as get a quick estimation of costs and time for translation projects.

Support Security and Personalization

Tagging content for quick and accurate retrieval based on individual user roles can greatly improve operational efficiency. SAP Portal Site Management enables you to build security, based on roles, and personalization rules into the metadata related to each content asset's tag. It even supports both explicit (that is, based on user profile information) and implicit (that is, based on usage information) personalization – based on individual user habits, such as most visited pages or content consumed. This helps optimize the user experience.

Graphically Develop and Manage Workflows

SAP Portal Site Management includes a number of features that streamline the

workflow process for non-tech-savvy businesspeople. A built-in workflow designer with a visual editor and a form-based dialog box – along with a user-friendly graphical workflow engine featuring drag-and-drop options – enables even those with no programming expertise to develop and manage content workflows.

The workflow designer walks you through all process steps, including content translation and publication, and supports multilevel approval steps. You can configure the application to notify you of tasks, and you can even trigger external applications and processes from within the designer.

BENEFIT FROM INTEGRATED WEB CONTENT MANAGEMENT

Integrating portals and WCM products has become one of the biggest challenges for IT groups. Working with a preintegrated solution such as SAP Portal Site Management enables your organization to tap into best-of-breed WCM functionality, minimize vendor incompatibilities, and realize lower cost of ownership.

Plus, the more integrated a portal is with other applications and services within your organization, the faster you'll realize the expected ROI. A central content platform with integration functionalities and well-defined search functionality – and the ability to reuse content – can speed up information retrieval, decrease operational costs, and limit reliance on IT resources.

With SAP Portal Site Management, your organization can:

- Increase transparency throughout the company with a central portal interface offering country-specific views
- Optimize access to vital data through a single integrated source with powerful search functionalities
- Empower business users to directly create and manage information
- Tailor information for each user according to individual profiles
- Integrate content and applications from different sources
- Track critical customer and company information accurately and in real time
- Improve the overall user experience, for higher adoption and productivity
- Improve the quality of information and eliminate redundant work through a central content repository

FIND OUT MORE

To learn more about how SAP Portal Site Management can enhance your portal environment and user experience, call your SAP representative today or visit us on the Web at www.sap.com/solutions/solutionextensions/index.epx.

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Working with a preintegrated solution such as SAP Portal Site Management enables your organization to tap into best-of-breed Web content management functionality, minimize vendor incompatibilities, and realize lower cost of ownership.

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