

Empowering Business Experts with Web Content Creation

For businesses that depend on current, accurate information supplied by many departments, the ability to quickly create, approve, and publish content is essential. One global pharmaceutical company has achieved great results using Documentum Web content management.

Challenge Empower field sales units and internal organizations by delivering dynamic content to support administrative and business communications

Solution Web Content Management based on Documentum Web Publisher and the Documentum ECM platform

Results Provides an environment for end users to quickly and easily create XML and dynamic HTML Web content

Simplifies content authoring, publishing, and management by delegating authoring responsibilities to business users across the organization

Publishes source content to multiple stylesheet destinations, eliminating the need for multiple source versions

Ensures delivery of trusted content by processing workflows from within a controlled environment

By speeding the production and delivery of trusted content, Web content management can help global companies make better business decisions.

Linking Fax Capabilities to a Content Repository

As organizations realign their focus on core competencies by outsourcing facets of their business operations, the need for efficient creation and sharing of content between customers and suppliers becomes more important than ever. Whether it consists of product specifications, internal announcements, or press releases, a company's content often comes from contributors both within and beyond the organization. Large corporations require industrial-strength content management to effectively manage and publish trusted content to the Web in this environment.

One world-class pharmaceutical company recognized the need for a content management framework capable of supporting internal, sales, and supplier communications. The Documentum content management platform provided the necessary flexibility and scalability to address current content management objectives and establish a solid foundation for future e-business initiatives.

Documentum Consulting has implemented an innovative solution for this global pharmaceutical company, using the Documentum content management platform to address many of the critical challenges the company faced as it moved toward e-business. The improvements to this company's control over critical business content — and the benefits realized from the application of leading-edge technologies to the creation, delivery, and reuse of content — demonstrate the value of taking an enterprise approach to the exchange of content within and beyond the organization

Facilitating Content Control

Using Documentum Web Publisher and supporting Documentum components, this pharmaceutical company is able to distribute content creation and approval responsibilities throughout the organization. Pre-defined XML, XSL, and HTML authoring templates associated with process workflows and content lifecycles allow business users to create, review, and publish from a Web-based interface to the designated Web site, without requiring any familiarity with XML, XSL, or HTML.

To guarantee proper routing of approved content to the final Web destination, the company has implemented rules-driven editing based on pre-defined roles and associated process workflows. With Documentum Web Publisher, users can also create and publish content from any browser, eliminating the need for additional client software. In addition, this integration with browser technology has extended content creation and process workflows to include suppliers and other information sources outside the organization.

Achieving Enterprise E-Business Objectives

The pharmaceutical solution exemplifies technological trends in the Web content management environment by addressing:

- 100-percent XML/XSL-based content creation and delivery
- Web-based content creation via pre-defined templates

- One content source and multiple delivery styles
- Generation of dynamic index pages based on content attributes

By separating content from style, this pharmaceutical company easily publishes the same content source to multiple Web sites. As a result, the content object is managed once in the content repository, and the style sheet ensures continuity on each Web page where the content is applied.

By implementing this solution, this pharmaceutical company is realizing immediate business benefits. The company has reduced overhead associated with managing multiple Web sites that share the same content. It has eliminated the need for HTML conversion of content from multiple sources. And most importantly, it has established a flexible and scalable e-business platform based on effective Web content management technologies.

About Worldwide Consulting and Documentum

Documentum Worldwide Consulting provides technology and solution services that help Global 2000 organizations achieve their business objectives. Services ranging from solution architecture design to full system lifecycle development enable our customers and partners to obtain the level of support most compatible with their business requirements.

Documentum provides enterprise content management software solutions to more than 1,500 of the largest businesses in the world. The company brings intelligence and automation to the creation, management, personalization, and distribution of vast quantities and types of content — documents, Web pages, XML files, rich media — in one common content platform and repository. Documentum puts content to work by delivering the right content to the right user at the right time.

To learn more about Documentum Worldwide Consulting please call Documentum at **800.607.9546** (outside the U.S.: +1.925.600.6754) or visit us online at www.documentum.com/consulting.

Documentum, Inc.

6801 Koll Center Parkway
Pleasanton, CA 94566-7047
phone (925) 600-6800
fax (925) 600-6850

www.documentum.com

© 2002 Documentum, Inc. All rights reserved. Documentum, and the corporate logo are trademarks or registered trademarks of Documentum, Inc. in the United States and throughout the world. All other company and product names are used for identification purposes only and may be trademarks of their respective owners. Documentum cannot guarantee completion of any future products or product features mentioned in this document, and no reliance should be placed on their availability. Printed in the U.S.A. 80520902V3