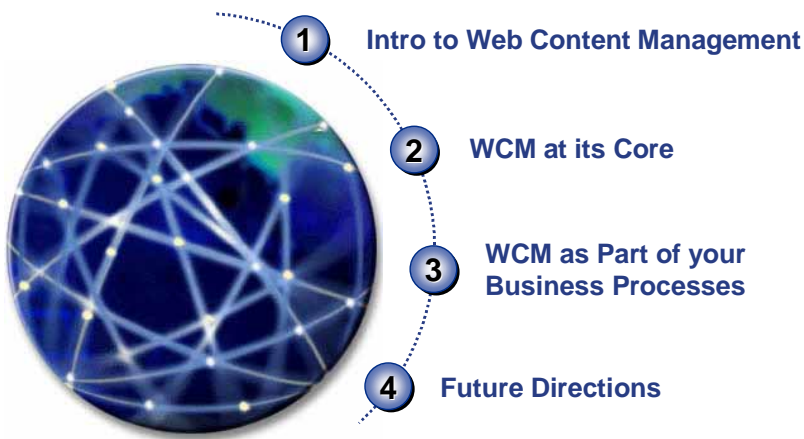
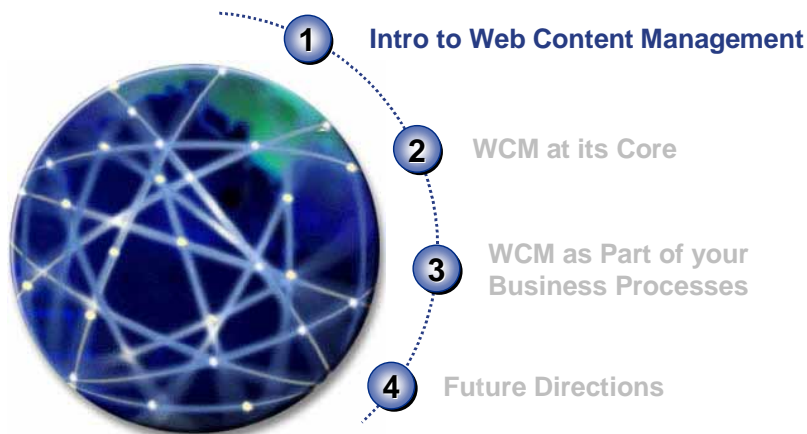


Web Content Management

Jürgen Kreuziger
SAP AG

Topics





Perils of Working in a Knowledge-Based Economy

- **Your employees have lots of crucial information**
 - on their password-protected local hard drives
 - or which they share only during coffee break
 - or they make internal information available on public Web sites
- **Your company has a wealth of information**
 - on 600 file and Web servers that nobody knows about
 - about products that are two years old and no longer available
- **Your most knowledgeable employees have better jobs now**
 - with other companies
- **Your customers and partners know a lot about your strategies**
 - that they tell your employees about
 - who are surprised once again



„A set of tasks and processes for managing content explicitly targeted for publication on the Web throughout its life from creation to archive.“

Source: Ovum

**Publisher/
Poster**



- Authoring tools
- XML-based forms
- Push capabilities

- Feedback
- Rating

Seeker



- Retrieval
- Subscription

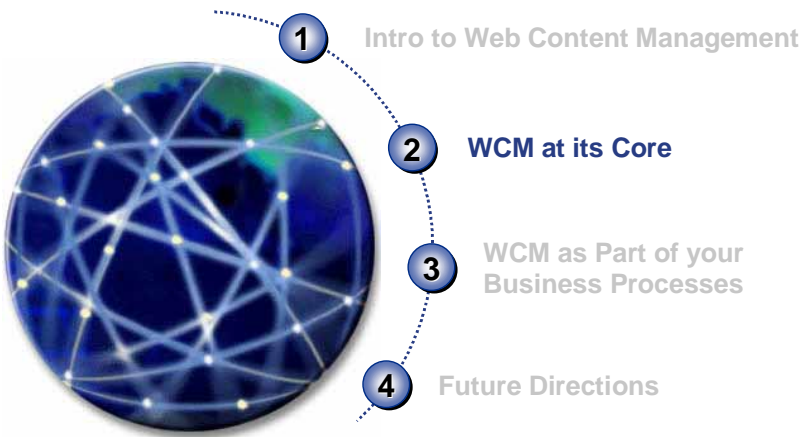
mySAP Workplace

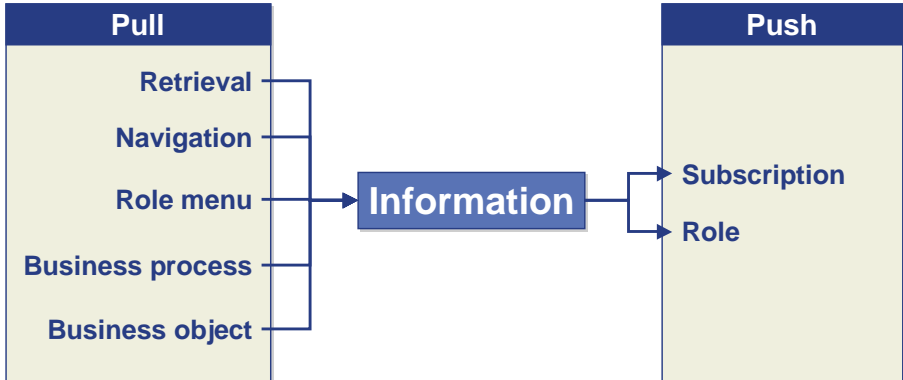
**The Web
Diverse file
systems**

Crawler

- Document classification
- Publishing pipeline
- Authorizations

Topics





mySAP.com Workplace - Microsoft Internet Explorer provided by SAP Americas

Address: http://pgq9d.wdf.sap-ag.de:1080/scripts/wgate/sapw373c6679/

Opti-Express SHIPPING SERVICE

You will here find a collection of documents for download or immediate viewing. While most of these files are also accessible via links from the SAP NetWeaver portal, you may need to navigate to the page of a HTML and require viewers such as:

- ✓ Purchasing Policy
- Effective Presentation
- Purchase Order
- Knowledge Manager
- ✓ Knowledge Workben
- Additional informatio
- ITutor

Opti-Express Training

Microsoft Word - Opti-Express purchasing policy.doc

Opti-Express SHIPPING SERVICE

Opti-Express Purchasing Policy

GENERAL POLICIES (E dited version)

1. Purpose.

The purpose of this policy is to provide an overview of the

Find Information

- Full-text search
- Attribute-based search
- Similar document search ("see also")
- Language-specific search
- Area-specific search
- Search refinement

SAP Internet Knowledge Server - Search - Microsoft Internet Explorer provided by SAP Americas

Search for: press release

Language: English Select area: intranet management

Attributes: Reset

Created by: Fuchs

Key words:

Search results (1..10) for: press release

See Also	Title	Ranking
<input type="checkbox"/>	SBG Becomes mySAP.com Global Hosting Partner	79.70%
<input type="checkbox"/>	Rothm and Haas Leverages mySAP.com	77.40%
<input type="checkbox"/>	SAP and iOS Announces Development Partnership	77.40%
<input type="checkbox"/>	SAP and Siemens Demonstrate Intelligent Business Routing	77.40%
<input type="checkbox"/>	SAPMarkets Announces Certified Marketplace Hosting Partners	77.40%
<input type="checkbox"/>	SAP AG Joins PetroCore in Strategic Alliance	77.40%
<input type="checkbox"/>	USPAP Oil/Leak Software Portal Powered by mySAP.com	77.40%
<input type="checkbox"/>	ForestExpress Selects Commerce One and SAPMarkets	77.40%
<input type="checkbox"/>	mySAP.com Sales to Small and Medium-Sized Businesses Double	77.40%
<input type="checkbox"/>	Engen Petroleum Goes Live With mySAP CRM	77.40%

“See Also” Search



Search results (1..10) for: sap

See Also	Title
<input type="checkbox"/>	KM News 10/99
<input type="checkbox"/>	KM News 12/99
<input type="checkbox"/>	SAP & Abaco To Set Standard
<input type="checkbox"/>	KM News 03/00
<input checked="" type="checkbox"/>	PDF: FactSheet of Competitorzy
<input type="checkbox"/>	SAPMarkets Provides Supplier On-Ramps to e-Marketplaces
<input type="checkbox"/>	SAP Launches Major Promotion
<input type="checkbox"/>	mySAP.com Sales to Small and Medium-Sized Businesses
<input type="checkbox"/>	Owens Corning Builds Its Internet Future With mySAP.com
<input type="checkbox"/>	IGTA and SAP Join Forces to Create an ASP Company

Search results (1..10) for: See Also Title

<input type="checkbox"/>	SAPMarkets Provides Supplier On-Ramps to e-Marketplaces
<input type="checkbox"/>	SAPMarkets, Commerce One to Power Utilities E-Marketplace
<input type="checkbox"/>	ForestExpress Selects Commerce One and SAPMarkets
<input type="checkbox"/>	SAPMarkets and Commerce One Deliver Joint Solutions
<input type="checkbox"/>	Commerce One and SAPMarkets Announce Joint Solutions
<input type="checkbox"/>	SAPMarkets Announces Certified Marketplace Hosting Partners
<input type="checkbox"/>	SAPMarkets Introduces Services for e-Market-Makers
<input type="checkbox"/>	Babcock Borsig, SAPMarkets Create E-Marketplace for Engineer
<input type="checkbox"/>	Owens Corning Builds Its Internet Future With mySAP.com
<input type="checkbox"/>	"cc-markets" Prepared for Launch

- Automated document classification
- Feature extraction

Direct Access to Detailed Information



mySAP.com Workplace - Microsoft Internet Explorer provided by SAP Americas

Address: http://pgr3d.wdf.sap-ag.de:1080/scripts/rgate/sapw373c6679/*****

Opti-Express Training

You will here find a collection of documents that are also accessible via links from HTML and require viewers such as:

- ✓ Purchasing Policy
- ✓ Knowledge Manager
- ✓ Knowledge Workbook
- ✓ Additional Information
- ITutor

KW Web Authoring - Microsoft Internet Explorer provided by SAP Americas

Content Access | Attributes | Statistics

Subscription

Not subscribed

Subscribe

Hyperlinks

- Link to info object
- Link to structure
- Relative KW link

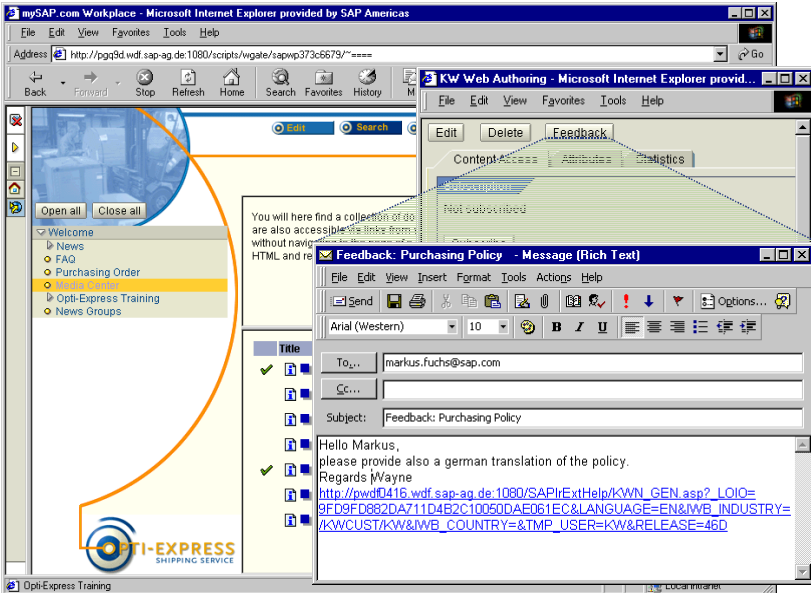
Download

Opti-Express purchasing

Attributes

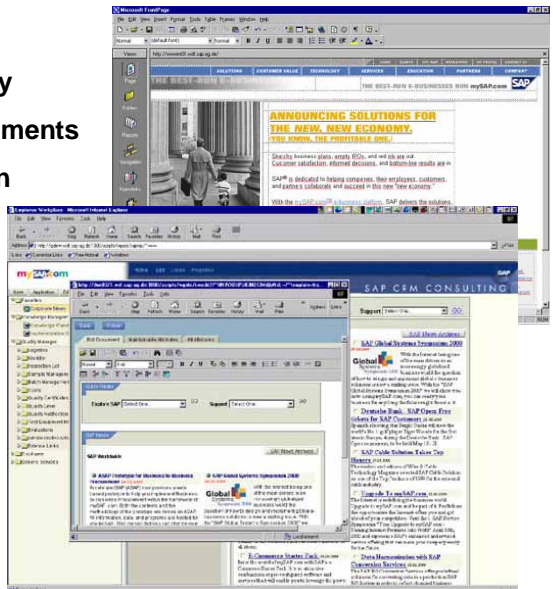
Attribute	Value
KWKEY/WORD	
Language	E
Enhancement	/A00CUST030
Release enh.	46D
Country	
Title	Purchasing Policy
Technical name	OPTI-EXPRESS PURCHASING POLICY DOC
Pers.resp.	FUCHS/MAR
Origin	
Orig. lang.	E
Status	Editing
Checkout	
Agent	
Time created	16.11.2000 11:04:53
Created by	KW
Last changed at	16.11.2000 11:04:56
Changed by	KW
Created at	19.05.2000 18:39:01
Init creat	FUCHS/MAR

Feedback to Responsible Person

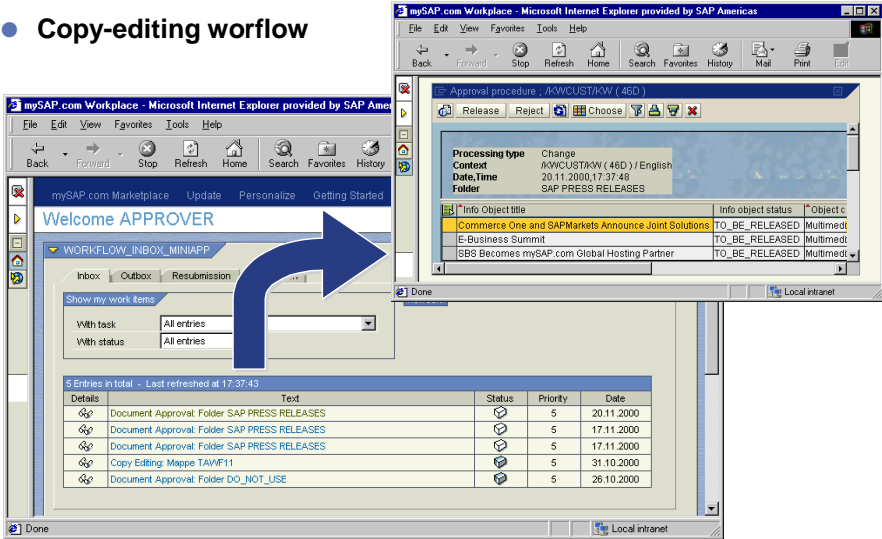


Publish Information

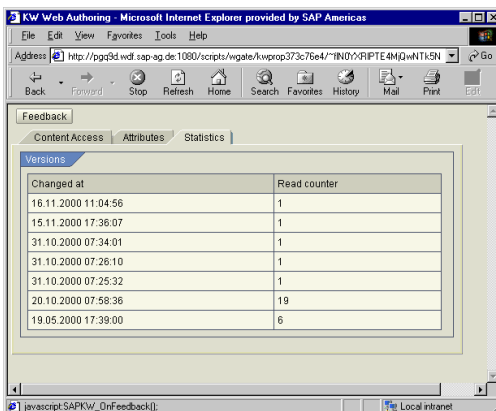
- Browser-based authoring
- Templates for consistency
- Check-in of existing documents
- Metadata for classification
- Check-out/editing
- Version control
- Workflow
- Authorizations



- Approval workflow
- Copy-editing workflow



- Statistics
- How many hits?
- Per user / per document / per version



**WCM
applications**

**Web authoring, teamrooms,
discussion forum, feedback**

**WCM
services**

**Retrieval, Document classification,
XML-based forms, Personalization,
Publishing pipeline, Crawlers**

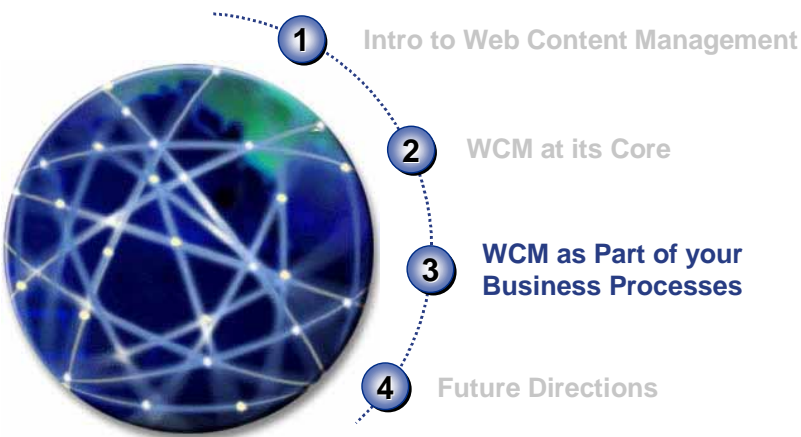
**Content
management**

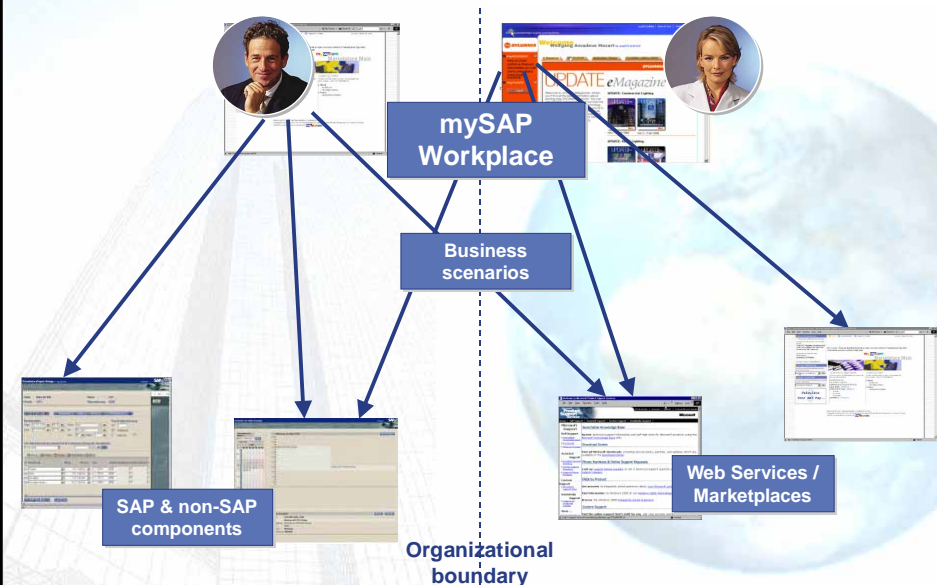
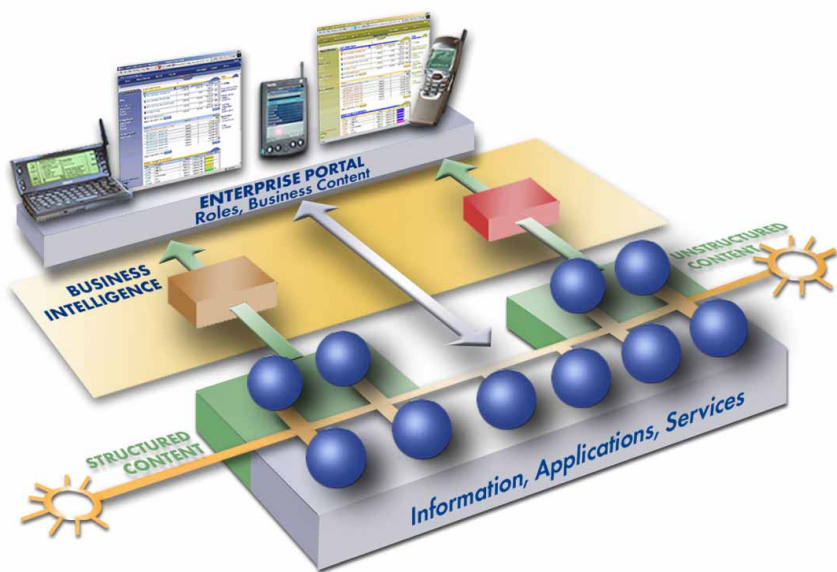
**Version control, Check-in/Check-out,
Publish and Subscribe, Workflow,
Folders, Authorizations,
Status management, Attributes,
Events, Templates**

**Document
modeling**

Distributed infrastructure

Topics





- Preconfigured, out of the box
- Relevant, only what you need
- Role-based, specific to what you do
- Personalized, as you like it



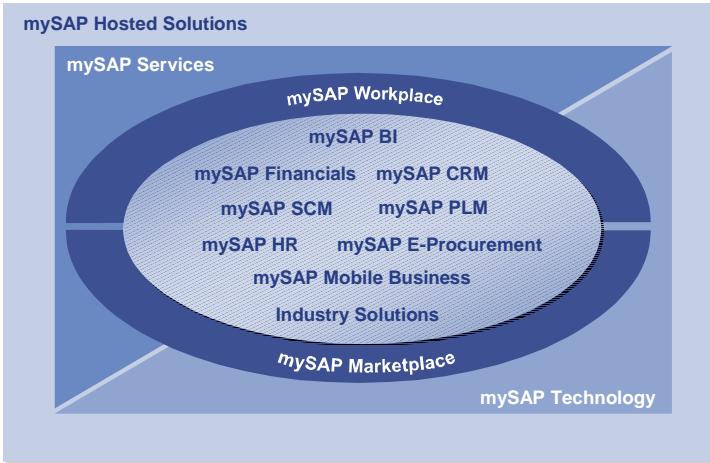
Personalization – Make it *your* Workplace

- Personalized homepage and favorites
- Role-based applications and information
- Personalized news according to areas of interest
- Personal inbox for workflow items, feedback, and subscriptions
- Personalized task lists from business applications

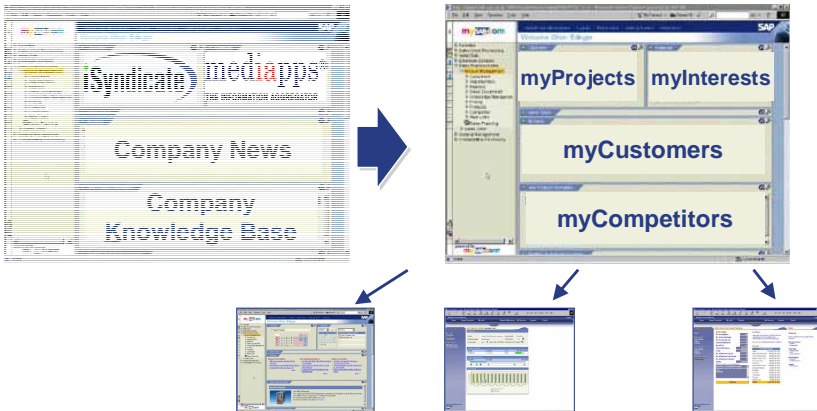
	Layout	Content
Pre-defined	Corporate identity Branding	Role-specific push to user
Explicit (self defined)	Order Color scheme	Subscribe Define parameters Favorites Select MiniApps
Implicit	Order	Reading behavior Navigation behavior



mySAP.com extends beyond pure functionality to provide a comprehensive platform for e-business



From Simple Collection to Personalized Organization



myProjects

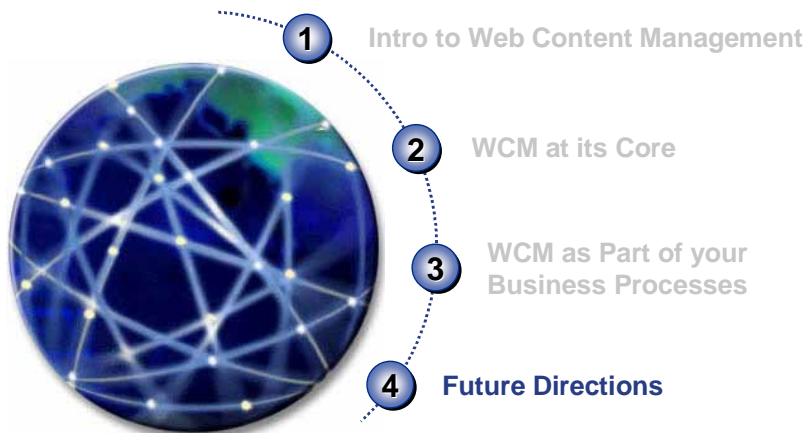
- People
- Information
- Tasks

myInterests

- People
- Collaboration
- Information

myCustomers

- People
- Orders, problems
- Processes



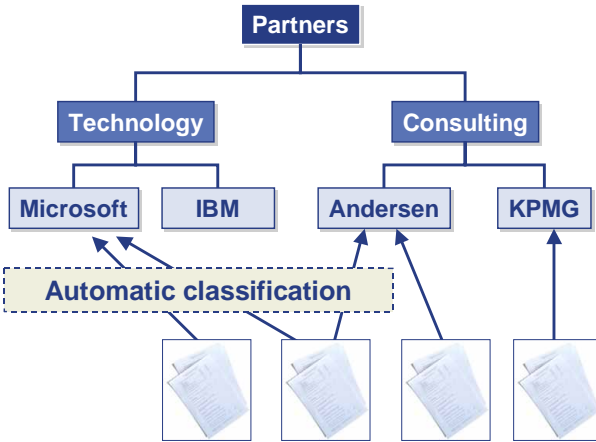
Subscription – Receive Relevant Information Automatically

- **Who**
 - Personal subscription, push
- **To Whom**
 - Self, group, partners, public
- **What**
 - Objects
 - Structures (folders)
 - Interests (“see also”)
- **How**
 - Synchronous (alerts, events)
 - Asynchronous (mail, SMS, ...)
- **How much**
 - Message, content

How Does it Know what I Need to Know?



- Manually sort into a taxonomy
- Automatically classified according to content
- Push to subscriber of an area of interest



Propose Appropriate Structure



Check-In

Internet Explorer provided by SAP AG

25 wdt.sap-ag.de:8080/v2/ems/portaldemo2/default.html

TREX: Text Mining (Jürgen Kreuziger)

CNN News - Entertainment

Arts (cuba, art, museum, castro, guereva, ...)

Books (book, writer, harry, life, novel, ...)

Food (wine, food, recipe, chef, cooking, ...)

Music (music, song, album, napster, ...)

Performing Arts (film, movie, buck, actor, grace, ...)

Travel (travel, hotel, tour, city, room, ...)

TV (show, cbs, nbc, drama, tv, ...)

Display Documents Knowledge Finder Request Knowledge Finder Results

Check in new Document

Folder Entertainment

Name Harry Potter Special

URL http://www.the-times.co.uk/forin

Description

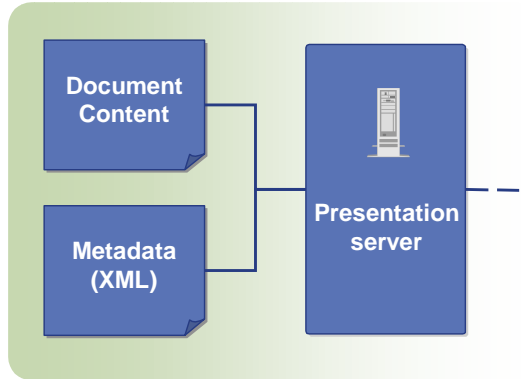
Fields with * are required.

Proposed Folders	Ranking
Folder	
Books	106
Movies	63
TV	28
Golf	20
Politics	14
Performing Arts	11
Children	10
Food	10
Women	10

- Extension of HTTP to enable collaborative authoring over the Web
- Check-in/-out, locking, property handling, version control



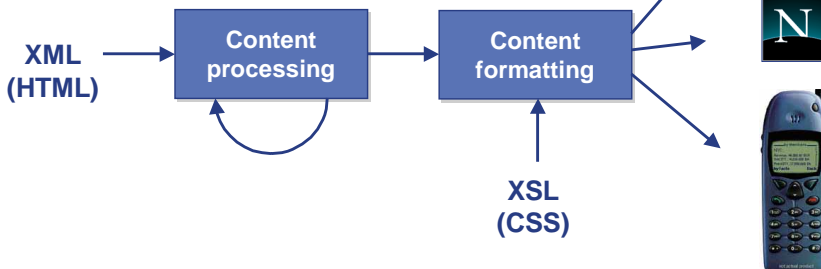
WebDAV Clients

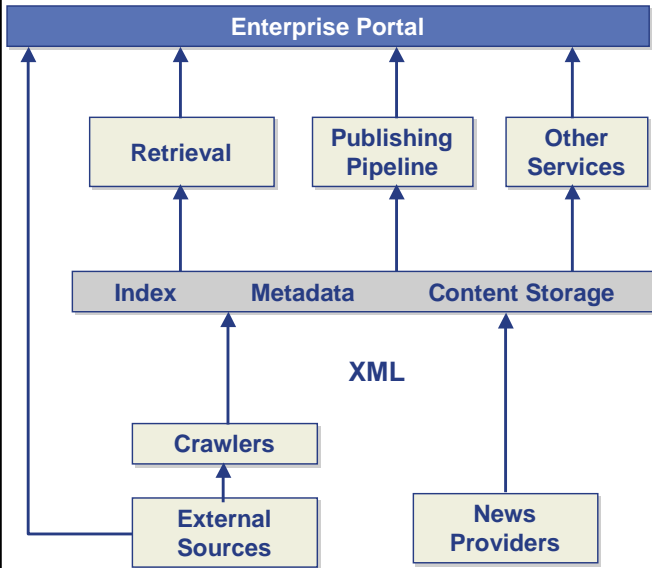


WebDAV Server

Separate Content from Layout

- Publishing pipeline
- Process XML/HTML documents
- Define layout with XSL/CSS style sheets
- XML-based forms
- Examples: Press releases, meal plan, event news





Storage

- Index data only
- Metadata
- Local content copy

Sources

- File systems
- Web sites
- Lotus Notes
- WebDAV Servers
- XML feeds

The Portal - Microsoft Internet Explorer provided by SAP AG

Address: <http://pawid025.wdi.sap-ag.de:8080/co2/ins/portaldemo2/default.html>

T-Rex

TREX Text Mining (Jürgen Kreuziger)

Search

Go! Settings

Tree Gurus What is

What is ?

Word:

Harry Potter

Search

CNN News - Entertainment

Arts (clubs, art, museum, casino, guerrilla, ...)

Books (books, writer, harry, life, novel, ...)

Food (wine, food, recipe, chef, cooking, ...)

Music (music, song, album, napster, ...)

Travel (travel, hotel, tour, city, room, ...)

Movies (film, movie, buck, actor, grace, ...)

Performing Arts (festival, edinburgh, theatre, ...)

TV (show, cbs, nbc, drama, tv, ...)

Display Documents Knowledge Finder Request Knowledge Finder Results

Checkin new Document Show my Favorites

News Document Java Google

Similar Terms

Term	Ranking
harry	980
potter	947
harry+potter	829
goblet	808
potter+fire	800
rowling	798
potter+goblet+fire	793
potter+goblet	793
harry+potter+goblet+fire	793
harry+potter+goblet	793
hogwarts	740
scholastic	708
think+new+book	625
think+new	625
board+what+do	546
message+board+what+do	546
children+book	496
ward	430
prejudice	405
wizard	396

Local intranet

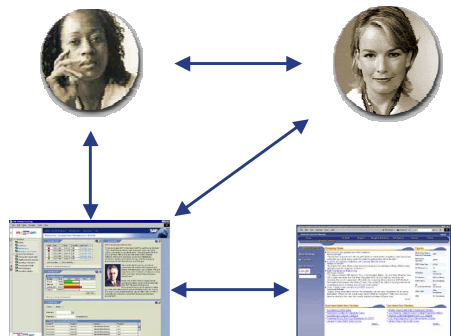
- Integrate structured and unstructured information
- Connect explicit and tacit knowledge
- Example: Find experts based on 280,000 documents and table entries in development systems

Personnel Development

**Arthur Miller (100%)
Linda Smith (90%)
Dogbert (83%)**

Example: Find experts based on 280,000 documents and table entries in development systems

- Project / Team Rooms
- Feedback for Specific Users
 - Feedback (to author)
 - Rating (to author)
- Feedback for Everyone
 - Public Feedback
 - Public Rating
 - Discussion Groups
 - Chats
- Collaborative Authoring



- Decrease time employees need to search for information and people
- Decrease overall cost of information by lowering cost of creation and delivery
- Increase collaboration between employees, suppliers, customers
- Put information in context to support decision-making
- Maximize potential of corporate knowledge
- Gain competitive advantage

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