



Vignette Web Content Management

When You Need to Successfully Manage Engaging Web Experiences, Vignette Delivers.



VIGNETTE
Bringing content to *life*

World class organizations whose business strategies require rich Web sites that are supported by a variety of contributors must employ a Web infrastructure that can maintain mission critical sites with simplicity. Vignette has designed its Web content management (WCM) solution specifically to free business content owners from typical dependencies on IT when it comes to managing their most valuable assets on the Web.

Easy to use tools to create compelling applications, keep content fresh and optimize sites for enhanced audience targeting are just the beginning. Delivering all this with an infrastructure agnostic, standards based solution gives organizations what they need to be successful on the Web today and grow into the future while leveraging their total IT investment.

In addition, if your organization seeks to integrate personalization and social computing with agile Web content and deliver it throughout today's digital ecosystem, look no further than Vignette. If the creation and management of dynamic sites that can deliver targeted content, track behavior of visitors and let you quickly make adjustments to improve on-line experiences is important, look no further than Vignette. If IT and business logic demand an integrated, yet open framework that allows for modular decisions and incorporation of 3rd party analytics & customer information systems to enhance business intelligence, look no further than Vignette.

Amplify Content: Manage Once, Deliver Infinitely

At the heart of every compelling online experience is content. Today's Web experiences involve an unprecedented volume and variety of content. Major forces shaping the Web today are driving most organizations to enhance their online experience while making it persistently available.

Vignette's strong framework for content reuse, including multi-site management, allows repurposing and sharing of centrally managed enterprise wide content, rich media and video assets across multiple sites and user channels. The principle of presentation agnosticism that is employed by Vignette uniquely allows seamless reuse and delivery of a single content asset to all manner of device or output, including PCs, set-top boxes, mobile devices, thick client applications, kiosks and even classical paper-based publishing. Our robust delivery and presentation vehicles allow you to select the medium that best suits your audience, be it e-mail or a Web based device.

This fundamental principle can help you save time, money and effort while exceeding your audience's expectations with regard to availability of the information and entertainment they demand.

Enrich: Create the Richest Experience

Sites today must be dynamic, employing a myriad of rich content types to maintain the interest of audiences. Managing the broad variety of media can seem daunting in a world with many solutions.

Vignette solutions can help simplify the way your business enables these rich experiences with a single management framework that can allow your users rapidly and efficiently enhance sites with a great variety of media, not the least of which is video.

Engage: Hear your Audiences, Give Them What They Want

Once users are on your site, keeping them means getting encouraging engagement and discovery of new and relevant information about your offerings; possibly even letting them tell you what they are interested in.

Online participation and the contribution of user generated content has taken the Web by storm and is considered a must have by audiences and organizations alike. Pairing this type of social computing participation with robust and explicit search, distilled crowd wisdom and targeted business analytics helps you get into the mind of your customer to deliver the most relevant possible experience and keep them wanting more.

Vignette's WCM solution can help you enable one or all of these engaging capabilities out of the box and tightly integrated to the content management and presentation environments.

Achieve High Performance: Speed & Scale on Tap

As organizations' Web strategies evolve their content management systems must keep pace. A scalable Web strategy requires tools that meet the demands of the fast changing Web experience, supplying rich features, supporting the complexity of robust Web sites, while remaining easy to use and allowing for rapid content creation, management and deployment.

Vignette solutions have a talent for delivering on that challenge, with content and presentation elements that have proven tried and true on some of the world's most demanding sites.

Years of experience managing mission critical Web elements back Vignette's reputation for stability. Recent innovations let Vignette customers continue to easily deliver the freshest and most relevant content to end-users while improving site performance.

Stay Flexible: Reduce Total Cost of Ownership

Sophisticated Web strategists know that standards can simplify product development and reduce non-value-added costs while helping to ensure interconnectivity and interoperability enabling the rapid implementation of new capabilities to enhance ever evolving Web experience. Vignette has long supported crucial Web standards like those from the J2EE, Web Services and XML arenas, and additionally employs an infrastructure agnostic approach to Application Server, Database and Operating System support which yields one of the most flexible architectures for Web Content Management available today.

Vignette's Web Content Management Solution:

Comprised of complementary technology elements, Vignette's Web content management solution helps deliver the most compelling and engaging Web experience that can propagate a variety of media, product and services information, along with interactive experiences, via a unified management scheme.

At the heart of the solution is a powerful tool for creating and managing content for any site that is designed to expedite and amplify the capabilities of your key Web content contributors and administrators, no matter their skill level, while providing enriched management tools to site developers and designers. Vignette's Web content management solution features the full set of capabilities required for covering the complete lifecycle of Web content, so that content modeling, contribution, in-context editing and previewing, targeting, scheduling, approval, publishing and archival are made available to business users, all coordinated by a powerful workflow engine. Vignette's approach to content is unique in allowing your content assets to be managed once and delivered across any medium or to any device due to presentation neutrality. Contrary to other common models that limit the use of content to purely the Web, our implementation can let your content live free on a kiosk, a cell phone, IPTV, print or any other medium that suits your business needs.

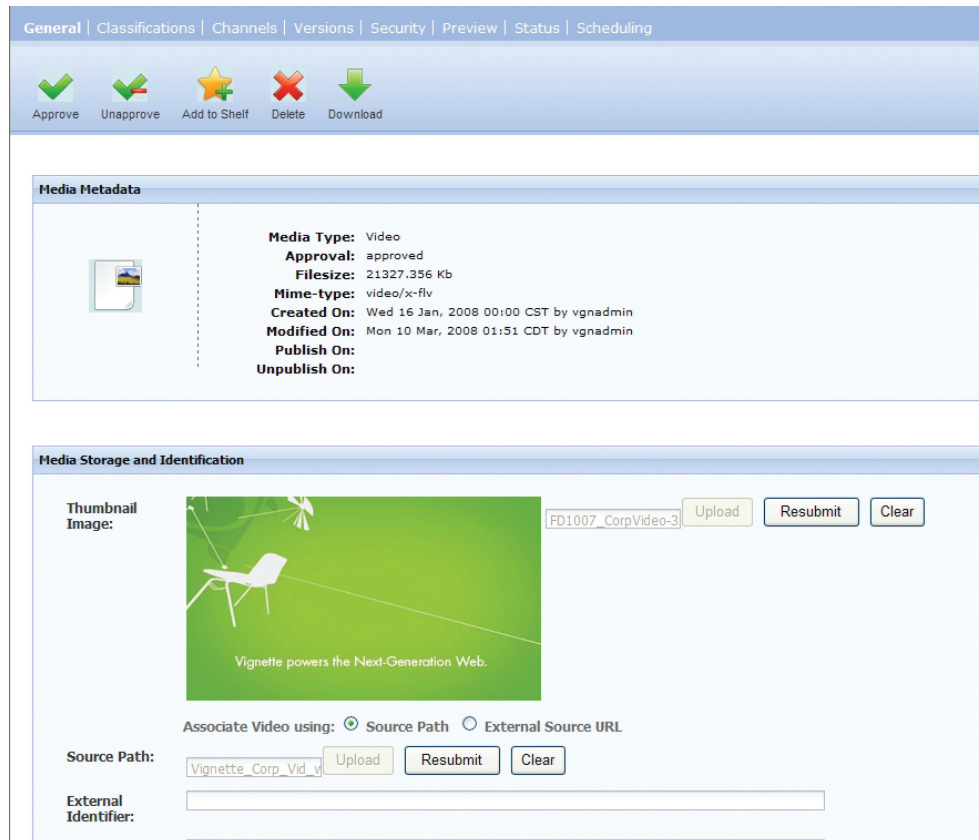
The screenshot displays the Vignette Web Content Management Solution interface. The top navigation bar includes 'VIGNETTE' and 'CONTENT', along with 'Logout' and 'Help'. The main navigation menu contains 'Home', 'My Page', 'Sites', 'Content', 'Reports', and 'Workbench'. Below the navigation, there are several sections:

- Quick Actions:** News Article, Create Press Release.
- Shortcuts:** Vignette Launches VCM 7.4, Press Release Query, Corparte News.
- Recent Content:** DJS Home, VCM DEMO 2, News Items Presentation Pag..., VCM Demo, Vignette Launches VCM 7.4, Corparte News, Vignette Announces Communit..., Vignette Launches Portal 7..., DJS Press Center, Latest News Presentation Pa...
- Find Content:** Search, Saved Searches, Keyword, Content Type, Last Modified, Approval Status, Add more search parameters, Search, Reset, Save this search.
- Tasks:** vgnadmin's Task List, Show List Filter, Items per page, Accept, Reject, Approve, Process, Task, Priority, State, Due Date, Description.

Process	Task	Priority	State	Due Date	Description
Escalation: Review and Publish	ResolveEscalation	Medium	Not Accepted		A workflow escalation requires resolution. Details are provided in the inputs of this activity.

Manage tasks in one place with a personalized content management start page that supports the entire content lifecycle.

A set of complementary tools provides media management features specific to content like images, podcasts, Adobe Flash files and videos which allows editors to streamline the oversight of libraries, approval, metadata tagging and publishing of these assets. Vignette's single solution provides a unified interface to manage this rich Web content from publishing and workflow all the way through security.



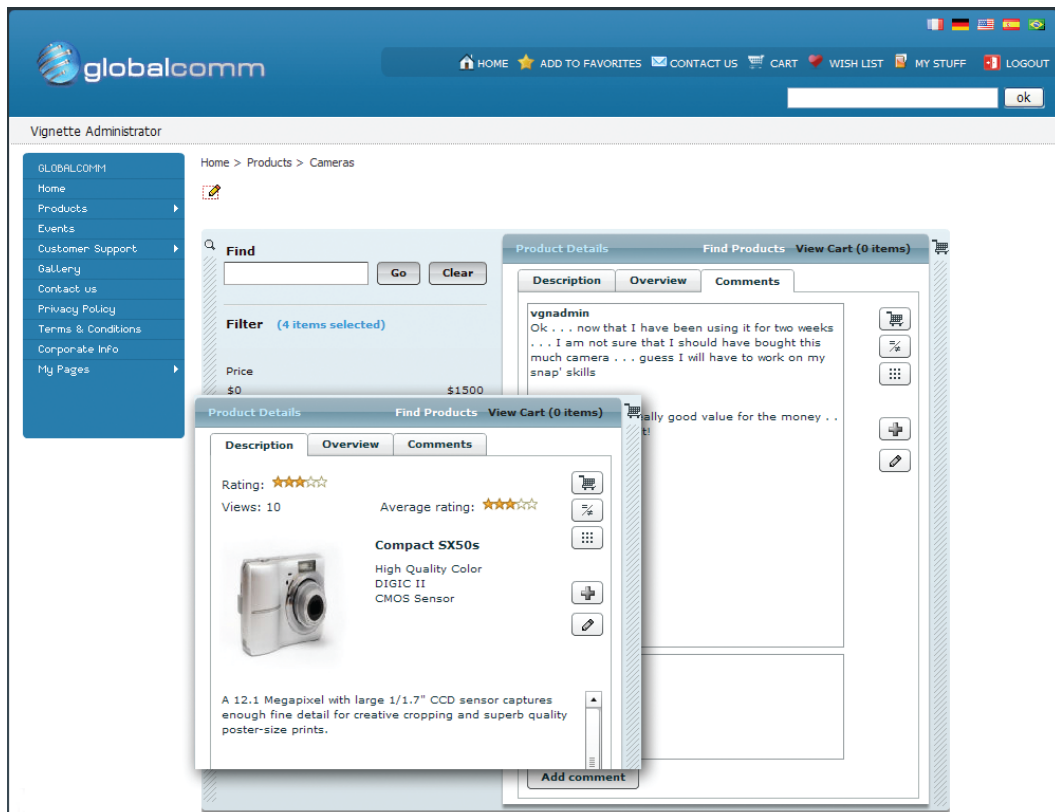
Manage rich media assets seamlessly.

To bring all your content to life, whether from your CMS or another content repository, Vignette provides robust presentation management that allows you to create a Web presence with rich content and Rich Internet Applications, like mashups, as well as sites enabling targeted and personalized interactions with customers, employees, suppliers and partners. Business user targeted management tools empower teams to manage presentation templates and rapidly serve multiple rich Web pages and sites while reducing the need for code creation so they can configure meaningful applications without the help of IT. Centralized templates with delegated business line control let your organization stay agile while maintain your brand. A time-proven solution, Vignette's presentation framework is uniquely able to serve WWW sites with high performance and scalability requirements.

Vignette's solution also provides a unified, tightly integrated and graphical means to easily access and manage content bi-directionally from multiple sources and applications, with more than 60 pre-packaged integration adapters for various standards and applications.

An optional enhancement to Vignette's strong presentation capabilities is an advanced, proactive caching system that can dramatically enhance user experience and system performance via easy to use management tools that enable delegation of this time critical function to business users. As sites become ever richer and more complex, the Vignette WCM solution can scale to meet future performance demands based on your specific business circumstances.

Elevate your site to one that fosters bi-directional communication and allows you to truly leverage your audiences to grow your business with Vignette's enterprise-class social computing and online community offering. This suite of capabilities, including rating, ranking, blogging, and more, can help you profit from user generated content and supports popular new ways to deliver the compelling user experiences that can help you engage and connect with your demanding online audiences. Vignette's enterprise-class social computing capabilities are designed from the ground up to tie



Engage and connect with audiences by leveraging a variety of integrated social computing capabilities.

tightly into the content management schema, helping you rapidly and seamlessly create networks of trusted users who can impact revenue, loyalty and even innovation.

Vignette can help you deliver more relevant and personal Web interactions via content and product recommendations, as well as social search, with results powered by an engine that analyzes implicit actions of Web site visitors, identifies emerging intent among these visitors and captures the collective wisdom of the group.

No Web experience would be complete without a successful analytics program that provides organizations with actionable, real-time intelligence regarding their online strategies and marketing initiatives. Vignette's WCM solution includes a best practices integration guide for Web analytics that enables organizations to measure the success of Web site and portal initiatives by analyzing content and portlet interactions ensuring the most valuable content is being delivered to the right person at the right time.

Finally, Vignette recognizes that connecting with your customers online doesn't always mean the Web. Our solution not only helps deliver content across a variety of media, but even allows your marketers to follow up with customers directly through email based marketing and campaigns that help you close the loop and draw audiences back again and again.

Transform your Business with Web Content Management from Vignette

In order to help build a first iteration of your site in as little as a seven-week engagement, Vignette has summarized our extensive experience in helping organizations connect with their key audiences online. Drawing upon time tested best practices, Vignette offers a cost effective solution to kick-start your content centric site implementation by combining a suite consisting of pre-existing code IP, pre-configured content management assets, a proven delivery methodology, and business and technical customer training.

With Vignette's WCM solution, you can improve your content-driven business processes and deliver any content to any audience, anytime, anywhere while making the Web experiences you deliver consistently available, personal and engaging. Let Vignette help translate the most complete offering of Web tools and capabilities into a system that efficiently delivers on your business goals, be it enhancing customer loyalty and satisfaction to increasing revenue or improving your brand.

About Vignette

For more than ten years Vignette has helped organizations worldwide improve their online customer interactions. Our early content management and delivery tools laid the groundwork for some of the Web's most popular sites. Today, our award-winning solutions power some of the world's most powerful online brands and enable organizations to improve the online customer experience with contextual delivery of valuable content.

For more information about Vignette's products and solutions and their demonstrated value to organizations in virtually every industry visit www.vignette.com or call +1 888 608 9900.



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