



Documentum JDBC Services: Delivering Rich, Dynamic Content to the Web

In today's business world, companies face the continuing challenge of actively engaging and effectively communicating with customers, partners, and employees. To meet this challenge, businesses must deliver rich, relevant, personalized, dynamic information quickly and efficiently. With Documentum WCM Edition and JDBC Services, companies can deliver rich, dynamic content to Web and portal applications running on J2EE application, personalization, and portal servers from industry leaders like BEA, IBM, and Oracle.

Product Highlights

- Balances fast access to public information with secure access to protected data
- Enables dynamic delivery of targeted, relevant, personalized Web content to multiple audiences
- Allows high-speed, high volume distribution of any type of content, including text, data, graphics, images, and audio
- Provides seamless access from Web application platforms to content managed by Documentum
- Certifications available for BEA WebLogic, IBM WebSphere, and Oracle AS

Combining the Strengths of Industry Leaders

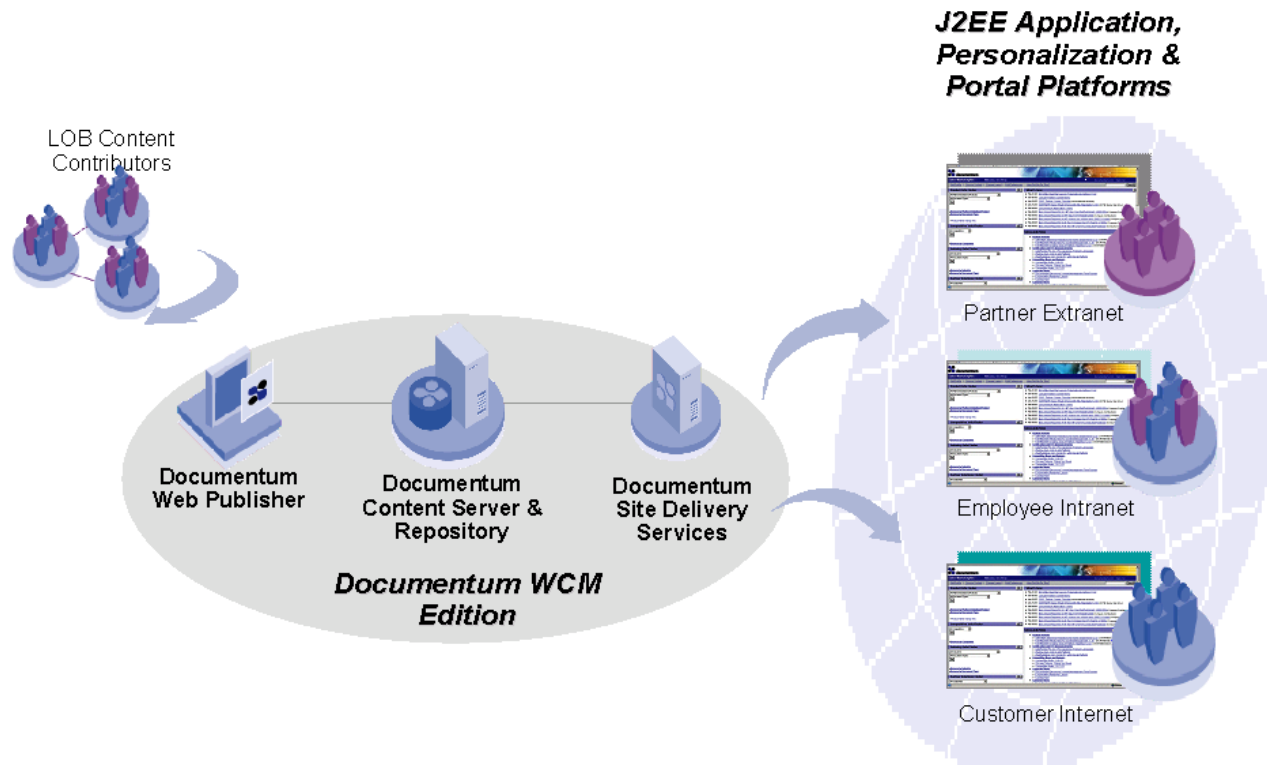
No single software vendor can legitimately claim to manage all the processes involved in the production and delivery of information on the Web and across e-business channels. Instead, disparate applications must work together fluidly, seamlessly.

Documentum JDBC Services provides just that: a comprehensive integration between the industry-leading enterprise content management (ECM) platform and leading application, personalization, and portal servers from BEA, IBM, and Oracle or any J2EE-compliant Web application platform. Together, Documentum and these industry leaders provide a powerful solution to empower business users to easily create, contribute, and personalize Web and portal content while enabling seamless delivery tailored to every consumer — employees, customers, and partners.

Balancing Security with Fast Access

Documentum JDBC Services enables the dynamic delivery of Web and portal content via a reliable, standards-based integration that allows Web and portal applications to pull controlled content from within the firewall as easily as they access public content outside the firewall.

Within the firewall, content and metadata are stored securely in an enterprise-wide Documentum repository that allows business users to create and modify content which is designated for the Web but which must be protected from access by the general public. Outside the firewall, content and metadata designated for general access by the public are pushed to Documentum Site Caching Services, a caching repository that enables very fast access by these applications



Documentum JDBC Services allows organizations to deliver rich, dynamic content to Web sites and portals running on industry-leading J2EE application, personalization, and portal platforms.

Technical Overview

Under the hood, the Web or portal application makes an SQL call to JDBC Services, which in turn queries the correct content resources in Documentum Site Caching Services, depending on business rules for the Web or portal application. Alternately, when connecting directly to a Documentum repository, JDBC Services follows the JDBC API to handle the query. In either case, the application developer can write standard SQL code to access content without requiring any specific Documentum knowledge.

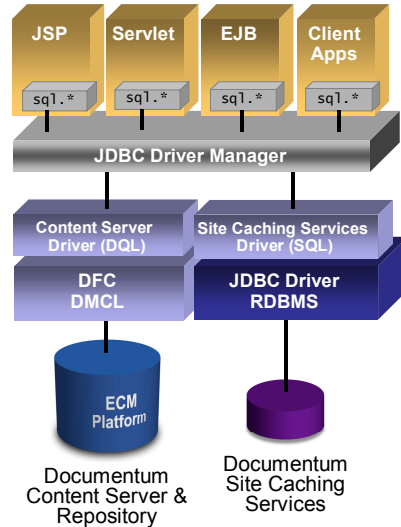
Business Benefits

Documentum JDBC Services provides a number of benefits:

- **Access to protected content:** JDBC Services enables industry-leading servers to securely access content and metadata stored in Documentum, where it's protected from general access.
- **Balance between speed and security:** Provides fast access to public information with secure access to protected data by enabling servers to access to both a repository of cached Web content outside the firewall and a secure Documentum repository behind the firewall.
- **Dynamic, personalized delivery:** Correlates Documentum content and metadata directly to application, personalization and portal server user profiles to enable dynamic delivery of targeted,

relevant, personalized Web content to multiple audiences.

- **Easy publishing:** Allows business users to rapidly create, manage, and publish content to Web and portal content using Documentum WCM Edition.
- **Widest range of content:** Easily handles any type of content, including text, data, graphics, images, and audio for high-speed, high-volume distribution.
- **Rapid application development:** Supports the rapid development of content-rich applications by leveraging J2EE standards and leading integrated development environments.
- **Built on industry standards:** Leverages Java and J2EE to provide seamless access from Web application platforms to content managed by Documentum.
- **Broad support among industry leaders:** Certifications available for the BEA WebLogic, IBM WebSphere, and Oracle 9i AS platforms.



About Documentum

Documentum provides enterprise content management solutions that enable organizations to unite teams, content, and associated business processes. Documentum solutions support the way people work, from initial planning through sales and service. With a single platform, Documentum enables people to collaboratively create, manage, deliver, and archive all types of content, from documents and discussions to e-mail, Web pages, records, and rich media. With Documentum, organizations improve their competitive advantage by accelerating time to market, increasing customer satisfaction, and reducing operating costs.

For more information about Documentum, visit www.documentum.com or call **800.607.9546** (outside the U.S.: +1.925.600.6754).

Documentum JDBC Services contains two interfaces: the Content Server driver for executing queries against the Documentum Content Server and repository and the Site Caching Services driver for executing queries against Documentum Site Caching Services.

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