

EMC Documentum Web Experience Management Solution by FatWire

The Big Picture

- Offer a persuasive and engaging web experience that will help convert prospects to customers, build deeper relationships with existing customers, and build brand awareness
- Enable business users to directly manage website content, layout, and campaigns
- Publish to a high-performance delivery environment to enable targeted content, dynamic assembly, multiple channels access, and capture of user analytics
- Centrally manage global multilingual sites

Market-leading solution for driving interactive marketing, communications, and business success

The Web has become a primary channel for enabling successful marketing, customer interactions, and business transactions, providing the potential for enterprises across industries to cost-effectively engage customers, differentiate their brands, and drive revenue. Thus, the Web today has become a primary competitive differentiator for many organizations.

While the stakes are higher than ever for the success of the interactive channel, the requirements for succeeding online have continued to increase. Enterprises must offer much more than a brochure online; they must provide a web experience that engages customers, employees, and other stakeholders, driving loyalty, revenue and more. A successful web experience is one that is personalized, relevant, rich, and interactive for the user.

With the EMC® Documentum® Web Experience Management (WEM) solution by FatWire, organizations gain the tools they need to fully leverage their content assets and build and deliver a web presence that enables them to deliver on their goals for sales, customer engagement, and loyalty, while driving real business efficiencies.

The web experience management vision

Enterprises have traditionally used web content management (WCM) tools to manage, edit, and publish web content. The WEM solutions go beyond WCM and empower business users to manage the entire experience visitors have online, through powerful tools for segmentation and targeting, analytics, user-generated content, multi-lingual content, multi-channel delivery, high-performance dynamic sites, enterprise content integration, and more. Seamless integration with EMC Documentum also enables easy and scalable access to content and rich media assets for the Web.



Organizations can use WEM to deploy and maintain an engaging web presence that drives revenue, customer satisfaction, and loyalty. They can also control costs by utilizing the web channel to its fullest potential for efficiencies on an enterprise scale. They can speed time-to-market for new content and campaigns, and manage an extensive, global web presence with consistency and ease. Implementing the WEM solution is a critical step for organizations in preparing for a new phase of growth while still maintaining the operational efficiencies that saw them through the tough economic times.

The WEM solution offers best-in-class technologies for web content management, content targeting and analytics, content integration, user-generated content, and more, including:



Documentum FatWire WEM Foundation: FatWire Content Server is a comprehensive WCM solution that enables organizations to efficiently build, deploy, and manage a large-scale and compelling web presence. With easy business user-focused tools, scalable and dynamic content delivery, multi-lingual content management, multi-site management, robust product information management, and more, FatWire Content Server enables organizations to easily deliver a dynamic, scalable, and rich web experience to visitors around the globe.



Documentum FatWire Advanced WEM: FatWire Engage and FatWire Analytics work seamlessly with FatWire Content Server to enable content targeting and optimization. A flexible rules engine and user-friendly interfaces make it easy for marketers to define customer segments and content recommendations for targeted online campaigns. Granular analytics and reporting for individual assets, promotions, and visitor segments helps organizations optimize web content and campaigns for maximum effectiveness.



Documentum FatWire High-Performance Caching: FatWire Satellite Server uses distributed edge caching technology to assemble pages from cached and dynamic content in realtime, local to the delivery site, for high-performance delivery of dynamic websites. And customers can simply add more Satellite Servers as needed to scale to meet even the highest peak traffic demands.



Documentum FatWire Content Integration Platform: With the FatWire Content Integration Platform for Documentum, organizations can realize significant efficiencies and content reuse by seamlessly accessing Documentum content flagged for sharing directly in the FatWire Content Server interface, for use online. Based on a web services, peer-to-peer architecture, the FatWire Content Integration Platform provides out-of-the-box integration between Documentum and FatWire Content Server, including powerful capabilities such as automatic change notifications, workflow integration, and enterprise-class security.

Documentum FatWire Content Integration Platform for Microsoft® SharePoint®: With the FatWire Content Integration Platform for Microsoft SharePoint, customers can get more value from their SharePoint content by providing access to flagged assets directly in the FatWire Content Server interface for use online, while maintaining content version control, security, and approval processes.

Unique differentiators of the EMC Documentum WEM Solution by FatWire:

- **Robust product architecture:** FatWire WEM solutions can meet the needs of the largest enterprises for an easy-to-manage, dynamic, targeted, multi-site, and multi-lingual web presence. FatWire offers a robust 100 percent Java architecture that supports easy integrations with third party products, enabling quick deployment of rich features and applications across the web presence and a seamless user experience across the WEM suite for content contributors and IT administrators.
- **High scalability:** FatWire provides a sophisticated edge caching technology that allows high-performance delivery of dynamic, targeted sites, including rich media content. With FatWire WEM solutions, organizations can deliver personalized content, including rich media, to millions of visitors per week and support the highest peak traffic levels.
- **Targeting and segmentation:** FatWire's implicit and explicit personalization capabilities lead the WCM industry in enabling marketers to set up customer segments and targeted content recommendations with integrated analytics for content and campaign optimization.

- **Product catalog management:** FatWire Content Server offers a built-in product information management (PIM) system to easily manage millions of assets, providing retail and manufacturing companies with an integrated solution that supports extensive product catalogs and complex product hierarchies.
- **Social computing:** FatWire offers scalable capabilities for using user-generated content features on websites, with enterprise-class capabilities for moderation and management.
- **Documentum integration:** FatWire is the only WCM vendor with fully supported out-of-the-box integration with the EMC Documentum repository, providing Documentum users with a quick path to advanced capabilities and tools they need to achieve a web experience that drives results.

About EMC:

EMC Corporation (NYSE: EMC) is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMC's products and services can be found at www.EMC.com.

About FatWire

FatWire Software (www.fatwire.com) is the leading provider of web experience management (WEM) solutions that enable organizations to deliver a rich online experience to users and to simplify management of their web presence. Headquartered in Mineola, N.Y., FatWire serves more than 500 customers from offices in 10 countries and is a strategic EMC partner and part of the EMC Select Program.



EMC CORPORATION
Hopkinton
Massachusetts
01748-9103
1-508-435-1000
In North America 1-866-464-7381
www.EMC.com

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To learn more, contact your local EMC representative, e-mail emc-customers@fatwire.com, visit www.EMC.com or call 800.607.9546 (outside the U.S.: +1.925.600.5802).