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CoreMedia CMS for Use with SAP NetWeaver® Portal

Transforming SAP NetWeaver® Portal into an information touchpoint

The SAP NetWeaver® Portal is a foundation that helps organizations leverage their resources and collaborate more closely with their partners and suppliers. Yet they are often part of a broader ecosystem where content needs to be easily available and shared throughout the organization. CoreMedia Content Management for Portals helps enhance information sharing with SAP NetWeaver®.

Content repurposing across your information landscape

Content created inside or outside the portal is stored within CoreMedia CMS and is made available for delivery to any channel or touchpoint, be it the Web, intranets, mobile devices or even the SAP NetWeaver® Portal itself. This guarantees consistent and up-to-date information no matter the entry point your employees, partners or customers use. It forms an integral part of an organization's information landscape. CoreMedia Content Management for Portals stores all the content within the CoreMedia CMS repository and thus allows its reuse across any digital channel.

Content management within the portal

CoreMedia CMS provides powerful and yet easy-to-use editing tools that integrate seamlessly with the SAP NetWeaver® Portal user interface. All the control elements and functions are accessible through the Web browser where flexible tools make for a very intuitive user

AT A GLANCE

Built-in consistency

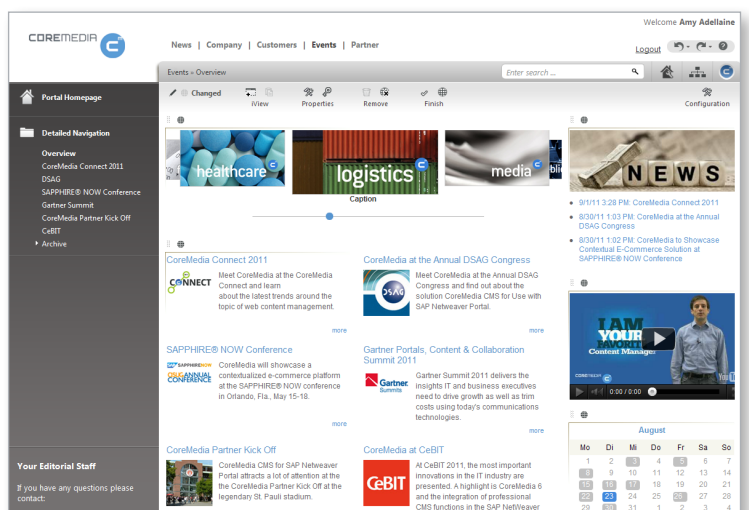
- Reuse of content across channels
- Dynamic delivery within and outside the portal

Increased productivity

- Editors work within the portal
- Intuitive, easy-to-learn user interfaces
- Real-time preview within the portal

Improved utilization

- Combination of content and applications
- Content publication in real-time



CoreMedia Content Management for Portals



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experience. Content authors can remain within the portal environment for all administrative tasks such as content creation, editing, and even publishing. Content developed outside the portal is also available within the portal.

Content publishing in real-time

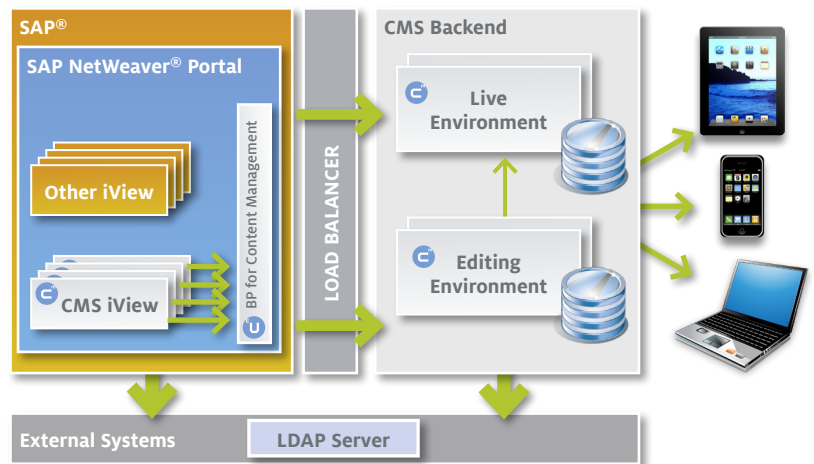
Publishing with CoreMedia takes just a few seconds. It allows editors to publish content directly into the SAP NetWeaver® Portal, in real-time. CoreMedia CMS does not require content to be transferred from development servers onto staging and production servers. Instead, CoreMedia leverages its own dynamic delivery environment to provide content to any digital channel including the SAP NetWeaver® Portal. Hence the content is always fresh and dynamic, irrespective of format (text, videos, photos, etc.).

Combining content and applications

CoreMedia Content Management for Portals allows the free combination of applications and content on the same portal page. Content, whether a video, images, or text provide context to SAP NetWeaver® applications by helping the user to effectively interact with the portal.

High-performance WCMS functionality

CoreMedia enables companies to transform their enterprise SAP® portals into powerful Web content management systems. Editors with no specialist IT knowledge can update structured and unstructured content that would have otherwise strained the technical limits of SAP®. Using CoreMedia Content Management for Portals, companies can produce content with the look and feel of a portal-based intranet, while also re-using this content for public Websites. Content needs to be edited and stored only once, even if it is integrated in different places. Static or dynamic Web content can be displayed, and static pages do not have to be republished on the portal.



Content stored exclusively in CoreMedia CMS.

Simplified content editing

Powerful CoreMedia CMS editing tools are fully integrated in the familiar SAP NetWeaver® Portal interface, enabling full use of all CoreMedia tools and functionality from the comfort of the user's Web browser. All iViews on the portal — including those that access applications — can be placed anywhere on a page and then positioned via drag and drop as needed. In-place editing requires absolutely no knowledge of programming or HTML, yet enables editors to modify content, the menu structure and the layout of portal pages in the portal preview mode.

Saving on IT resources with standards compliance

CoreMedia Content Management for Portals uses IT resources sparingly thanks to certified compliance with the SAP NetWeaver® Portal standards. Access rights are managed intuitively on the portal and also applied to content in the content management system. A single sign-on to the SAP® portal is all any user needs. Strict validation of access rights ensures that the portal browser desktop shows each user only the Web content and tools that he or she is authorized to see. The CoreMedia solution also complies with standards regarding integration portal search functionality: CMS content can thus be located in the normal way using the TREX search tool.



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*CoreMedia Content Management for Portals ("Business Package for Content Management 1.0") is certified by SAP® for integration with SAP® EP 7.0 via integration scenario EP-BP 6.0.

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