



Lotus Web Content Management Solution - Intranet StarterPack

Using Apatrix to deliver "up to the minute" information for your employees.

Your intranet site is not just an online brochure, it's an opportunity to provide employee information and promote interaction over the web. In order to maximise that opportunity, you must provide a valuable intranet site experience to your employees with information that is timely, useful, and relevant. Content management is the key to this success.

What is Web Content Management?

Web "content" is the text, graphics, logos, and web pages on your web site on the intranet, extranet, or Internet.

What needs to be "managed" is the relevance, timeliness, and correctness of this content in the fast-paced world of e-business.

The Benefits

Without proper content management, the information on your intranet site becomes outdated, incorrect and useless. This significantly damages your corporate image. With effective management of your content, your business can realise the following benefits:

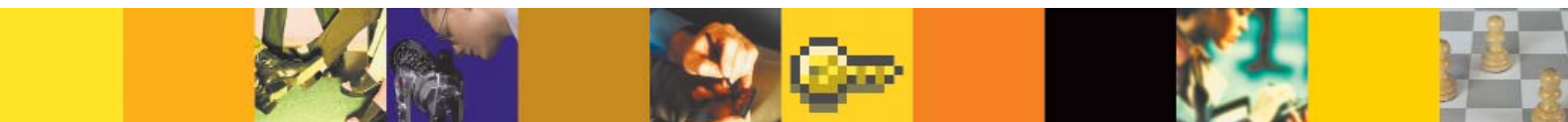
- *Frequent, repeated visits from users*
When users access a site that is always up to date and provides valuable information they are very likely to come back. The quality of the user experience is increased by ensuring that any feedback will be routed immediately to the correct person/group in order to maximise response times.

- *Sophisticated one-to-one marketing*
Once you know the user's interests or job function, you can dynamically change what page content they see, based on your corporate interests and marketing objectives.
- *Lower cost of ownership*
Many web publishing environments are labour-intensive to manage, update and maintain and require complex technical skills. The Lotus Web Content Management Solution enables all non-technical content owners within your organisation to easily create web pages quickly, efficiently and cost-effectively.

The Lotus Web Content Management Solution - Intranet StarterPack

The Lotus Web Content Management Solution (LWCMS) Intranet StarterPack combines the expertise of IBM with a proven software asset, Aprix. Developed by Presence Online, Aprix provides the following capabilities:

- *Distributed content creation*
- *Approval cycles and workflow*
- *Personalisation based on user profile or business rules*
(development of personalisation is not included in the core LWCMS - Intranet StarterPack offering but can be added if required)
- *Content profiling and categorisation*
- *Dynamically generated pages and links*
- *User feedback monitoring*



Does your organisation need the LWCMS Intranet StarterPack?

- *Is your employee information stored on several different systems - is it hard for employees to find specific information?*
- *Is employee information currently distributed in hard copy only? Are updates time consuming and expensive to perform?*
- *Do users have problems finding the latest version of a document?*
- *Would you like to create documents upfront which can be automatically released on a specific date?*
- *Would you like to be able to set an expiry date for a document at the time you release it? Would you like the document to be automatically archived on that date?*
- *Would you like to be more efficient responding to your employees inquiries?*

If you answered "yes" to any of these questions, you could benefit from the LWCMS - Intranet StarterPack.

IBM provides a complete end-to-end solution using our diverse expertise and resources, from business analysis, to development, to education. We are the leader in collaborative, workflow technology which is essential to implementing a content management system.

What is Delivered?

The LWCMS Intranet StarterPack is a structured offering with the purpose to create an intranet site based on Apatrix. The following diagram illustrates the main phases (Value Frames) of the project. The tasks associated with each Value Frame are represented by the boxes and the resulting deliverables are denoted with a ✓. The duration of the project is approximately 9 weeks.

Value Frame 1	Value Frame 2	Value Frame 3	Value Frame 4	Value Frame 5	Value Frame 6	Value Frame 7
<p>Define Business Requirements</p> <p>Perform Business Analysis</p> <ul style="list-style-type: none"> ✓ Business Analysis Report 	<p>Define Architecture and Infrastructure</p> <p>Assess current infrastructure</p> <ul style="list-style-type: none"> ✓ Infrastructure Assessment Report <p>Define Solution Architecture</p> <ul style="list-style-type: none"> ✓ Solution architecture Document 	<p>Determine Design</p> <p>Design Site Framework, Pages and Functionality</p> <ul style="list-style-type: none"> ✓ Detailed Design Document <p>Develop Graphical Concepts</p> <ul style="list-style-type: none"> ✓ 2 Graphical Concepts to choose from 	<p>Develop Site</p> <p>Develop Templates</p> <ul style="list-style-type: none"> ✓ Templates as defined in the Detailed Design document <p>Create Content</p> <ul style="list-style-type: none"> ✓ Content created <p>Develop Graphics</p> <ul style="list-style-type: none"> ✓ Graphics for the site fully developed <p>Create Process Guide</p> <ul style="list-style-type: none"> ✓ Process Guide for content creation 	<p>Test Solution</p> <p>Conduct Unit & System Testing</p> <ul style="list-style-type: none"> ✓ System and Unit tested Site <p>Conduct User Acceptance Testing</p> <ul style="list-style-type: none"> ✓ UAT cases created ✓ Feedback collected and acted upon 	<p>Conduct Training</p> <p>Conduct Content Development Training</p> <ul style="list-style-type: none"> ✓ Up to 8 Content Developers fully trained <p>Conduct 'Train the Trainer' End User Training</p> <ul style="list-style-type: none"> ✓ Up to 8 trainers enabled to conduct end user training for the rest of the end users 	<p>Rollout</p> <p>Install and Configure Site</p> <ul style="list-style-type: none"> ✓ Site installed in production environment ready for use <p>Publish Site</p> <ul style="list-style-type: none"> ✓ Site fully checked and announced to users



The Lotus Knowledge Discovery Portfolio

The above solution is only one of many offerings belonging to the Lotus Knowledge Discovery Portfolio.

These solutions have been created to support a broad range of Knowledge Management initiatives and business requirements.

They provide a balance between technology adoption and the required organisational change.

They can be purchased separately or in combination to provide a more complete solution to the business challenges your organisation currently faces.

IBM also has competency to deliver arrange of solutions in addition to those described above.



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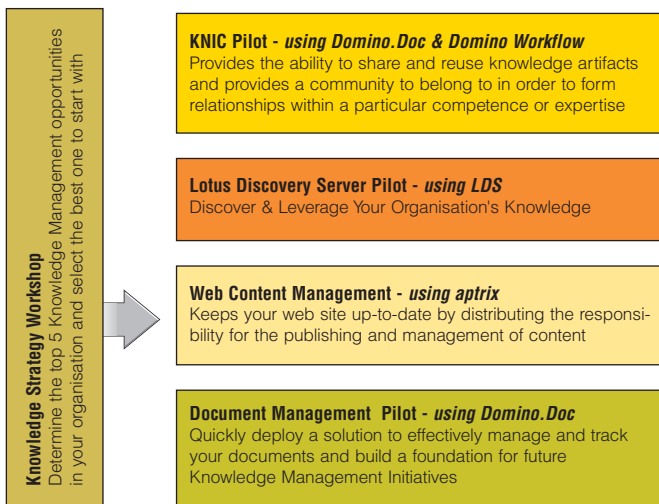
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