

JBoss ENTERPRISE PORTAL PLATFORM SITE PUBLISHER (POWERED BY eXo)

THE CHALLENGE

Today's corporate websites are truly a victim of their own success. As organizations roll out content-rich, informative, and effective corporate-level websites, individual departments, business units, and other groups want to emulate this success by developing their own websites. However, creating and maintaining websites and the necessary web content is an increasingly complex process that involves many different owners, including webmasters, web designers, content owners, and more. Additionally, many organizations need to produce thousands of websites and web pages, a growing requirement that goes far beyond traditional IT service level agreements.

In the past, a solution to meet this need typically involved multiple technologies, which in many cases were not well-integrated. Often at the core of these solutions were web content management (WCM) packages that met the needs of content authors, but not the needs of web developers. The increased adoption of portals and rich internet applications (RIAs) further complicated website and presentation management due to inevitable integration challenges.

As this demand increases, the question remains: How can the organization better manage its entire website and WCM strategy?

THE SOLUTION

The answer is the Site Publisher solution, powered by eXo, and part of JBoss Enterprise Portal Platform from Red Hat. Delivered as a powerful WCM module within JBoss Enterprise Portal Platform, Site Publisher gives organizations the centralized solution they need to improve the authoring, editing, and management of their websites. As a result, Site Publisher becomes a means to easily create and manage all of an organization's websites and gives webmasters a better way to modify, control, and maintain their critical web content.

WHAT DOES IT DO?

Site Publisher simplifies the authoring and management for every website an organization needs to deploy. It includes the ability to administer sites, manage navigation, and publish content.

Site Publisher delivers powerful functionality to everyone responsible for maintaining web content:

- **Webmasters** can easily administer multiple websites.
- **Website administrators** can set permission policies according to user roles to better control website changes.
- **Content providers** can use Site Publisher's tools to create content and then choose how to publish it using blogs, RSS feeds, social networks, and more.
- **Web developers** can introduce other forms of rich media content to create truly professional websites easily and efficiently.

SOLUTION OVERVIEW

Organizations today are looking for a single solution for managing an entire corporate website, both to create efficient processes and to reduce the costs previously associated with managing multiple technologies to support their websites. At the same time, these organizations are looking to meet the growing demands of content owners as much as possible and reduce the website content burden IT once faced.

As part of the JBoss Enterprise Portal Platform, Site Publisher delivers WCM features as part of a comprehensive site solution. Site Publisher extends the traditional portal value propositions of re-use, application integration, and web asset management by giving companies an end-to-end solution that fully leverages underlying JBoss Enterprise Portal Platform functionality and complements their existing portal strategies.

KEY BENEFITS

Manage multiple websites, all in one place

Site Publisher is a single solution for managing multiple websites. It gives webmasters a centralized way to securely manage and control every website that they are responsible for. It also offers intuitive tooling, helping them to easily organize the content and websites they want to edit.

Easy, intuitive site authoring

Site Publisher puts content creation into the hands of those who know it best—the content owners. With inline editing features, these users can easily produce website content and publish it in the most effective way, whether that be through blogs, RSS feeds, social networks, wikis, or other alternatives. They can even add dynamic content to their websites to make it more attractive and engaging.

Common security models

Additionally, Site Publisher gives administrators the ability to improve access control and security. These administrators can create access rules depending on user profiles and set different access policies depending on users' roles within groups, all of which increases total security and helps protect critical web content.

Extend your portal solution and protect your overall investment

With powerful WCM features delivered as part of JBoss Enterprise Portal Platform, your organization is no longer forced to integrate third party WCM systems. As a result, Site Publisher is not a forced replacement for what you have, it's a complement.

BUSINESS BENEFITS

With Site Publisher, you can deliver the following critical business benefits:

- Reduce the amount of time and effort required to manage corporate websites,
- Empower content owners to manage site content, freeing IT to focus on higher-value tasks,
- Reduce the costs associated with managing multiple websites with a single WCM solution,
- Eliminate the need for third-party WCM products,

- Extend the value of your existing portal solution,
- Gain a faster time-to-value, a lower total cost of ownership, and a greater return on investment with an integrated portal and WCM solution.

FEATURES

- **Search:** Categorization and tag features enable users to search contents and documents in the current website or all websites.
- **Broken link detection engine:** Site Publisher's site explorer displays the current number of broken links.
- **Versioning and rollback of content:** If needed, administrators can simply roll back website content with automatic site versioning.
- **Web-based administration:** Your website can be administered remotely, simply by using a web browser, and requires no additional software to be installed on your computer.
- **Media library:** Users can add any media they want to use on a website to the media library. They can also re-use this media on other websites and update media across multiple websites.
- **Web page management tools:** Webmasters can organize website content and menus.
- **Content features:** Webmasters can easily edit categories, comments, versions, and permissions.
- **Search engine optimization (SEO):** SEO processes are now easier and more effective with an intuitive interface to edit meta tags.
- **Friendly URLs:** Site Publisher gives every piece of content a specific URL, which further helps your organization improve SEO processes and results.



SUBSCRIPTION BENEFITS

Red Hat provides software subscriptions to JBoss Enterprise Middleware products that provides users with ongoing value throughout the entire subscription term. Features and benefits of the JBoss Enterprise Middleware subscription include:

- **Predictability:** subscriptions are offered on an annual basis and include access to new versions at no additional cost; there are no large upfront license fees or hidden costs.
- **Integrated & certified enterprise platforms:** access to enterprise open source middleware platforms, in source and binary form, along with enterprise product documentation specific to each product release.
- **Upgrades and updates:** regular product updates that provide enhancements, new features, new platform certifications, and access to the latest defect and security fixes.
- **Security response:** subscriptions come with Red Hat's industry recognized security response process to help customers proactively address potential security issues in their environment.
- **Long-term stability:** each JBoss Enterprise Middleware product has a defined multi-year product life cycle with strict update policies that maintain application stability and compatibility for the long-term.
- **World-class technical support:** unlimited incident support by the experts in open source middleware with coverage up to 24x7 with 1 hour response for critical issues.
- **Red hat customer portal access:** a single portal for accessing all of the benefits of a Red Hat subscription such as enterprise software delivery, product updates & critical issue notifications, knowledgebase access, and case management.
- **Partner certifications:** deploy solutions with confidence that your enterprise middleware is fully certified by leading Red Hat ISV partners.
- **Legal assurance:** the Red Hat Open Source Assurance program safeguards customers who are developing and deploying open source solutions from legal harm.

SUBSCRIPTION SIZING

Subscriptions to JBoss Enterprise Middleware products are provided in a virtualization friendly model, consumed in increments of 16 and/or 64 Processor Core Bands, and backed by a choice of enterprise service levels that support any type of mission critical deployment. Key features of the JBoss consumption model include:

- Processor Cores can be virtual or physical, making them ideally suited for the growing trend toward virtualizing middleware workloads.
- Customers are free to choose the types of processor cores that make sense for their environment; different types of processor cores are treated the same.
- Technical support covers issues across the entire application life-cycle, from development to deployment management, across any supported environment.
- A subscription for any individual JBoss product includes development use for all of the products in the JBoss Enterprise Middleware portfolio.

To learn more about sizing your JBoss Enterprise Middleware environment, read the Red Hat Subscription Guide For JBoss Enterprise Middleware:

<http://www.jboss.com/pdf/JBossSubscriptionGuide.pdf>.

ABOUT RED HAT

Red Hat was founded in 1993 and is headquartered in Raleigh, NC. Today, with more than 60 offices around the world, Red Hat is the largest publicly traded technology company fully committed to open source. That commitment has paid off over time, for us and our customers, proving the value of open source software and establishing a viable business model built around the open source way.

Red Hat provides high-quality, affordable technology to the enterprise. Our solutions are delivered via subscription and range from operating systems and platforms like Red Hat Enterprise Linux and JBoss Enterprise Middleware, to application and management tools, as well as consulting, training, and support.

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