

# btexx easyWCM 4.0 – The Portal Manager

## The comprehensive solution for successful SAP® enterprise portals

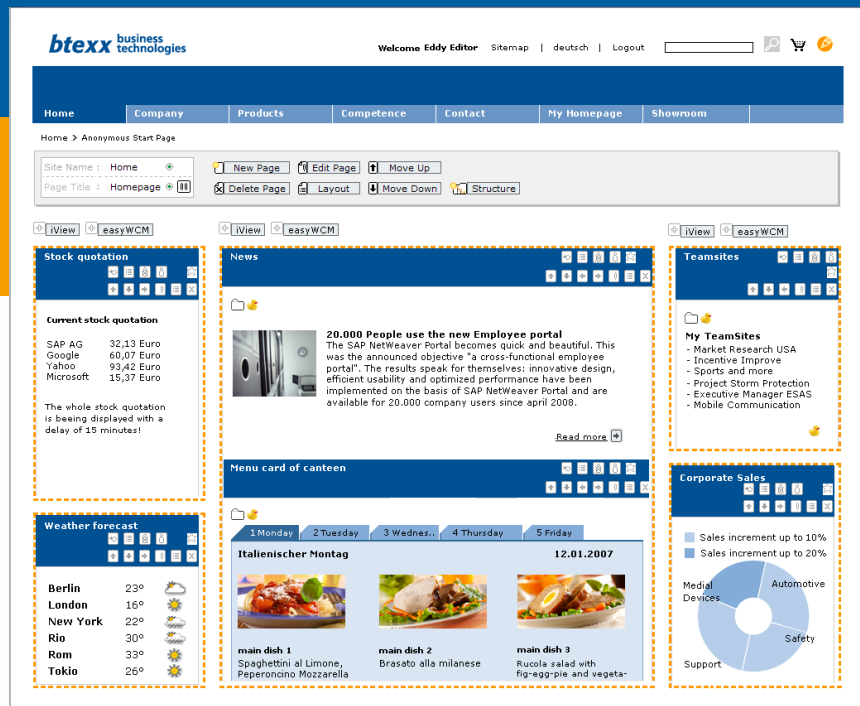


Figure:  
Inplace editing of menu structures and content in the SAP NetWeaver Portal with btexx easyWCM 4.0

### btexx easyWCM 4.0 – The Portal Manager

- 100% SAP NetWeaver Portal standard
- Inplace-Editing in the portal
- No external WCMS required
- Use of portal roles
- Creation of mixed pages
- Exhaustive templates
- Exceptionally user-friendly

## The next generation of innovative portal management

### Create successful enterprise portals with btexx easyWCM 4.0

Enterprise portals have become an integral information platform and support tool for complex business processes. Many companies have already launched their own portals. There are many application areas and different types of portals ranging from collaboration portals for supporting teamwork, information portals for employees, and special extranet solutions for customers or suppliers.

SAP NetWeaver is useful in creating any type of portal. It can be used for much more than just making central SAP processes available and can even be implemented for mapping the entire corporate intranet or website with an integrated customer service area on the Internet.

However, such solutions are only successful when a simple management system is in place for all structured and unstructured content along with a simple link to the SAP Portal role system. This is where btexx easyWCM comes into play. Its innovative “portal direct edit” approach is simple enough even for infrequent users, meaning that it can be used without changing media or knowledge of the portal content directory (PCD). btexx easyWCM enables companies to efficiently establish high-performance work centers.



Special Expertise Partner  
SAP NetWeaver® Portal

Special Expertise Partner  
SAP NetWeaver® Application Server J2EE

# How can you make your portal project a success?

## 1 Single Point of Access

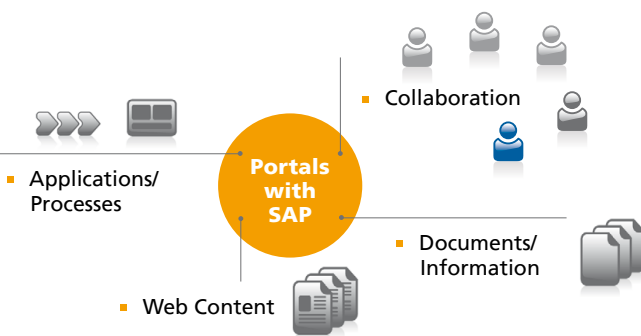
### The way to a successful enterprise portal

Working in an IT environment today has to be simple. Expert users are used to powerful solutions from the consumer sector like Google or Amazon and expect internal IT processes to deliver the the same levels of performance. Yet at the same time, both the complexity and variety of information technology within companies has grown considerably in the last years.

### Portals as a solution for the single point of access

Portal platforms are the ideal link between user requirements and information technology. Users have personalized services and functions available to them via intuitive user interfaces.

The content and services of a portal solution typically come from different systems. Today, web content, documents and processes are combined into one state-of-the-art, user-optimized complete service. And collaboration between employees will take on an increasingly important role in the future. Portals enable context-based collaboration that is integrated with the various processes instead of work that is isolated and divided into individual platforms.



Portals as a single point of access greatly simplify customized allocation of business processes and information. As a constantly new level of abstraction to the user, the integrated back-end systems are varied much quicker than previously and can even be replaced. Moreover, functions within the scope of a service-oriented architecture (SOA) can be individually combined and adapted to new work profiles as needed.

## 2 Create acceptance

### Adapt portals to the needs of the end user

Today, enterprise portals must meet real business demands and act as more than just a web playground as was the case just a few years ago. The "classic" intranet and previously singular process platforms are fusing together in the intra-corporate realm. And then there are the new trends of Web 2.0. For example, the usage behavior of end users can influence and improve the appearance of the portal.

But how can you create true acceptance for end users?

Successful portal launches fulfill the following criteria:

- Attractive portal user interface with a modern appearance in the corporate design
- The right amount of up-to-date, precise and personalized information
- Fast response times comparable to large consumer web platforms on the Internet
- Low total cost of ownership and creation of shared responsibility for content

These criteria are ideally met today with SAP NetWeaver in collaboration with the btexx easyWCM Portal Manager. An example of this is the Haniel employee portal "Haniel Group Net". It was created with the SAP NetWeaver Portal in connection with btexx easyWCM. Decisive for the portal's acceptance was the attractive interface, optimized performance and efficient usability.

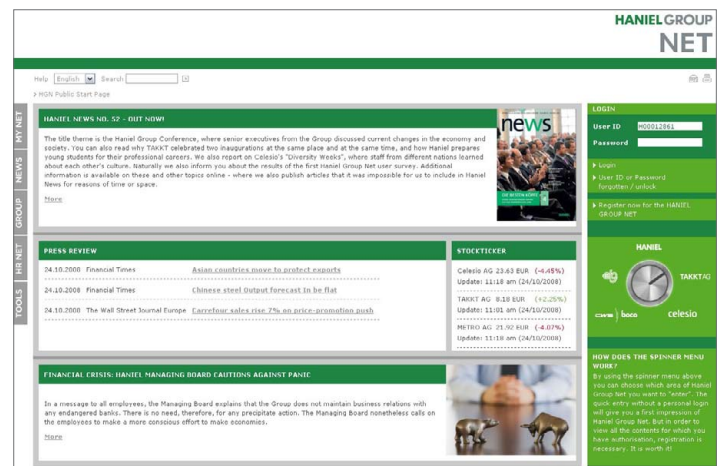


Figure: Homepage of the "Haniel Group Net" employee portal

# Successful “interactive portals” with btexx easyWCM

## 3 “Interactive portals”

### Employees influence the design of the enterprise portal

Portal solutions that are “alive” live from the work done by all of the skilled individuals and participants within the company. The “classic” intranet with few contributors is now outdated and must be replaced by an “interactive portal”.

In connection with the SAP NetWeaver Portal the btexx easyWCM Portal Manager offers the ideal platform for this pioneering solution.



Figure: The next generation of portal management – every employee should be able to edit content and change the appearance of enterprise portals comfortably and easily.

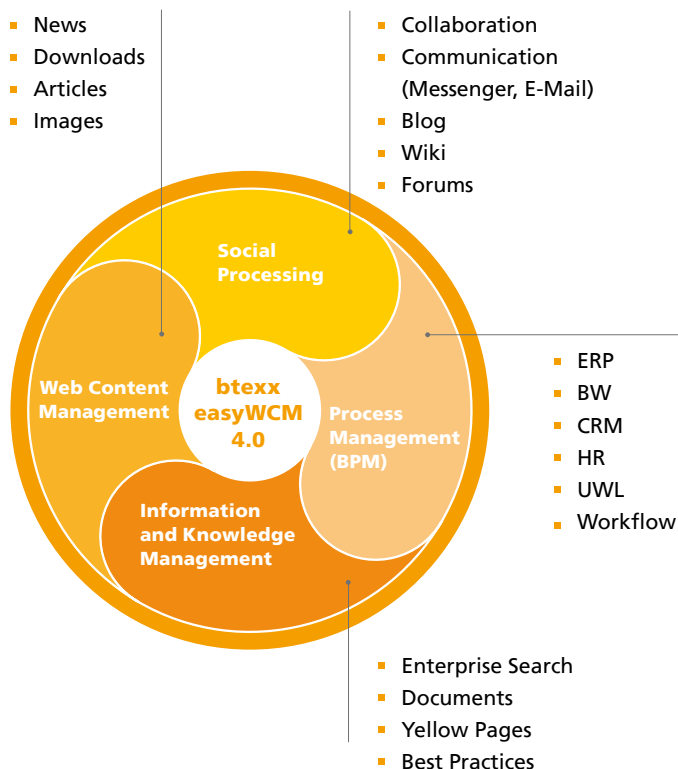
The functionality of the btexx easyWCM Portal Manager goes far beyond that of classic WCMS solutions. btexx easyWCM’s user interface is directly integrated in the portal interface for the knowledge worker. This “WYSIWYG” principle makes it possible for the user to see and judge work results directly. It is very simple and easy to use, making it suitable even for inexperienced users and not just specially trained portal editors. btexx easyWCM creates the perfect technical abstraction of elements from the SAP NetWeaver Portal, which would otherwise only be comprehensible for a portal administrator.

Freely definable page and powerful content templates provide the basis for users to create content directly in the portal. An intelligent wizard makes it possible to use content in existing PCD iViews such as content from the SAP NetWeaver Business Intelligence in the same user interface and combine them into “mashups”. Services can be made available via different personalization scenarios.

## 4 The Portal Manager

### btexx easyWCM 4.0

btexx easyWCM combines classic web content management with information and knowledge management, process management and social processing. Administering and structuring content in the SAP NetWeaver Portal becomes child’s play, regardless of whether you are dealing with an employee and customer portal or a website.



### Up to 100% SAP NetWeaver Portal Standard

Compared to conventional WCMS systems, btexx easyWCM stands out due to its ideal integration with the SAP NetWeaver Portal. btexx easyWCM Portal Manager creates and manages the required roles automatically according to the SAP standard. The link management is integrated in the SAP Portal optimally. Naturally, other portal standards such as External Facing Portal (EFP), TREX search engine, Universal Worklist (UWL) or User Management Engine (UME) can be used together with btexx easyWCM “out of the box”.

## btexx easyWCM – The Portal Manager

### The advantages for your portal

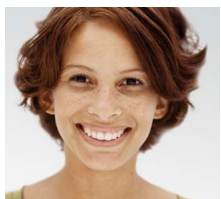
**“This solution fits perfectly in our IT strategy!”**



IT Manager

- 100 % SAP Portal Standard
- Portal management for all information and processes
- Content controlling through integration with statistics services
- Low TCO through use of the portal standards
- A proven system – already in use by more than 30 customers

**“No design limitations in the portal! I didn’t expect that.”**



Corporate Communication

- Total design freedom through the use of External Facing portal technology
- Best performance thanks to innovative rendering technologies
- Use of all typical web standards
- Integration of various media types such as Flash or video

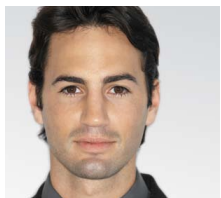
**“btexx easyWCM requires no previous programming knowledge. It’s truly simple.”**



Content Manager

- Direct editing in the portal
- Flexible positioning and content composing via drag & drop
- Direct assessment of the appearance
- Suitable for casual editors
- Comprehensive templates and wizards for creating content
- Minimal training required, also suitable for casual editors

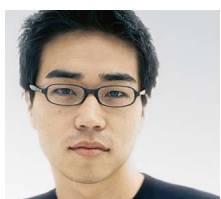
**“Running a portal isn’t an easy task. btexx easyWCM simplifies much of the work.”**



Portal Manager

- Flexible combination of structured and unstructured content on a portal page
- Direct PCD access for integrating any process content
- Local portal management thanks to restricted authorization areas (site concept)
- Support of the SAP KM metadata concept

**“Users and roles – with easyWCM I see everything at once.”**



Portal Administrator

- True creation of standard SAP roles
- Clearly arranged display of all roles and navigational structures (Role Navigator)
- Sitemap for editors & administrators (Role Navigator)
- Extensive log options for system monitoring

## Your btexx Contact

You’d like to know more about the btexx easyWCM Portal Manager? We’re happy to advise you. Our staff will gladly show you the features of btexx easyWCM in a personal web conference. We would also be happy to present our portfolio of products and services on site.

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