TeamSite SitePublisher

Overview
Autonomy TeamSite SitePublisher enhances and extends Autonomy’s leading Web Content Management (WCM) offering with sophisticated capabilities for creating, deploying, and managing multiple dynamic websites. TeamSite SitePublisher, powered by Autonomy’s Intelligent Data Operating Layer (IDOL), leverages Autonomy TeamSite’s centralized infrastructure and robust content management capabilities, making it even easier for IT professionals to manage site operations and for marketers to contribute content and manage the customer experience. With SitePublisher, time to market for new websites can be accelerated from months or weeks to mere days, reducing operational costs by as much as 90 percent. Similarly, enhanced usability features and new content contribution paradigms increase user adoption and ensure that you are delivering the most up to date and accurate content to your customers.

SitePublisher provides benefits to the entire team involved in the WCM process. Developers can provide marketers with a library of customizable site functionality, or page components that can be reused across multiple pages and sites without ongoing coding. Site designers and owners use SitePublisher’s What You See Is What You Get (WYSIWYG) editing interface to efficiently create and layout templates and build sites. Casual or less technical content contributors can update and customize a page by clicking directly on it, authoring content "in-context," and submitting directly for review without IT involvement.

Creating and Deploying Dynamic Sites
A single point of deployment with delegated administration
Leveraging roles and permissions from Autonomy TeamSite, site owners can centrally manage and delegate a complete range of capabilities, such as template management, site creation, content authoring, presentation management, and customization authority.

Site templates
Site owners can easily create new sites, such as product microsites or landing pages, from prebuilt, preapproved site templates.

Page templates
Site owners can easily create new pages from flexible templates. As templates change over time, powerful inheritance capabilities provide automated updating of pages created from the associated template.

Content targeting
Both implicit and explicit targeting rules can be assigned to page elements to ensure dynamic user experiences that drive revenue and offer compelling site experiences.

Dynamic content delivery
Extending SitePublisher with Autonomy LiveSite, a run-time content delivery engine, provides for dynamic delivery of content based on advanced personalization and targeting rules. The combination of SitePublisher and LiveSite allows for the dynamic delivery of compelling site experiences created to drive revenue and improve customer satisfaction. SitePublisher also supports the ability to publish to standard file types such as HTML for delivery by traditional web servers, enterprise portals or custom solutions.

Datasheet
Highlights
• WYSIWYG editing and publishing: Rapidly design pages, contribute content, and launch new microsites or landing pages using site templates and drag-and-drop layout capabilities
• Component-based assembly: Choose from a library of approved web building blocks for assembling web pages quickly, without IT involvement
• Advanced MVT: Take advantage of natively integrated A/B and multivariable testing
• Free form page creation: Enjoy complete control of a web page layout without the use of HTML tags
• Single point of deployment: Centrally manage and delegate a complete range of capabilities, from template management to site creation and content authoring
• Visual annotation: Easily comment and mark up pages directly from the browser

Autonomy
an HP company
WYSIWYG Editing and Publishing

Marketers can choose from a library of approved web building blocks or “page components” for assembling web pages quickly, easily, and without coding. Components can be deployed repeatedly in any combination across multiple pages, without ongoing IT involvement. Componentslibrary include the following categories:

<table>
<thead>
<tr>
<th>IDOL</th>
<th>Page Element</th>
<th>Rich Media Management</th>
<th>Marketing</th>
<th>Social Computing</th>
<th>Web Analytics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search</td>
<td>Header</td>
<td>Images</td>
<td>Advertisements</td>
<td>Rating</td>
<td>Web activities</td>
</tr>
<tr>
<td>Directed navigation</td>
<td>Footer</td>
<td>Animation</td>
<td>Promotions</td>
<td>Polling</td>
<td></td>
</tr>
<tr>
<td>Clustering</td>
<td>Navigation</td>
<td>Video</td>
<td>Product Descs</td>
<td>Feedback</td>
<td></td>
</tr>
<tr>
<td>Recommendations</td>
<td>Design</td>
<td>Flash</td>
<td>Custom Forms</td>
<td>Twitter</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Page edit</td>
<td></td>
<td></td>
<td></td>
<td>RSS</td>
</tr>
</tbody>
</table>

Drag-and-drop site layout
Digital marketers are empowered to rapidly design pages, contribute content, and launch new microsites or landing pages using site templates and drag-and-drop layout capabilities.

Point-and-click customizations
Marketers control the overall online experience by directly customizing pages and page elements. With point-and-click simplicity, content and its presentation (look and feel) can be rapidly modified to fit changing business requirements.

In-context review and edit
Authorized content contributors can easily modify content directly in the context of any website they are browsing.

Dynamic site navigation management
Site owners can easily manage navigation through an intuitive, drag-and-drop, point-and-click navigation management interface. One or more site maps can be created for the same site, allowing for unique navigation based on language or user segment. Out-of-the-box page navigation components can easily be added to a page. These automatically display the navigation to site visitors, making it even easier to get your sites up and live quickly.

Platform Extensions
Leveraging the power of TeamSite
SitePublisher leverages all core Autonomy TeamSite capabilities such as content authoring, workflow, archiving, publishing, and its intuitive user interface. Existing investments in customizations such as workflows and legacy content are also easily leveraged, making SitePublisher easy to incorporate for existing TeamSite customers.

Advanced Multivariable Testing
SitePublisher offers native integration to Autonomy Optimost, the leading MVT product in the market. Using the SitePublisher user interface, marketers can easily create advanced A|B and multivariable tests to determine the effectiveness of page design and layout.

About Autonomy
Autonomy Corporation, an HP Company, is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, web text and web pages, etc. Autonomy’s technology manages and extracts meaning in real time from all forms of information, both unstructured and structured, enabling companies to leverage their data assets. Autonomy’s product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management. Autonomy’s solutions are used by more than 25,000 customers including 87 of the Fortune 100, 10 of the top 10 financial services firms, 75% of the global 100 law firms, 9 of the top 10 pharmaceutical companies and many government agencies. Over 400 of the world’s leading technology companies embed Autonomy’s technology in their products. Autonomy also owns the largest private cloud of diverse data, with 31 Petabytes of information.

Please visit www.autonomy.com to find out more.