Deliver dynamic content across multiple channels

Autonomy LiveSite
Target the right customers, and create a personalized experience

Autonomy LiveSite enables you to build a better customer experience through these capabilities:

• **Dynamic delivery:** Dynamically delivers managed content to any display application

• **Content targeting and personalization:** Allows any type of content—including offers, promotions, images, documents, navigation, recommendations, search results, social media content, and third-party applications—to be manually or automatically targeted to visitors across any channel

• **Comprehensive navigation:** Supports the entire spectrum of navigation requirements, including manually-generated site maps, targeted navigation based on segment, and directed navigation that dynamically guides visitors based on their profile and context of visit

• **Pre-built functionality:** Enables the delivery of dynamic web applications such as site search, directed navigation, dynamic hyperlinking, product recommendations, and targeted promotion, with more than 150 out-of-the-box components

• **Social media content:** Integrates external content (such as RSS feeds) and social media functions (such as ratings, polls, and forums) into websites

• **Search engine-friendly web pages:** Supports rich tagging of content, pages, and entire sites; easy integration with SEO automation tools; and simplified creation of search engine-friendly URL

Autonomy LiveSite, the runtime component of the HP Autonomy’s Web Content Management (WCM) market offering, lets you deliver dynamic, targeted, and interactive content to any display application so that you can create a personalized and engaging customer experience. LiveSite enables you to automatically render and display websites such as landing pages, microsites, online communities, and eCommerce sites directly to customers.

With its flexible delivery model, LiveSite can also target any type of content—individual pages, applications, promotions, images, product descriptions, and documents—to visitors across any channel, including mobile, portal, .NET, rich internet applications (RIAs), and custom J2EE applications.

The solution is highly scalable, technology-agnostic, and optimized for HP Autonomy’s market-leading WCM Solution, Autonomy TeamSite. LiveSite currently powers thousands of dynamic websites with a next-generation content repository, enabled by our market-leading pan-enterprise search technology, the Autonomy Intelligent Data Operating Layer (IDOL), as well as advanced content services, prebuilt applications, and dynamic personalized content delivery.

**Business benefits**

Autonomy LiveSite offers a range of benefits to help you generate greater value, do more in less time, and reduce costs in a number of ways:

• Maximize the value of existing software investments through the dynamic delivery of managed content to any display application

• Dramatically reduce the complexity and costs of site development and maintenance through advanced content services and efficient reuse

• Build customer loyalty and satisfaction by enabling content targeting to any channel

• Drive more visitors to a site by supporting search engine optimization

• Save costs by easily integrating with existing technical environments

• Accelerate time to market for creating and updating dynamic websites through out-of-the-box functionality and simplified content access

**No need for custom solutions**

Autonomy LiveSite replaces the need for homegrown or heavily customized solutions, which can be expensive and difficult to manage. Dynamic websites created in Autonomy TeamSite are automatically rendered in the runtime, using either Java or Microsoft-based application containers such as Apache Tomcat or Microsoft IIS. A standards-based architecture also enables content sourcing and consumption by third-party applications.

The market intelligence you derive from the conversations your customers are having is essential to understanding what move you should make next. These insights can help you
better anticipate customer needs and create long-lasting customer loyalty. But to make sure you give customers a consistent, targeted, and optimized experience across all channels, you need technology that provides a comprehensive multichannel customer experience.

That’s why we created HP Autonomy’s Customer Experience Management (CEM) market offering. This offering is the most comprehensive in the market, providing you with solutions for engaging and servicing customers through the management, delivery, and analysis of web, search, mobile, social, rich media, eCommerce, and contact center interactions.

Unique architecture

The Autonomy LiveSite architecture includes two primary components:

- **LiveSite Display Services** help companies create and deploy dynamic targeted sites for any purpose. The engine interprets the associated rules and configurations created within Autonomy TeamSite or automatically generated by Autonomy IDOL, assembles the appropriate content and presentation, and displays the website directly to the visitor via the application server. By facilitating external data queries, component-level caching, transformations, as well as leveraging a sophisticated presentation algorithm to quickly generate HTML (or other output formats), LiveSite efficiently renders dynamic websites without ongoing IT support or costly customizations.

- **LiveSite Content Services** reduce the costs and complexity of dynamic website development. A modern content repository, powered by IDOL, automates content publishing, categorization, and tagging processes and removes the need for costly database development. Advanced website functions exposed through a REST-based interface promotes interoperability with existing technology ecosystems, accelerates time to market for dynamic websites, and reduces the need for custom development. LiveSite Content Services also include the multichannel rules engine, which allows targeted content to be delivered to any site, page or application.

Improved usability for all web applications

With LiveSite, runtime delivery applications – such as enterprise portals, eCommerce solutions, custom applications (J2EE, .NET, RIAs), and mobile devices – are able to leverage the simple and intuitive authoring interface and powerful content management capabilities of TeamSite. Marketers can insert targeted marketing content into preexisting or difficult-to-use web applications without ongoing IT involvement.

Content targeting and personalization

A powerful policy engine facilitates the automated delivery of targeted content. Together with TeamSite and Autonomy IDOL, LiveSite supports both the manual creation and automated generation of content targeting rules, robust conceptual profiling, and dynamic segment generation to simplify and automate complex manual tasks and ensure that each visitor receives a highly-personalized experience. Information from all interactions, across all channels, including existing customer profiles, transaction details, and customer behavior can be used to ensure fast and accurate content delivery to site visitors. With LiveSite, any type of content, including offers, promotions, images, documents, navigation, recommendations, search results, social media content, and third-party applications can be targeted to visitors.

You can create and manage implicit or explicit targeting rules within TeamSite’s intuitive user interface or automatically generate them in the runtime. Customizable business-rule templates are also provided to achieve consistency during the targeting process. Pages and sites can be virtualized and previewed by each segment prior to staging and production submission. As visitors arrive and navigate throughout the site, LiveSite automatically serves the appropriate content to help ensure that each visitor’s experience is relevant and meaningful.

Comprehensive navigation

LiveSite supports the entire spectrum of navigation requirements, from manually-generated site maps, to targeted navigation based on segment and directed navigation that automatically and dynamically guides visitors based on their profile and context of visit. You can easily manage and customize site navigation—even if you are a non-technical business user. By using TeamSite’s drag-and-drop navigation management interface and out-of-the-box navigation applications,
site owners can easily create and dynamically deliver any navigation experience, from custom site maps by visitor segment to completely dynamic directed navigation. Page components automatically recognize and render each unique navigation experience to visitors, based on all available information, including segments, search terms, behavior, and content classification.

Prebuilt functionality
LiveSite enables dynamic web applications such as site search, directed navigation, dynamic hyperlinking, product recommendations, and targeted promotions. It also automatically recognizes and renders the more than 150 out-of-the-box components, or website building blocks, that are provided within Autonomy TeamSite SitePublisher. Custom J2EE and .NET applications, as well as standards-based web services are easily integrated into the management and runtime delivery processes, providing a seamless experience for both the business user and site visitor.

Social media content
Companies can deepen their customer relationships by using LiveSite to streamline the deployment of micro-communities, as well as integrate external content such as RSS feeds and social media functions such as ratings, polls, and forums into websites. Business users can also easily syndicate content to third parties with point-and-click RSS output.

Search engine-friendly web pages
LiveSite helps marketers deliver SEO-ready sites and improve organic search rankings with:

- Rich tagging of content, pages, and entire sites
- Easy integration with SEO automation tools
- Simplified creation of search engine-friendly URLs

Efficiency and high performance
Lightweight and robust, LiveSite has a negligible impact on response times while scaling with the application server to support a large number of concurrent visitors. Its granular component-level caching enables IT to easily optimize page performance. You can create and deliver web pages with AJAX support to help the performance of interactive web applications. Additionally, support for database connection pooling aids the efficient use of resources and improves response times.

Multiple output formats
Multiple output formats for web, mobile, email, and syndication are supported and can be generated automatically through a sophisticated scanning algorithm. Supported outputs include Default HTML, ASPX, JSP, ATOM 1.0, RSS 2.0, HTML 5, HTML 4.01 Strict, HTML 4.01 Transitional, WML 1.1, XHTML 1.0 Strict, XHTML 1.0 Transitional, and XHTML 1.1. You can also choose from Div or Tabled HTML layout. In addition, Autonomy LiveSite Display Services support the creation of W3C compliant pages for accessibility support using TeamSite’s fixed-area layout functionality.

About HP Autonomy
HP Autonomy is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, and so on. Our powerful management and analytic tools for structured information, together with the ability to extract meaning in real time from all forms of information, regardless of format, creates a powerful tool for companies seeking to get the most out of their data. HP Autonomy’s product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. We also offer 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.