

Content Management Server 2001 and the .NET Enterprise Server Family

<name>

<title>

Microsoft Corporation

<date>

Web Site Solutions for the Entire Enterprise

Customers



Internet Sites

Marketing
B2C Commerce
Customer
Service/CRM

Partners



Extranet Sites

B2B Commerce
Marketplaces
Supply Chain

Employees



Intranet Sites

Corporate intranet
Departmental intranets
Employee Portals

IT Infrastructure

Operating System, App Server, Storage
Security, Management

The logo for Microsoft Content Management Server 2001 Enterprise Edition is centered on a white rectangular background. The text is arranged in four lines: "Microsoft" in a standard black font, "Content Management" in a large, bold, black sans-serif font, "Server 2001" in a bold, black sans-serif font, and "Enterprise Edition" in a bold, black sans-serif font. Surrounding the text is a grid of colored squares. The squares are arranged in a pattern that roughly follows the shape of the text. The colors of the squares include white, green, red, blue, and yellow. The white squares are the most numerous, forming the main structure of the grid. The other colors are used for specific squares, creating a decorative effect.

Microsoft

**Content
Management**

Server 2001

Enterprise Edition

**Enables companies to quickly and efficiently
build deploy and maintain Internet, intranet
and extranet Web sites**

Web Site Solutions for the Entire Enterprise



Internet



Extranet



Intranet



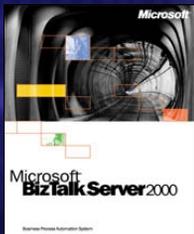
Web Site Solutions: Internet and Extranet



- ◆ **Content Management Server 2001**
 - ❖ Web Site Development and Management
 - ❖ Template-based content publishing
 - ❖ Content workflow, scheduling, archiving
 - ❖ Dynamic content delivery



- ◆ **Commerce Server 2002**
 - ❖ Content and user profiling
 - ❖ Personalization and analytics
 - ❖ Product catalog
 - ❖ Ad campaign management

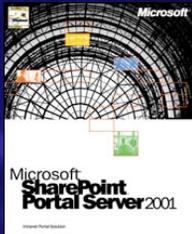


- ◆ **BizTalk Server 2002**
 - ❖ Integration with legacy applications
 - ❖ Integration with business intelligence
 - ❖ Integration with key ERP systems
 - ❖ Business to business integration

Web Site Solutions: Intranets



- ◆ **Content Management Server 2001**
 - ❖ Web Site Development and Management
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- ◆ **SharePoint Portal Server**
 - ❖ Digital dashboard
 - ❖ Centralized access to corporate data
 - ❖ Document collaboration and management
 - ❖ Knowledge management
 - ❖ Web site search

Why Content Management?

- ◆ Lack of content management results in significant pain across the organization:

**Business
Manager**

Cannot act on new business opportunities
Web sites adversely affect business
User experience on sites is poor
Weakened partner/customer relationships

**Business
User**

All updates must go through IT group
Unrealistic lead-time for content updates
Lack of control

**Technical
Manager**

Every site change requires a developer
Manual (error-prone) Processes
Developers cannot focus on new projects
Difficult to target content

The Microsoft Solution

◆ How does Microsoft Content Management Server relieve the pain?

**Business
Manager**

Can realize new business opportunities
Sites highly usable
Positive user experience on Web sites
Strengthened partner/customer relationships

**Business
User**

Empowered to manage their own content
No need to send content through IT group
Content changes are immediate

**Technical
Manager**

Empower business users
Free-up Web developers
Central control publishing process
Easily serve content dynamically

Content Management Server 2001



Site Managers



Business Managers



Site Structure,
Templates,
Site Design,
Integration,
Business rules,
Security



Content Creation,
Publishing,
Scheduling,
Archiving,
Versioning

Workflow



Intranet
Sites



Extranet
Sites



Internet
Sites



Site Designers



Web
Developers



Business Users /
Content Creators

Content Management Server 2001

- ◆ **Content Management Server 2001 Benefits:**
 - ❖ **Comprehensive System** for Managing Web Content
 - ❖ Empower content creators
 - ❖ Increase Web content quality
 - ❖ Scale to meet the demands of the entire business
 - ❖ **Dynamic Content Delivery**
 - ❖ User-targeted content
 - ❖ Accessible across multiple devices
 - ❖ Multi-lingual content
 - ❖ **Rapid Time-to-Market**
 - ❖ Rapid site development and deployment
 - ❖ Efficient site management tools
 - ❖ Tightly integrated

Comprehensive System for Managing Web Content

◆ Empower content creators

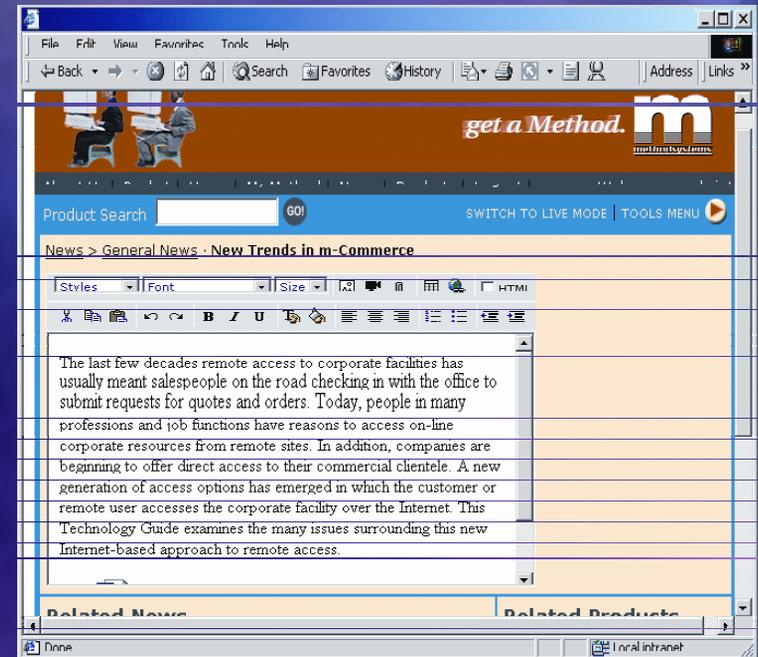
- ❖ Template-based content publishing
- ❖ Real-time content updates
- ❖ Archiving and revision tracking

◆ Increase content quality

- ❖ Content workflow
- ❖ Content scheduling
- ❖ Content meta-tagging

◆ Enterprise scalability

- ❖ Scale Web sites out/up
- ❖ Scale content across the enterprise
- ❖ Flexible content model supports future business needs



Dynamic Content Delivery

◆ Personalized Content

- ❖ Separation of content from format
- ❖ Dynamic page assembly
- ❖ Targeted content serving

◆ Device-Targeted Content

- ❖ Presentation templates
- ❖ Dynamic template switching
- ❖ Re-usable content

◆ Multi-lingual Content

- ❖ UNICODE support
- ❖ Multi-lingual site support
- ❖ Language-specific content targeting



Rapid Time-to-Market

◆ Rapid Web site development

- ❖ High level of out-of-the-box functionality
- ❖ Pre-built Web applications, sample templates and Web sites
- ❖ Open API

◆ Efficient Web site management tools

- ❖ Centralized template/resource galleries
- ❖ Dynamic site map and navigation
- ❖ Flexible content deployment tools

◆ Tightly integrated

- ❖ Leverage existing technologies and skills
- ❖ Out-of-the-box integration with Commerce Server
- ❖ Windows 2000 Active Directory Services support

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.net™