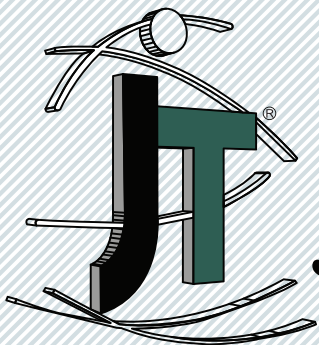


# RedDot Content Delivery and Application Integration



**JAMES TOWER**  
Simple. Sensible. Effective.

**RedDot**  
**LiveServer**

# LiveServer

Deliver the right content to the right user at the right time

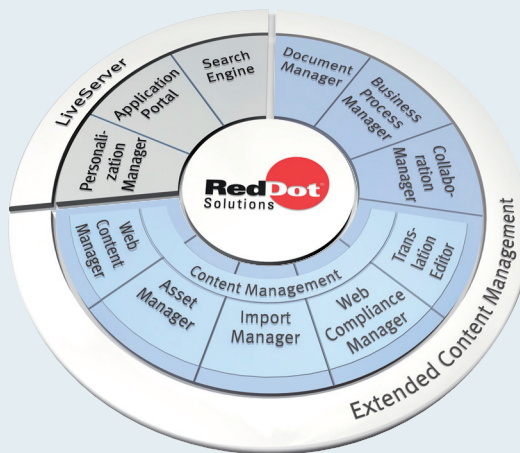
## RedDot LiveServer increases the value of your business on the Web

- Dynamically provide the precise information that your customers seek, while they're looking for it
- Automatically give customers, partners and even employees access to the information that's most important to them
- Personalize searches for all of your online users, while protecting your most sensitive content
- Easily create a secure extranet for your partners where they can access the back-office systems they need
- Securely and quickly bring your back-office and even legacy systems to the Web
- Build custom integrations using the flexibility of the J2EE framework
- Bring new value to your existing portal

## MAKE YOUR CORPORATE INFORMATION HIGHLY AVAILABLE WITH REDDOT LIVE SERVER

How can you make your content more relevant to your customers, employees and partners, while providing even greater access to your back-office systems? Maximize and extend your Enterprise Content Management investment with RedDot LiveServer.

Centralizing your corporate information in a secure and manageable location is only the first step to changing the way you communicate over the Web. How can you make your corporate information more accessible while enhancing its relevance for customers, partners and employees? Imagine delivering information on your products and services to your customers when they want it, guidance and support for your partners when they require it and vital corporate knowledge precisely when your employees need it. Imagine bringing back-office systems safely to the Web, integrating your RedDot CMS managed site within your existing portal, or creating a portal-like interface with your own look and feel. RedDot LiveServer makes it possible.



RedDot's integrated enterprise content management suite

- Do you want to target specific audiences through your various Web channels?
- Do you want to provide secure access to back-office systems through the Web to your partners and employees?
- Do you want to leverage an existing portal implementation?

RedDot LiveServer offers a comprehensive set of delivery and integration tools to extend your RedDot CMS and XCMS solutions. As with all RedDot products, RedDot LiveServer is a modular solution that allows you to purchase only the modules you need, and add others as your business changes.

# LiveServer

A flexible, modular solution that grows with your organization

## REDDOT LIVESERVER MODULES

RedDot LiveServer offers a comprehensive set of delivery and integration tools to extend your RedDot CMS and XCMS solutions. As with all RedDot products, RedDot LiveServer is a modular solution that allows you to purchase only the modules you need, and add others as your business changes.

### Personalization Manager

Target specific audiences and deliver your Web content in context, making it more relevant and actionable through every online channel. Personalization Manager also helps you secure your content by delivering it only to designated audiences automatically or based on characteristics that you define.

### Application Portal

Create a portal-like interface without the limitations of a traditional portal solution. Using your own look and feel, securely bring back-office applications to the Web, and manage their interfaces as you would other content on your site. Application Portal even provides single sign-on capabilities for your users.

### Search Engine

Based on the industry leading Verity K2® search technology, your users can search all of your content and receive personalized results with abstracts, and ranked by relevance. The LiveServer Search Engine supports your security requirements by filtering results according to the access levels you set for your content so content that should not be accessed cannot be accessed.

### Integration Extensions

Bring data and content from your back-office systems with RedDot LiveServer's powerful and flexible Integration Extensions. Easily integrate applications on the fly with Web Services using a simple wizard-like interface. Safely bring business from legacy applications logic to the Web with the Application Framework. Create custom integrations to any application or system with the J2EE-compliant LiveServer Open API.

### Portal Integration

Leverage your existing portal investment and integrate your RedDot CMS-managed content within your portal. Connectors are available for SAP and WebSphere Portals, and a J2EE-compliant adapter ensures easy integration with any other Java-compliant portal. RedDot LiveServer makes portals work.

## Margins

- Securely deliver content in context
- Quickly deploy secured search for all online channels
- Bring increased value to existing Portal implementations
- Aggregate content from systems across the Enterprise

# Personalization Manager

Provide your customers and partners the information they want when they want it

## Personalization made simple

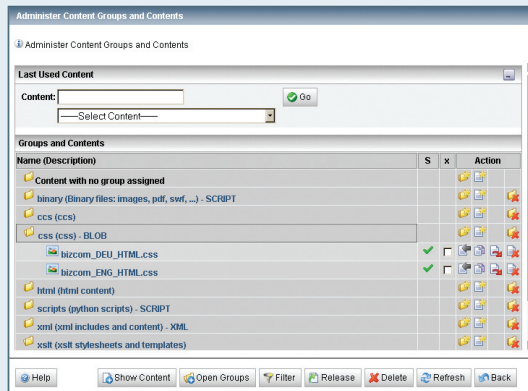
- Target specific audiences with your content and make it highly relevant and actionable
- Assign content attributes to specific users or user groups, and establish content delivery rules through profiles or user behavior
- Secure personalization with your existing directory service integration, such as LDAP, for authentication
- Deliver XML content through XSL rendering

## TAILOR YOUR CONTENT FOR YOUR CUSTOMERS, PARTNERS AND EMPLOYEES

How can you make your online content more meaningful, and use your Web site to connect with customers? Can your extranet bring your partners closer to your business and drive it to the next level? With RedDot LiveServer Personalization Manager, you can provide customers and partners access to the information most relevant to them every time they visit you online. Use profiles and let users of your online channels determine what content they need, then deliver it to them automatically. Determine and deliver what your site visitors are looking for, based on their behavior, and connect them with the content they seek.

## BRING YOUR PARTNERS INTO THE FOLD

Use Personalization Manager to create the ideal extranet for your partners. Give them secure access to your detailed and sensitive content they need to help you drive your business. Imagine informing your dealers and representatives about the latest product releases while allowing suppliers to help manage your inventory online with one system. Personalization Manager makes it possible.



Personalization Manager – Make it a basic part of your online presence

your current RedDot Solutions permission-based security, yet integrates with any existing centralized naming directory services (such as LDAP). Easily define and maintain user profiles, user groups and roles to ensure that the right users receive the right content.

## DON'T SACRIFICE USABILITY FOR PERSONALIZATION

Maintaining personalized content is easy with Personalization Manager. Integrated with RedDot CMS SmartEdit™, access to specific content can be configured by simply clicking on the RedDot right on the page. RedDot LiveServer is personalization made simple.

## INTELLIGENT CACHING

Without the right solution, delivering dynamic, personalized content can severely impact site performance. Personalization Manager helps reduce system load by caching individual sections and composing the deliverable pages on the fly, according to each user's profile or behavior. This improves access times and reduces the impact on your servers.

## EASILY AUTOMATE STANDARD FUNCTIONS

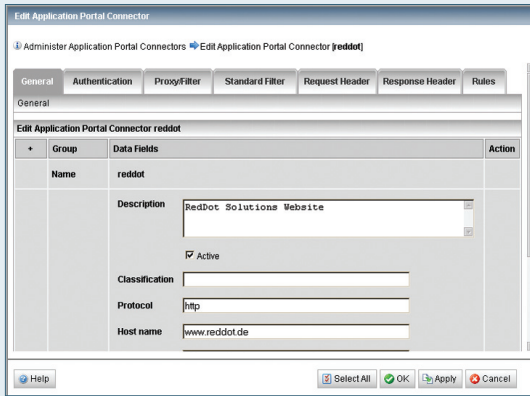
Repetitive functions like e-mail notifications and establishing database access, crucial for any personalized online experience, are usually created manually for most Web sites. Configuring this functionality is easy with Personalization Manager. Pre-configured functions are easy to use, and can be set up by non-technical administrators.

## COMPREHENSIVE SECURITY FOR SAFE USER ACCESS

Delivering the right content to the appropriate audience is at the heart of effective personalization. However, to ensure you are targeting the right audience, especially with sensitive content, security is key. Personalization Manager supports

# Application Portal

A cost-effective alternative to a traditional Portal Solution



Application Portal – Application configuration

Application Portal – Application configuration systems appears where you need it on your branded page, securely and without the need to enter a username and password for each individual system. By bringing only the most important data and information from your back-office applications securely to the Web, you reduce the load and the security risks to those systems.

## FLEXIBILITY AND CHOICE: APPLICATION INTEGRATION MADE SIMPLE

When it comes to bringing your applications to the Web, RedDot LiveServer gives you powerful integration options without sacrificing flexibility or impacting your existing systems. Our Application Framework leverages the Model View Controller architecture to bring the logic of your legacy applications to the Web, without the need to design an additional online user interface.

Integrating your back-office application to your Web site, intranet or extranet is quick and easy with the Web Service Connector. A fast and simple online wizard lets non-technical users integrate applications with your online channels within minutes, with absolutely no additional development needed. For deeper custom application integration, the LiveServer OpenAPI allows your developers to leverage the power of the J2EE framework to access Personalization Manager and RedDot CMS functions directly.

## MANY INTERFACES, ONE LOOK AND FEEL

Though your customers, partners and employees may have inherently different needs when it comes to your content, you can ensure that the interface they use will have your familiar branding and appearance. Combine department-level intranets, business-specific extranets and customer-facing Web sites under your unique look-and-feel.

## INCORPORATE CONTENT FROM EXTERNAL APPLICATIONS

With Application Portal, you can seamlessly integrate your application data with your online content. Data from external

## Other RedDot LiveServer integration features

- Embedded mode for XML and HTML responses
- Support for multiple application instances
- URL reverse proxy
- Virtual host technology
- SSL encryption
- Header field filters
- Rule-based events
- URL masking
- Standard filter for link replacement
- Regular expressions for custom link replacement

# Search Engine

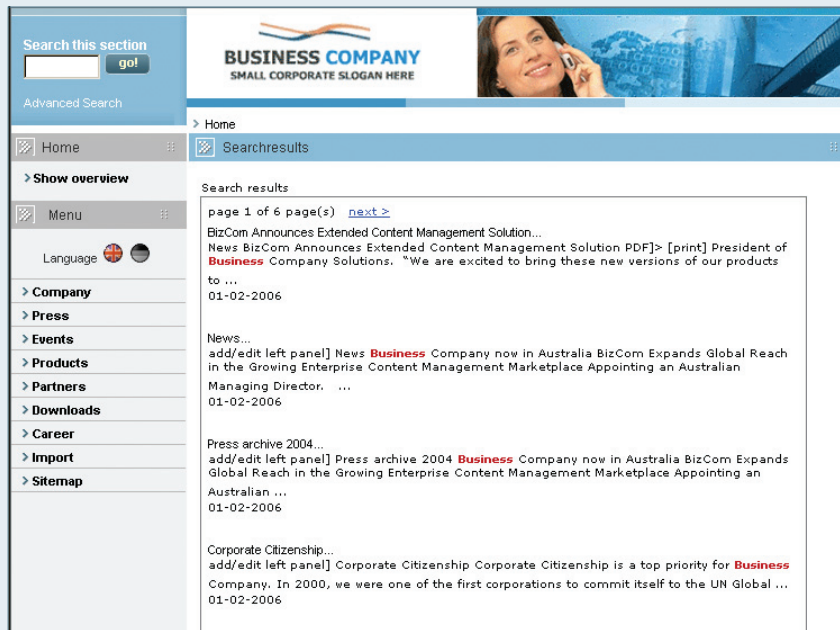
Make searches more meaningful, secure and relevant

## Features

- Indexing of text-based documents (HTML, XML) and standardized formats (PDF, doc, xml, etc.)
- Automatic Incremental update upon publishing from CMS
- Simple integration of search queries in content
- Full support for Verity Query Language (VQL)
- Proprietary simplified query language
- Custom configuration of type and scope of search results
- Access authorization check for content in search results

## ENSURE YOUR CUSTOMERS CAN EASILY FIND WHAT THEY'RE LOOKING FOR

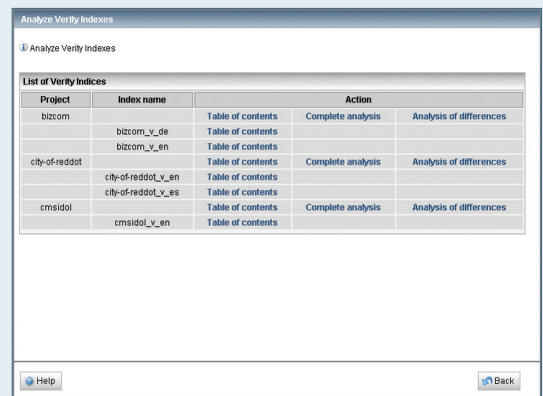
The attributes that describe your content are actually the key factor in making your content easy to search. It is essential that the keywords referencing your content are paired with the text itself to connect your users with precisely the content they seek. Furthermore, searches are only effective when they treat all content: files, documents and Web page text equally. Built on the industry leading Verity's K2 search technology, the RedDot LiveServer Search Engine gives your users the fast, effective access they need to your Web-based content while protecting sensitive materials critical to your organization.



Search engine – Search Results

## SECURE, RELEVANT AND PERSONALIZED SEARCH RESULTS

The RedDot LiveServer Search Engine actively filters all search results for every user. Results are ranked according to relevance from the search criteria and users' profiles, and displayed with an optional abstract describing each result. Our Search Engine filters results even further, displaying only content that users have access to see. Users of your Web channels can count on highly relevant search results, while you have peace of mind that your most vital content remains secure.

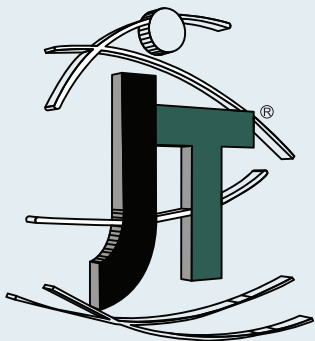


Search engine – Indexing your content

# Facts and Figures

Platforms – RedDot LiveServer	<ul style="list-style-type: none"> <li>■ Executable on additional Java versions (1.3.1 and later)</li> <li>■ Other platforms on request</li> </ul>
Platforms – search engine	<ul style="list-style-type: none"> <li>■ Supported portal systems</li> <li>■ Portlet for WebSphere Portal Server 4.2</li> <li>■ iView for SAP Enterprise Portal 5.0 / 6.0</li> </ul>
Servlet containers	<ul style="list-style-type: none"> <li>■ Other servlet API 2.2-compliant containers</li> </ul>
Scaling	<ul style="list-style-type: none"> <li>■ Any session-aware load balancing, such as Apache mod_jk or BEA WebLogic 5.1 and later</li> </ul>
Client browser support for Administration	<ul style="list-style-type: none"> <li>■ MS Internet Explorer Version 5 and later</li> </ul>
Monitoring	<ul style="list-style-type: none"> <li>■ Configurable SNMP interface</li> </ul>
Interfaces – Web services	<ul style="list-style-type: none"> <li>■ Content import</li> <li>■ Info Web service: User groups, content groups, ...</li> </ul>
Interfaces – Open API	<ul style="list-style-type: none"> <li>■ Access to session, request, response, log service, registry</li> <li>■ Access to users and user groups</li> <li>■ Use of connectors (SMTP, RDB, search engine, Web service)</li> <li>■ Operations for validation and formatting rules</li> </ul>
Interfaces – Wizard interfaces to define:	<ul style="list-style-type: none"> <li>■ Web Service Connectors</li> <li>■ Database Connections</li> <li>■ LDAP Directories</li> <li>■ Configure SMTP (Mail) settings for notifications</li> <li>■ Portal integration</li> <li>■ Search Engine parameters</li> <li>■ RedDot LiveServer Application Portal</li> </ul>





James Tower is a technology and marketing solutions provider offering customized and innovative business solutions for Fortune 500, medium, and small companies across the country. With offices in North Mankato, Minn., Milwaukee, Wis., and Omaha, Neb., James Tower has helped its customers use technology to drive down costs, improve efficiencies, and increase growth. James Tower's extensive knowledge in bridging marketing and technology, along with its intimate customer focus, allows them to deliver superior results while forging lasting partnerships.

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