



# IBM Web Content Manager V8.0 streamlines enterprise web experience management and optimization

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## At a glance

IBM® Web Content Manager V8.0 helps organizations to build engaging, personalized web experiences faster, by further empowering business users with the right tools needed to drive better business outcomes.

### New features

- **Content Template Catalog:** Expanded set of prebuilt, high-value content types enables users to create new microsites and web pages in minutes.
- **Managed Pages:** A new, contextually aware toolbar and enhanced project management feature makes it easier to create, approve, version, publish, and syndicate web content.
- **Analytics overlays:** In-context analytic overlays provide users with the real-time insight needed to improve conversion rates.
- **Home page:** New authoring start page provides a customizable and user-friendly view of frequent activities and tasks.
- **Content Management Interoperability Services (CMIS) integration:** New support for CMIS standard allows content authors to leverage documents and files from CMIS repositories directly from the authoring experience.

For ordering, contact your IBM representative or an IBM Business Partner. For more information contact the Americas Call Centers at 800-IBM-CALL (426-2255).

Reference: YE001

## Overview

IBM Web Content Manager provides powerful web experience management capabilities that help accelerate the creation, maintenance, and delivery of critical business content across intranet, extranet, Internet, and portal sites.

IBM Web Content Manager V8.0 adds new features and enhancements to help organizations create and deliver engaging web experiences faster as well as help measure, manage, and optimize the users' experiences in support of business objectives. With IBM Web Content Manager V8.0, business users become more effective web content authors, owners, and managers without the need for IT involvement.

You can:

- Leverage the expanded Content Template Catalog so that engaging microsites and web pages can be created in minutes
- Use embedded analytics overlays so that content managers gain immediate insight into web content usefulness from within the target web page
- Engage the Managed Pages capability that enables content owners and managers to easily create, manage, and syndicate content with a few clicks

Building upon existing IBM Web Content Manager capabilities, such as robust personalization, rich in-line text editing, and prebuilt social features (blogs, wikis), organizations can better optimize multichannel interactions with customers, partners, and employees for better business outcomes.

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## Key prerequisites

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Refer to the [Hardware requirements](#) section for details.

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## Planned availability date

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May 4, 2012: Electronic availability

May 25, 2012: Media availability

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## Description

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IBM Web Content Manager V8.0 is a powerful solution for delivering engaging, personalized experiences across online channels. With IBM Web Content Manager, business users can keep their web experiences fresh, relevant, and consistent, helping to drive higher conversion rates, improve customer loyalty, and increase users engagement.

IBM Web Content Manager V8.0 includes:

- Simple, powerful rich text editing tools - Empower line-of-business professionals and content owners to quickly create and manage rich web content without IT involvement.
- Powerful personalization - Improve online experiences by building websites that can deliver highly targeted and dynamic content to the web user.
- Expansive catalog of content templates - Vast set of prebuilt high value content types speeds microsite and web page creation.
- Easy-to-use Managed Pages - Easily create, approve, version, publish, and syndicate web content with a few clicks.
- Built-in social features - Invite user participation with easy-to-deploy blogs and wikis; leverage content rating and tagging to measure and share content popularity.
- Configurable and reuseable workflow model - Ensure content lifecycle follows existing business processes and approvals before going live.
- Extensive content integration - Leverage investments with seamless integration of existing Content Management Interoperability Services (CMIS) and enterprise content management (ECM) repositories, accessible directly from the authoring experience.
- At-a-glance, embedded web analytics - Analytics overlays tied to web analytic solutions deliver real-time insight into web content effectiveness directly within the web experience.
- Tight integration with IBM WebSphere® Portal - Deliver faster time to value and lower project costs for deploying WebSphere Portal-based websites.

With IBM Web Content Manager V8.0, organizations can better optimize multichannel interactions with customers, partners, and employees for better business outcomes by:

- Enabling companies to rapidly build and deploy web experiences for faster time-to-market
- Providing content owners with the tools needed to deliver consistent messages, offers, and content across multiple online channels
- Utilizing built-in social features to create an open dialogue with customers, partners, and employees that lead to new innovations and higher user satisfaction
- Optimizing the web experience through advanced content targeting and real-time analytical insight
- Improving efficiency by reducing the time it takes to get changes and content to the web

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## Reference information

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Refer to Software Announcement [210-260](#), dated August 31, 2010.

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## Availability of national languages

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Product description	Language	GA date
IBM Web Content Manager v8.0.0	Multilingual (Portuguese, French, Danish, Catalan, Russian, Hebrew, Arabic, Thai, Korean, Chinese - Simplified, Ukrainian, Spanish, Portuguese-Brazilian, Croatian, German, Swedish, Japanese, Chinese - Traditional, Hungarian, Norwegian Nynorsk, English, Romanian, Slovenian, Greek, Turkish, Dutch, Czech, Slovakian, Italian, Finnish, Polish)	May 25, 2012

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## Program number

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Program number	VRM	Program name
5724-I29	8.0.0	IBM Web Content Manager

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## Education support

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IBM training provides education to support many IBM offerings. Descriptions of courses for IT professionals and managers are on the IBM training website

<http://www.ibm.com/services/learning/>

Call IBM training at 800-IBM-TEACH (426-8322) for catalogs, schedules, and enrollments.

IBM Software Services for Lotus® Education provides education to support many Lotus offerings. For a complete list of offerings visit the website at

<http://www.ibm.com/software/lotus/training>

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## Offering Information

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Product information is available via the Offering Information website

<http://www.ibm.com/common/ssi>

Also, visit the Passport Advantage® website

<http://www.ibm.com/software/passportadvantage>

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## Publications

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No publications are shipped with this product.

The IBM Publications Center

<http://www.ibm.com/shop/publications/order>

The Publications Center is a worldwide central repository for IBM product publications and marketing material with a catalog of 70,000 items. Extensive search facilities are provided. Payment options for orders are via credit card (in the U.S.) or customer number for 20 countries. A large number of publications are available online in various file formats, and they can all be downloaded by all countries.

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## Technical information

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### **Specified operating environment**

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#### ***Hardware requirements***

For the latest information on requirements, refer to

<http://www-01.ibm.com/support/docview.wss?rs=1070&uid=swg27007791>

#### ***Software requirements***

None.

The program's specifications and specified operating environment information may be found in documentation accompanying the program, if available, such as a readme file, or other information published by IBM, such as an announcement letter. Documentation and other program content may be supplied only in the English language.

## Planning information

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Software Subscription and Support (also referred to as Software Maintenance) is included with licenses purchased through Passport Advantage and Passport Advantage Express®. Product upgrades and technical support are provided by the Software Subscription and Support (also referred to as Software Maintenance) offering as described in the Agreements. Product upgrades provide the latest versions and releases to entitled software, and technical support provides voice and electronic access to IBM support organizations, worldwide.

IBM includes one year of Software Subscription and Support (also referred to as Software Maintenance) with each program license acquired. The initial period of Software Subscription and Support (also referred to as Software Maintenance) can be extended by the purchase of a renewal option, if available.

### **Packaging**

IBM Web Content Management V8.0 will be distributed via a media package and electronic software distribution (ESD).

The License Information form numbers for IBM Web Content Management V8.0 are L-KCAL-8RNT4U and L-KCAL-8RBPQJ.

### **Security, auditability, and control**

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The customer is responsible for evaluation, selection, and implementation of security features, administrative procedures, and appropriate controls in application systems and communication facilities.

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## Ordering information

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This product is only available via Passport Advantage. It is not available as shrinkwrap.

### **Product information**

Licensed function title	Product group	Product category
IBM Web Content Manager	IBM workplace	IBM Lotus Web Content Management
IBM Web Content Manager Standard Edition	IBM workplace	IBM Lotus Web Content Management
Program name	PID number	Charge unit description
IBM Web Content Manager	5724-I29	Per Processor Value Unit for Linux™ on System z
IBM Web Content Manager	5724-I29	Per Processor Value Unit (PVU)
IBM Web Content Manager Standard Edition	5724-I29	Per Processor Value Unit (PVU)
IBM Web Content Manager Standard Edition	5724-I29	Per Processor value Unit for Linux on System z

## Charge metrics definitions

### Processor Value Unit (PVU)

PVU is a unit of measure by which the program can be licensed. The number of PVU entitlements required is based on the processor technology (defined within the PVU Table by processor value, brand, type, and model number at

[http://www.ibm.com/software/lotus/passportadvantage/pvu\\_licensing\\_for\\_customers.html](http://www.ibm.com/software/lotus/passportadvantage/pvu_licensing_for_customers.html)

and the number of processors made available to the program. IBM continues to define a processor, for the purpose of PVU-based licensing, to be each processor core on a chip. A dual-core processor chip, for example, has two processor cores.

Licensee can deploy the program using either full capacity licensing or virtualization capacity (sub-capacity) licensing according to the Passport Advantage Sub-Capacity Licensing Terms (refer to the webpage below). If using full capacity licensing, licensee must obtain PVU entitlements sufficient to cover all activated processor cores\* in the physical hardware environment made available to or managed by the program, except for those servers from which the program has been permanently removed. If using virtualization capacity licensing, licensee must obtain entitlements sufficient to cover all activated processor cores made available to or managed by the program, as defined according to the Virtualization Capacity License Counting Rules at

[http://www.ibm.com/software/lotus/passportadvantage/Counting\\_Software\\_licenses\\_using\\_specific\\_virtualization\\_technologies.html](http://www.ibm.com/software/lotus/passportadvantage/Counting_Software_licenses_using_specific_virtualization_technologies.html)

\* An activated processor core is a processor core that is available for use in a physical or virtual server, regardless of whether the capacity of the processor core can be or is limited through virtualization technologies, operating system commands, BIOS settings, or similar restrictions.

#### Notes:

- Some programs may require licenses for the program **and** what is being managed. In that case, the following applies. In addition to the entitlements required for the program directly, licensee must obtain PVU entitlements for this program sufficient to cover the processor cores managed by the program.
- Some programs may be licensed on a managed basis **only**. In that case, the following applies: Instead of the entitlements required for the program directly, Licensee must obtain PVU entitlements for this program sufficient to cover the processor cores managed by the program.
- A few programs on an exception basis may be licensed on a referenced basis. In that case, the following applies. Rather than obtaining entitlements for the activated processor cores available to the program, licensee must obtain PVU entitlements for this program sufficient to cover the environment made available to the referenced program as if the program itself were executing everywhere the referenced program was executing, independent of the basis on which the referenced program is licensed.

## Passport Advantage program licenses

### IBM Web Content Manager

Part description	Part number
IBM Web Content Manager	
IBM Web Content Manager Processor Value Unit (PVU) Annual SW S&S Rnw1	E026GLL
IBM Web Content Manager Processor Value Unit (PVU) Lic + SW S&S 12 Mo	D55Y4LL
IBM Web Content Manager Processor Value Unit (PVU) SW S&S Reinstate 12	D55Y5LL

## IBM Web Content Manager

Part description	Part number
IBM Web Content Manager Standard Edition	
IBM Web Content Manager Stnd Ed Processor Value Unit Annual SW S&S Rnw1	E026HLL
IBM Web Content Manager Stnd Ed Processor Value Unit Lic + SW S&S 12 Mo	D55Y6LL
IBM Web Content Manager Stnd Ed Processor Value Unit SW S&S Reinstate 12 Mo	D55Y7LL

## Passport Advantage trade-up licenses

### IBM Web Content Manager

Precursor product	Trade-up product	Trade-up part number
IBM Web Content Manager Standard Edition		
IBM Lotus Web Content Management Standard Edition	Web Content Manager PVU from Web Cnt Mgr Stnd Ed PVU Trdup Lic+SW S&S 12 Mo	D55Y8LL

## Passport Advantage supply

Program name/description	Part number
IBM Web Content Manager V8.0.0	
IBM Web Content Manager V8.0 Multiplatform Multilingual Media Pack	BU075ML

## Passport Advantage customer: Media pack entitlement details

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Customers with active maintenance or subscription for the products listed are entitled to receive the corresponding media pack.

### IBM Web Content Manager V8.0.0

Entitled maintenance offerings description	Media packs description	Part number
IBM Web Content Manager Processor Value Unit	IBM Web Content Manager V8.0 Multiplatform Multilingual Media Pack	BU075ML
IBM Web Content Manager Processor Value Unit Linux on System z®	IBM Web Content Manager V8.0 Multiplatform Multilingual Media Pack	BU075ML

## Cross-platform products

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### Cross-platform products for use on System z

Order the part numbers that follow when the product is used for either the development of code that will be deployed on System z servers or when the product will be communicating or transferring data between a distributed server and a System z server. Otherwise order from the other set of part numbers in this announcement. This set of part numbers provides the identical supply and authorization as the other set in this announcement.

### Cross-platform product for use on System z IFL engines

Order the part numbers that follow when the product is intended to run on the Linux operating system on System z IFL engines. If the product is not intended to run on the Linux operating system on System z IFL engines, order from the other set of

part numbers in this announcement. This set of part numbers provides the identical supply and authorization as the other set in this announcement.

### **IBM Web Content Manager**

Part description	Part number
IBM Web Content Manager	
IBM Web Content Manager Proc VU for Lin Sys z Annual SW S&S Rnw1	E02Z3LL
IBM Web Content Manager Proc VU for Lin Sys z Lic + SW S&S 12 Mo	D59FTLL
IBM Web Content Manager Proc VU for Lin Sys z SW S&S Reinstate 12 Mo	D59FWLL

### **IBM Web Content Manager**

Part description	Part number
IBM Web Content Manager Standard Edition	
IBM Web Content Manager Stnd Ed Proc VU Lin Sys z Annual SW S&S Rnw1	E02Z4LL
IBM Web Content Manager Stnd Ed Proc VU Lin Sys z Lic + SW S&S 12 Mo	D59FSLL
IBM Web Content Manager Stnd Ed Proc VU Lin Sys z SW S&S Reinstate 12 Mo	D59FVLL

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Part number products only, offered outside of Passport Advantage, where applicable, are license only and do not include Software Maintenance.

This software license includes Software Subscription and Support (also referred to as Software Maintenance).

### **License Information form numbers**

Program name	Program number	Form number
IBM Web Content Manager	5724-I29	L-KCAL-8RNT4U, L-KCAL-8RBPQJ

The program's License Information will be available for review on the IBM Software License Agreement website

<http://www.ibm.com/software/sla/sladb.nsf>

### **Limited warranty applies**

Yes



### **Limited warranty**

IBM warrants that when the program is used in the specified operating environment, it will conform to its specifications. The warranty applies only to the unmodified portion of the program. IBM does not warrant uninterrupted or error-free operation of the program or that IBM will correct all program defects. You are responsible for the results obtained from the use of the program.

IBM provides you with access to IBM databases containing information on known program defects, defect corrections, restrictions, and bypasses at no additional charge. For further information, consult the IBM Software Support Handbook found at

<http://www.ibm.com/support/handbook>

IBM will maintain this information for at least one year after the original licensee acquires the program (warranty period).

### **Program technical support**

Technical support of a program product version or release will be available for a minimum of five years from the general availability date, as long as your Software Maintenance is in effect. This technical support allows you to obtain assistance (via telephone or electronic means) from IBM for product-specific, task-oriented questions regarding the installation and operation of the program product. Software Maintenance also provides you with access to updates (modifications or fixes), releases, and versions of the program. You will be notified, via announcement letter, of discontinuance of support with 12 months' notice. If you require additional technical support from IBM, including an extension of support beyond the discontinuance date, contact your IBM representative or IBM Business Partner. This extension may be available for a fee.

### **Money-back guarantee**

For clarification, note that if for any reason you are dissatisfied with the program and you are the original licensee, you may obtain a refund of the amount you paid for it, if within 30 days of your invoice date you return the program and its PoE to the party from whom you obtained it. If you downloaded the program, you may contact the party from whom you acquired it for instructions on how to obtain the refund.

For clarification, note that for programs acquired under the IBM International Passport Advantage Agreement, this term applies only to your first acquisition of the program.

### **Volume orders (IVO)**

No

### **Passport Advantage applies**

Yes, and through the Passport Advantage website at

<http://www.ibm.com/software/passportadvantage>

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### **Usage restriction**

Yes.

For additional information refer to the License Information Document that is available on the IBM Software License Agreement website

<http://www.ibm.com/software/sla/sladb.nsf>

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Yes. Software Subscription and Support is included with licenses purchased through Passport Advantage and Passport Advantage Express. Product upgrades and technical support are provided by the Software Subscription and Support offering as described in the Agreements. Product upgrades provide the latest versions and releases to entitled software and Technical Support provides voice and electronic access to IBM support organizations, worldwide.

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For additional information about the International Passport Advantage Agreement and the IBM International Passport Advantage Express Agreement, visit the Passport Advantage website at

<http://www.ibm.com/software/passportadvantage>

### ***Other terms***

#### ***System i Software Maintenance applies***

No

#### ***Educational allowance available***

Not applicable.

#### ***Statement of good security practices***

IT system security involves protecting systems and information through prevention, detection, and response to improper access from within and outside your enterprise. Improper access can result in information being altered destroyed or misappropriated or can result in misuse of your systems to attack others. Without a comprehensive approach to security, no IT system or product should be considered completely secure and no single product or security measure can be completely effective in preventing improper access. IBM systems and products are designed to be part of a comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products, or services to be most effective. IBM does not warrant that systems and products are immune from the malicious or illegal conduct of any party.

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IBM has transformed its delivery of hardware and software support services to help you achieve higher system availability. Electronic Services is a web-enabled solution that offers an exclusive, no-additional-charge enhancement to the service and support available for IBM servers. These services are designed to provide the opportunity for greater system availability with faster problem resolution and preemptive monitoring. Electronic Services comprises two separate, but complementary, elements: Electronic Services news page and Electronic Services Agent.

The Electronic Services news page is a single Internet entry point that replaces the multiple entry points traditionally used to access IBM Internet services and support. The news page enables you to gain easier access to IBM resources for assistance in resolving technical problems.

The Electronic Service Agent™ is no-additional-charge software that resides on your server. It monitors events and transmits system inventory information to IBM on a periodic, client-defined timetable. The Electronic Service Agent automatically reports hardware problems to IBM. Early knowledge about potential problems enables IBM to deliver proactive service that may result in higher system availability and performance. In addition, information collected through the Service Agent is made available to IBM service support representatives when they help answer your questions or diagnose problems. Installation and use of IBM Electronic Service Agent for problem reporting enables IBM to provide better support and service for your IBM server.

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## Prices

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<https://www.ibm.com/software/howtobuy/passportadvantage/paoreseller>

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## **Order now**

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Phone: 800-IBM-CALL (426-2255)

Fax: 800-2IBM-FAX (242-6329)

For IBM representative: [callserv@ca.ibm.com](mailto:callserv@ca.ibm.com)

For IBM Business Partner: [pwswna@us.ibm.com](mailto:pwswna@us.ibm.com)

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ibm.com® Sales Execution Center, Americas North  
3500 Steeles Ave. East, Tower 3/4  
Markham, Ontario  
Canada  
L3R 2Z1

Reference: YE001

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**Note:** Shipments will begin after the planned availability date.

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