



White Paper

SAP[®] Certified
Powered by SAP NetWeaver[®]

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1. IMPERIA AG

Imperia is one of the leading Content Management Software providers in Germany. Customers' requirements are the guidelines of the product strategy. Ease of use and flexibility of Imperia software are the main product characteristics.

Imperia software has been under development and on the market since 1995. In 1999 Imperia Software Solutions GmbH was founded. The transformation into Imperia AG was finalised in 2001. Since early 2005, Imperia AG forms part of the Pironet NDH AG Group, Cologne.

The company's target customer group includes media groups, publishers, commerce and industry, banks and insurance companies, as well as public institutions with together more than 700 software installations. Internationally, Imperia has a market presence in Austria, Switzerland and Benelux.

1.1 The Product

Your organisation's success is largely dependent on the efficient management and targeted dissemination of information. Process Oriented Imperia Content Management Software forms the basis for structuring information on the internet, intranet and extranet. Imperia offers extraordinary flexibility regarding configuration and maintenance of your communication systems.

Imperia Enterprise Content Management Software is the Enterprise Content Management Software (ECMS) for demanding solutions such as intranets, extranets, communities, governmental portals and applications including numerous authors/members dealing with complex business processes and structures. Highest flexibility and adaptability will be guaranteed by APIs, database and XML server interfaces and integration links to application and portal servers.

Imperia Software with its sophisticated workflow engine is easy to integrate in your existing IT - business infrastructure and extendable by external functions to map your business processes. The unique Imperia workflow engine will put you in a position to model your business processes via it's graphical user interface.

1.2 Consulting/ Professional Service

Imperia together with it's partner network of around 80 software integration companies offers consulting services concerning the implementation of Imperia ECMS. Integration quality is assured by Imperia undertaking regular partner rehearsals and screenings.

Strategically important projects are managed and supported by the Imperia consultancy division from case to case as well as domestically as internationally.

2. CMS AND PORTAL

Company wide business processes and IT systems integration is getting more and more important. Many companies have realised that flexible business processing capability is vital to manage competitive and global market environments. Knowledge sharing via IT instruments without redundancies and media barriers is a must for international corporates particularly.

Corporate business process modelling does not differentiate anymore between corporate knowledge management and corporate business applications as far as IT systems are concerned. Corporate portals have actually been developed as important entry points to service oriented IT systems. Thus standard software applications such as ERP, SCM and CRM can be provided corporate wide and internationally via internet to ease unified business processes.

Those web platforms allow access to authorised participants worldwide without using client applications and without causing multi applications servicing. Manual use information will be provided personalised via a comprehensive graphical user interface which is a core requirement regarding portal server projects. The Process oriented Content Management system Imperia provides such a solution forming the essential core part of a portal server application.

2.1 Imperia ECMS and SAP NetWeaver Portal

SAP's NetWeaver Portal provides a very powerful portal platform software tool. Based on NetWeaver™ technology, it offers outstanding personalisation and integration characteristics. The variety of existing integration possibilities regarding SAP and non SAP software applications including its vast support services make it a powerful platform for customers and software vendors. Thus Imperia software brings together the strengths of both systems and helps to generate synergies as far as complex and personalised intra- and extranet projects are concerned.

A company wide portal - even if based on standard software technology - is a complex project facing technical and organisational challenges. That is the reason why the implementation of the Imperia software integration into the NetWeaver portal has been undertaken with utmost reduction of complexity. Software installation completed, users could easily start to publish content at any given portal location without the need to adapt neither the portal nor Imperia software.

2.2 Graphical User Interface for Web Content

Usually intra- or extranet portal content is being managed by special departments such as marketing/PR. The ease of use of Imperia's user interfaces supports the authors' needs of easy and comfortable handling of the portal content. Less frequent users do not need to have inside portal administration knowledge to generate and publish content.

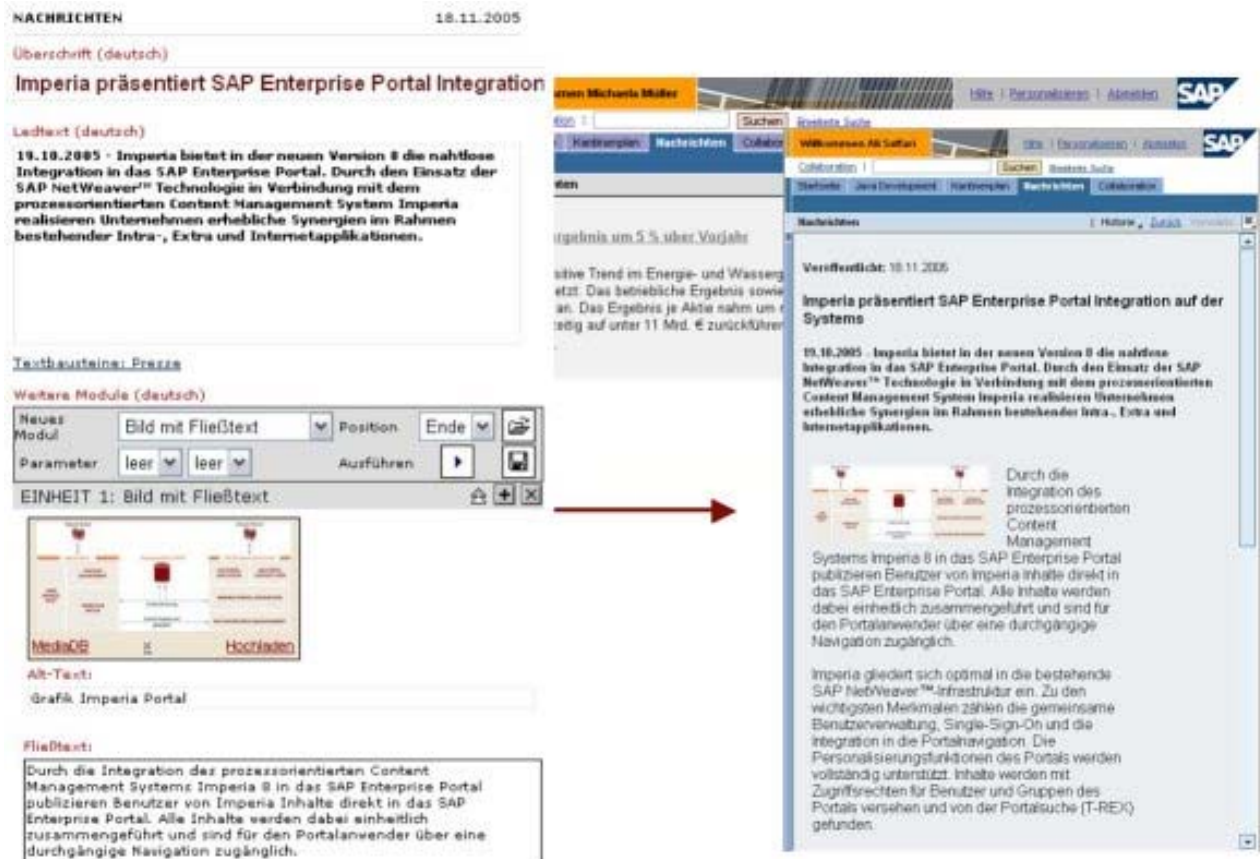
The SAP NetWeaver Portal already includes Knowledge Management (KM), a content management functionality. Imperia uses KM as a basis to add its CM functions for the ease of creating and publishing content for non specialist authors. Imperia automatically checks publication authorisations. In that case users easily can publish content by editing and authorising it inside the portal.

The image displays two overlapping screenshots of the Imperia user interface. The top screenshot shows a 'Kantinenplan' (Canteen Plan) table with columns for 'Wochentag' (Day of the Week), 'Essen 1', 'Essen 2', and 'Essen 3'. The bottom screenshot shows a permissions dialog box titled 'According to your permissions and roles in the CMS, you are allowed to perform the following operations on this document:'. The dialog lists several actions: 'QuickEdit', 'Erase', 'History', 'Info', 'Copy', 'Republish', and 'Links'. Below the dialog, a portion of the 'Kantinenplan' table is visible, showing a grid of food items for each day of the week.

Wochentag	Essen 1	Essen 2	Essen 3
Montag	Süße Suppe Süße Apfel-Feigen-Suppe	Hasenrücken Hasenrücken mit Quittenmus, Rosenkohl und Kastanien	Dessert Panna cotta mit Rotweinpflaumen
Dienstag	Kürbis-Carpaccio Kürbis-Carpaccio mit Kürbiskern-Pesto	Spitzkohl Spitzkohl und gepfeffertes Hähnchen	Dessert Baileys-Mousse
Mittwoch	Italienische Suppe Zucchini-Limetten-Suppe	Gegrillter Zander Gegrillter Zander mit Speck, Kartoffeln und Linsen	Dessert Brombeer-Vanille-Dessert
Donnerstag	Blattsalat Blattsalat mit Ziegenkäse und Lavendel	Rinderfilet Rinderfilet mit Oregano	Dessert Erdbeer-Charlotte
Freitag	Tafelspitz Tafelspitz mit Boullonkartoffeln	Spargel mit Kalbschnitze Spargel mit Pinenkem-Salbei-Butter und	Creme Rhabarber-Himbeer-Terrine mit Mascarponecreme

The Imperia user interface is generated individually according to the „role“ of the respective user. User can access those features that they are allowed to use according to the rights and the given roles. This concept is well known from the portal.

Depending on the knowledge of the individual Imperia software user, different ways of content input are designed which range from structured input via standard forms to independent content designing via the WYSIWYG editor. Above features are included in Imperia software and have been integrated into the portal. Specific Imperia templates allow authors to amend content elements in the portal directly (inplace editing) and control results via preview mode.



Further ease of use is provided by freedom of formats to be published such as XML, (X)HTML and PDF. Well known KM functions such as subscribing, T-REX search, versioning, discussions are of course available as well.

Imperia software authors could use a variety of instruments to ease every day's life such as the reuse and compare view of historical document versions. Amendments are marked; content validation and spell checking could be linked to the publication process.

Index pages will be produced and updated automatically, regardless the format (teaser news; FAQ lists, tables of content or document lists). They will be generated by defined rules, always up to date and create easy access to the information required.

Imperia CMS allows documents to be administered in different languages. The documents are saved in KM. Imperia takes care for publishing the documents in the right language regarding the individual user.

2.3 Integration into the Portal Navigation

Imperia allows easy and smooth integration of content into the SAP NetWeaver Portal navigation. It's structure may well be redesigned and restructured by those authors who are holding top level administration rights. Imperia's portal integration permits advanced users to integrate existing CMS navigation structures at any place into the portal navigation. This is done by taking into account existing authorisations and the portal hierarchy.

The image shows two screenshots of the Imperia 8 administration interface. The top screenshot displays the 'SAP-Portal-Zuordnungen bearbeiten' (Edit SAP Portal Assignments) window. It features two tree views: 'Imperia Pfad' on the left and 'Portal-Pfad' on the right. The 'Portal-Pfad' tree shows a hierarchy for 'SAP Enterprise Portal™ Baum' with sub-items for 'Deutsch', 'Belegschaft', 'Collaboration', 'Startseite', 'Kunden', and 'English'. A red arrow points from this window to the top screenshot of the SAP NetWeaver Portal user interface.

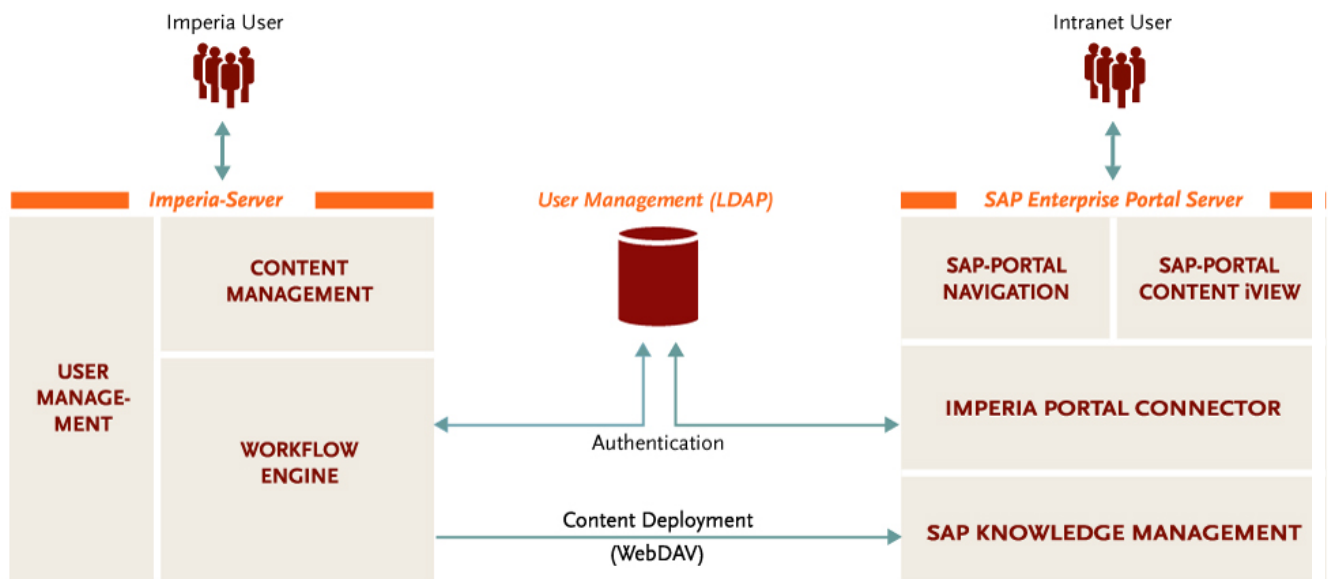
The bottom screenshot shows the 'Kantinenplan' (Canteen Plan) page. It displays a table with columns for 'Wochentag' (Day of the Week), 'Essen 1', 'Essen 2', and 'Essen 3'. The table lists various dishes for each day of the week, such as 'Spaghetti Aglio, Olio e Peperoncino' on Monday and 'Tris di Pasta al Forno' on Monday. A red arrow points from the 'Kantinenplan' page back to the 'SAP-Portal-Zuordnungen bearbeiten' window.

Thus portal navigation elements can be determined out of the CMS. CMS content elements can as well be mixed with those of the portal and included in the portal navigation by using standard administration mechanisms.

2.4 Architecture

Technically, the integration of Imperia CMS and SAP NetWeaver Portal is based on industry standards such as XML, HTTP, WebDAV and LDAP to enable highest flexibility for the IT systems environment. Imperia does not require special IT resources; thus it can be installed on the same system as the portal or alternatively on a dedicated server as well.

Both systems access the same list of users by supporting SAP SSO tokens and LDAP. Redundant administration of users becomes obsolete. As with the portal, authorisations can centrally be administered in the respective user group.



By using above industry standards Imperia forms part of the existing security and IT systems infrastructure regardless if it is installed on the same server as the portal or not.

A certified business package is required for the portal to integrate content in the navigation. No further portal changes are necessary. Components can be installed and adopted during system runtime.

Both systems can independently be maintained and updated; new releases can be installed separately. Maintenance handlings regarding one system do not effect the availability of the other. Thus software investments and availability of future software releases are secured independently.

3. YOUR ADVANTAGES AT A GLANCE

Functions	SAP KM	+ Imperia
Versioning of content	√	√
intuitive graphical interface for ease of administration of versioning history		√
compare/write function regarding historical versioning (content diff)		√
structured data/ content input	√	√
free design of rich media in content elements		√
dynamic adding of content elements in a template		√
XML publishing following SAP schemes (SAP forms)	√	√
XML publishing following any (further) scheme	√	√
publishing of generated documents (pdf, MS Word, Excel, multimedia)		√
WYSIWYG editing		√
Media database		√
automatic aligning of content according to the look and feel of the portal	√	√
link checking and administration of links		√
multi use of content for several target web sites		√
user friendly workflows	√	√
flexibility of creating complex workflows		√
workflow designer		√
automatic workflow routines (spell check, consistency check, verification, translation etc.)		√
Personalisation of content	√	√
Integration into full text search (i.e. T-REX)	√	√
Database storage (i.e. Oracle or MS-SQL)	√	√
Single sign on	√	√
common role concept	√	√
automatic print preview		√
Integration into portal navigation		√
Content placement at any portal location		√
Multi language		√