

- **Simplified Web Content Management:** PDCMS allows an administrator to configure a “wire frame” web site and provides a configuration editor to dynamically select the content to be shown.
- **Simple User Segmentation:** PDCMS allows the administrator to define user segments based on user characteristics and to customize a user’s experience based on his segment.
- **Lifecycle Management:** PDCMS provides a single user interface so that the administrator can stage and move content through a user-defined content lifecycle resulting in faster time to market and reduced costs.

WS-
Management
Open Standards
Interfaces

Policy-Based
Dynamic Web
Content

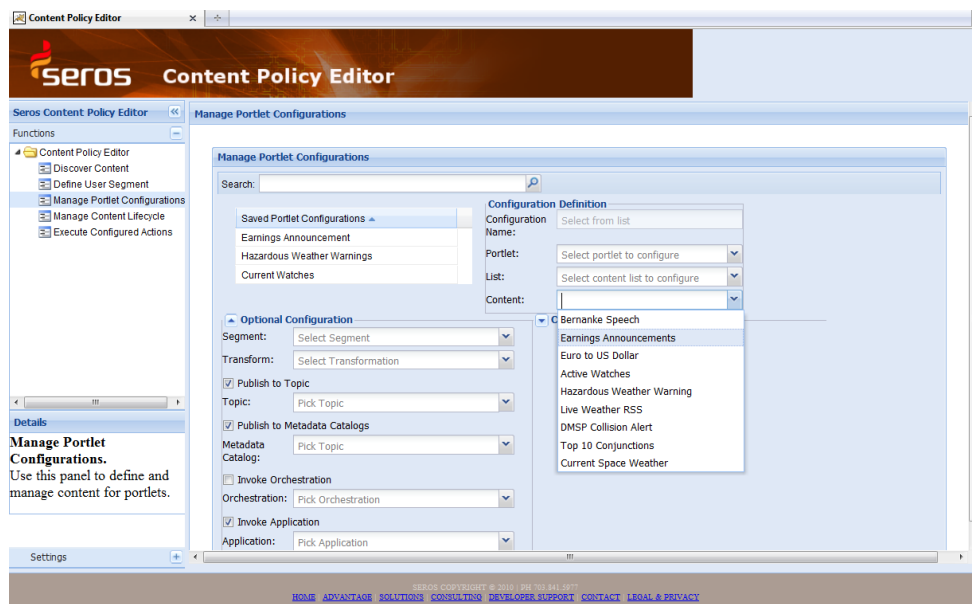
Define Attribute
Based User
Segments

WSRP and JSR-
168/286
Compliant

Intuitive
Configuration
and Policy Editor

What is PDCMS?

The Seros Policy Driven Content Management System (PDCMS) provides a unified desktop environment for exploiting multiple information sources and processing capabilities. PDCMS provides a service-oriented business model through the use of web service standards in a service oriented model. From an intuitive user interface, the administrator can configure a display “wire frame” based on a set of policies that allow the user to control the features of the display and the content of the display

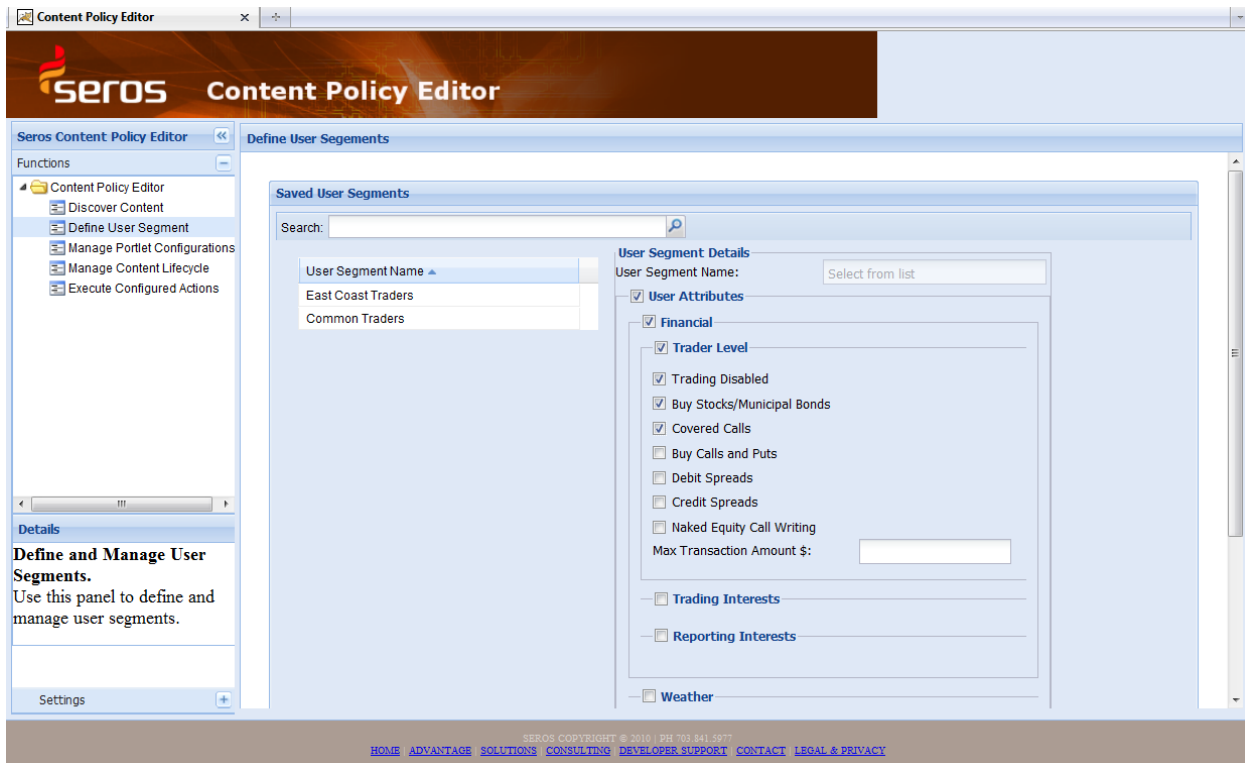


PDCMS takes this content customization to the next step by leveraging open standards in such a way as to allow the user to compose new behaviors dynamically. This includes the ability to transform the data, to publish the data to topics, to publish the data to different metadata catalogs, to invoke orchestrations and/or to invoke applications. These operations can be performed via the Content Policy Editor or through Seros provided portlets (discussed below).

PDCMS allows the administrator to create user segments based on pre-determined characteristics, attributes and/or information. These user segments can then be associated with the display policies to provide unique content based on the user’s likes, dislikes and interests.



Policy Driven Content Management Service (PDCMS)



PDCMS defines display policies that describe what information is to be displayed. The administrator can update the policy and end users simply have to refresh their displays to see the new content. This process of updating the display can be staged through user-defined lifecycles to ensure that quality content is always presented to the end user. By controlling the lifecycle in one tool, such as PDCMS, companies can expose new website content to the public in literally hours instead of days, using fewer life-cycles and people, resulting in faster time to market and reduced costs.

PDCMS acts like a nexus gathering information from various sources and allowing the administrator to browse and discover what data is available. The administrator can discover data, expose it in the display, perform additional processing to the data, and even redirect the information to other network resources.

Finally, PDCMS provides a simple software developers kit that eases the translation of existing data sources into a format that is easily used by PDCMS.

PDCMS exposes its features via industry accepted web service standards so it's easy to integrate and use. WS-Management is used to manage and communicate with data source connections. A Web Service for Remote Portlets (WSRP) bridge is provided to allow users that rely upon that protocol to access the features of PDCMS. WS-Policy is used to capture the display policies.

Our customers benefit by experiencing significantly faster time to market for their content at a lower cost. Administrators can control the content in a single, intuitive, user interface. Customer's benefit as PDCMS can be configured to display content unique to them. There is currently nothing like this in the market today.



Policy Driven Content Management Service (PDCMS)

Key Capabilities and Features

WS-Management Based Components

By exposing the underlying components via the WS-Management standard, the PDCMS components can have their status monitored and controlled through standard products or through the Seros Governance and Management Service.

Web Services for Remote Portlets (WSRP) Compliant

The PDCMS operates as a WSRP Producer allowing any WSRP compliant portal to use these services transparently. Administrators simply configure their WSRP consumer portlets to point to the Seros WSRP server and the value of PDCMS is automatically added to their system.

Seros Smart Portlets

For those users that desire, they can use Seros Smart Portlets that can be configured directly via a button click and can have added capabilities such as launching applications or routing data to orchestrations, right from their display. This feature brings "command center" functionality to thin-clients out of the box.

Content Policy Editor

PDCMS provides an easy to use, web-based content policy editor that allows administrators to discover and manage content, promote content through the lifecycle, create and manage user segments and execute data functions.

Fully-customizable and configurable

PDCMS leverages meta-data and WS-Policy based configuration to allow the administrator to configure user attributes, lifecycle steps, environments and many others according to their environment. PDCMS integrates into an environment but does not dictate it.

Software Developer's Kit (SDK)

Through the use of the PDCMS Software Developers Kit, the process of exposing content can be achieved through simply edit a configuration file and executing a build script. The SDK automatically created the software required to expose content via PDCMS.



Policy Driven Content Management Service (PDCMS)

Technical Specifications

Open Standards	WS-Management, Web Service for Remote Portlets (WSRP), JSR-168/JSR-286, WS-Policy
Supported Portal Environments	<i>The SDS Portlet Can Be hosted in any JSR-168 compliant portal environment. Existing Portal Environments Include:</i> Liferay™ Portal

Contact Us

For more information about the Policy Driven Content Management Service, or any of the other Seros products, please visit us at www.seros.com, or call 719-599-8150 ext. 168 to speak with a Seros representative.