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Agenda

Overview

Web Page Composer for end users

Web Page Composer for authors and editors
  • Approval workflow
  • Time-based publication
  • Permissions
  • Multi-language support
  • Interactive portal pages (mashup)

Web Page Composer for administrators
  • Basic configuration
  • Connecting content to portal roles
  • Customization & Extensions

Summary
Overview
How much do you empower your users already?
Challenges in today’s enterprise environments

Authors & End Users
- Various tools for sharing news & knowledge or searching for relevant information
- Complex UIs and tools for managing content
- Users cannot react instantly on events

Administrators
- Central portal/ IT team is busy with operations and content-related activities (bottleneck for innovation)
- Maintaining various best-of-breed or custom developed solutions that are not flexible enough e.g. for extensions
- Cumbersome procedure for integrating and monitoring the different solutions

CIO
- High TCO for running a heterogeneous landscape
- High costs for additional licenses & training
- Limited control and governance / guidelines
Market Trend
Blurring IT and Line-Of-Business Boundaries

Business users take control of the content that drives their business

The delivery and creation of business content, which was owned by IT, moves to the business who rapidly deploy dynamic end user experiences on cost-effective platforms.
Market Trend
Putting information and applications into context

Today’s evolving needs require fast response and ability to easily blend data from different sources. Organizations need simple but yet powerful tools for authoring, management and publication of web content and contextual portal pages.

- Web content and external sources
  - News
  - RSS feeds
  - Maps
  - Services

- Applications
  - SAP Applications
  - Reports
  - non-SAP content

- Shared and personal content
  - Images
  - Articles
  - Documents
What is Web Page Composer?

Web Page Composer is a powerful portal capability for business users that enables easy, rapid creation and management of enriched portal pages, blending business applications and user-generated content. Web Page Composer also supports professionals to create interactive portal pages.
Value Proposition
Empower business users to easily create & manage pages in the portal

Business user or author
- Increase productivity: Easily create, share and update content in a simple and intuitive editing environment
- Contextual information: Place relevant structured (e.g. applications, reports) and unstructured web content on the same page
- Shared content: Centrally maintain web content (KM shared library) and applications (portal content directory) for re-use on various pages

Administrator
- Increase contributions: Delegate major content creation activities to the business users, so IT can focus on their core tasks and innovation.
- Integral part of SAP NetWeaver Portal: Leverage portal capabilities and services such as permissions, meta data, transport
- Reliable and open infrastructure: Solution is based on proven, scalable portal infrastructure and provides open framework for integration of content from SAP and non-SAP sources

CIO
- Strengthen governance: Improve the content quality via governance capabilities (e.g. approval workflow, versioning, link checks)
- Reduce TCO: No extra licenses and application platform required
Web Page Composer
Main building blocks

Runtime (end user)

Published Content
Access content, use page services and launch in-place editing

Authoring Environment (authors)

Area Management

Content Editor
Intuitive authoring environment for managing and publishing areas, navigation structure and pages

Content Library
Central repository for managing shared web content (e.g. news, articles, documents, images)

Customizing & Extensions
Themes, custom web forms, page layouts and content providers

Content integration (administrator)

Portal Content / Applications (PCD)
Web Content (KM)
Third party
Web Page Composer for end users
Easy and quick access to relevant information

End users can easily access web content and applications in the portal via

- **Navigation:** WPC areas are integrated into the role-based navigation structure
- **Favorites:** End user can save their favorite pages for quicker access
- **Search:** search results include contextual information such as the relevant page and role

For each page the following services are available:

- **Send link** to colleagues
- **Print** the page
- **Subscribe** to updates via RSS mechanism
- **Provide feedback** to the author
- **Add page tags** for better search results
- **Launch in-place editing** (for editors)
Accessing web pages in the portal
End user perspective

Welcome to the Sales & Marketing Info Space!

Check out these pages and the various tools to stay up-to-date with our customers, competitors, and solutions in a changing market.

We want you to be successful in providing real value to our customers. And there are many tools, resources, services, and people to help you do just that. The Tools & Resources area of the Sales and Marketing Workspace is your on-line gateway to all of the many sales resources at your disposal.
Example: Sales and Marketing Info Space

Welcome to the Sales & Marketing Info Corner

Check out these pages and various tools to stay up-to-date about our products, customers, marketing activities and competitors.

We want you to be successful in providing real value to our customers. And there are many tools, resources, services, and people to help you do just that. The Tools & Resources area of the Sales and Marketing Info Spaces is your online gateway to all the many sales resources at your disposal. Enjoy!

The Sales Advisory Team is continuously enhancing and updating the material in the Sales and Marketing area. If you have any feedback, customer inquiries or need support to prepare a customer session, please do not hesitate to contact us.

We are more than happy to support you with our professional services to ensure you have the latest product and competitive information for your deals.

Useful Links
- Industries and Solutions
- Knowledge & Support
- Competitive Information
- Sales Services
- Tools & Resources
- Sales Advisory Services Helpdesk
Example: Itelo’s Product Information

Desктопы
The ultimate business desktop

Advanced ITelo desktops are designed to help maximize productivity while minimizing cost. Offered in a range of sizes - from Tower to Small and Ultra Small form factor designs - to suit a variety of business needs, ITelo Power-Workstation Series support the latest technology to deliver high performance and long-term stability.

Итело Maxitec-R 375 Personal

Workstation power for PC prices! As a professional starter system, our basic model in the Maxitec-R series will become a strong communications cockpit. For business users and students that require a simple, integrated computer. Technical specifications: Between 0.67 and 8.45 lbs; 173-1.9 inches thin; 23 spindles fixed; 14.1 to 17-inch displays

Итело Maxitec-R 3100 Personal New!

Working on the computer can be this easy. Thanks to the dual processor, you’ll be able to complete both technically demanding and graphically intensive tasks with this model – in the blink of an eye. For professionals that require performance. Now available with 3D sound card. Technical specifications: Between 4.8 and 5.75 lbs; Between 1.2 and 1.36 inches thin; One MuliBay optical; 14 to 15-inch display

Итело Maxitec-R 3133 Personal

Despite its modest design, this system will greatly impress you, almost inexhaustible hard disks and the fastest Xeon processors guarantee you genuine high performance! Best for business users focused on technology. Technical specifications: 15.4-inch WXGA display; 6.38 lbs; 1.36-inch thin; One fixed optical drive

Итело Maxitec-R 3300 Professional

The computer has long since been more than something out of science fiction. Nevertheless there are still computer novices out there. Best for mobile professionals that require performance in a thin and light form factor. Technical specifications: 5.15 lbs; 1.6 inches thin; MultiBay flexibility: 15-inch displays
Example: consuming WPC articles on mobile devices

Web Page Composer provides flexible options to customize the style of the web content

Example

- Portal offers a special mobile “homepage” experience* of Enterprise Workspaces on tablets
- Using Web Page Composer to create news for sales people

* Entry point for mobile users, with group-specific aggregation of un-structured content and key applications
Web Page Composer for content editors & authors
Intuitive authoring environment
The area management role contains „Content Editor“ and „Content Library“

Intuitive authoring with the content editor
• Overview and staging area for published & draft pages
• Easy structuring of navigation hierarchy
• Page composition via drag&drop (WYSIWYG )
• Governance via approval workflow for pages
• Time-based publication
• Interactive (mash-up) pages
• Flexible permissions and delegation concepts
• Version history for pages
• Support for multi-language and regions
• Maintain properties / meta data (from PCD and KM)

Shared web content in content library
• Central repository for shared web content such as articles, documents, images
• Templates for dynamic news lists, articles, banners or link lists and application integration
Content editor’s overview page
Quickly access recently edited pages, bookmarks or pending approvals

“Area Management” as entry point
Launch the overview cockpit
Recently modified content items
Quick access to favorite items
Pending approvals by me or managers
Area Management – Content Editor

Page editor perspective

- Launch the content editor
- Preview & publish page
- Services: e.g. content editing, workflow, permissions, time-based publication
- Shared content from library
- Staging area with navigation structure
- Business applications
- Web content templates
- Add content to flexible layout via drag & drop

Welcome to the Sales & Marketing Info Space!

Check out these pages and the various tools to stay up-to-date with our customers, competitors, and solutions in a changing market.

We want you to be successful in providing real value to our customers. And there are many tools, resources, services, and people to help you do just that. The Tools & Resources area of the Sales and Marketing Workspace is your one gateway to all of the many sales resources at your disposal.
Area Management – Content Library
Web form author perspective

Access to the content library

Create new web forms or upload documents, images

Build up a comprehensive content hierarchy for re-usable web forms and images

Customizable list of available assets in the folder.
Advanced authoring scenarios
Approval Workflow
Publishing pages after approval

Key authors can define single-step workflows for approving pages
- Approvers automatically receive a notification (request for approval) by mail and an item on their overview page
- The first approver who accepts the changes initiates the publication (at the defined time)
- In case of rejection the content editor can re-work the pages

The approval action will publish the page (at defined time) automatically
Reject will mark the page as rejected. Approver can provide reason / proposals for changes via mail response.
Time-based publication and removal of pages

Authors can schedule publications of a page to make web pages only available to end users for a specified time period. The content is automatically published / removed at the defined certain date/time.

Add specific date/time by when the page will be published.

Add specific date/time by when the page will be removed from the role at runtime.
Business Roles and Permissions

Web Page Composer offers a flexible role model that scales with the size of your company. Customers can manage areas centrally or delegate content related activities across different people or teams.

**End user**
Explore the content

**Author/Editor**
Create and edit content

**Area Owner**
Manage area structure and delegate permissions

**Portal Administrator**
Set up the environment / Integrate backend

Owners of folders, areas, and pages can give other users permission to perform various actions on the various object, that can also be inherited.

**Note:** For the Approval Workflow there is another user role for the approver.
Multi-Language Support / Regionalization of Content

Authors can create language or region specific versions of their pages. Based on the user’s settings/preferences the correct content is displayed at runtime.
Version History

- You can manage multiple versions of pages and restore previous versions of pages.
- When version management is enabled, a version of the page is saved each time you publish a page or explicitly save recent changes.
Interactive portal pages (mashups)
Connecting content items on a page

- WPC enables editors to **create enriched pages with applications** (structured content) and **web content** (unstructured content).
- With WPC you can build **interactive portal pages** in which the iViews* are **contextually connected** and **pass information** between them upon user interaction.
- A key user can modify WPC pages and make them mashup pages or create new mashup pages in a **simple authoring environment**.
- **Example**: Look into expiring contracts and search for alternate suppliers by utilizing internal and external information (e.g. maps or web search).

*check blog for details and supported UI technologies
Lightweight Mashups
Example: connecting applications on a portal page

Select vendor to pass information to other apps

Classic Portal (PRT) application

SAP Transaction

Web Dynpro applications

Parameter exchange at runtime

Definition of connections

External Service (e.g. maps)
Web Page Composer for administrators
Basic Configuration
Basic Configuration

Administrators can easily configure key properties for the content editor environment:

Role: *Area Management > Content Editor > Properties > All > Category: WPC configuration*
Publishing content to be available for end users

**Web Page Composer**
Intuitive authoring environment for delegated content editing

- Authors create and publish content in Web Page Composer
- Assign roles to users and define entry points.
- Create additional pages underneath your navigation node (area).
- Create a connection between role and area.

**End user view**
Accessing information via search and role-based navigation
Connecting Portal Roles with WPC Areas

Each WPC area has a unique ID. As soon as the area is ready for publication, an administrator connects this area to the navigation structure of a portal role to make it visible for end users.

Once connected to a portal role, all future changes are published directly.
Integration of Business Applications

Web Page Composer is fully based on standard KM and Portal concepts.

Procedure for integrating applications:

1. Content administrators add applications to the portal content directory (PCD) under folder „Portal Applications“
2. These applications and reports are automatically available in the WPC authoring environment under “Portal Repository”
3. Content authors can drag&drop those applications onto their page

Note: Single sign-on and permissions are inherited from the default portal configurations.
Customization & Extensions
Customization & Extensions
Based on a flexible and open framework

Customers can easily customize and extend the solution:
• Develop or configure custom page layouts and XML-based web form templates
• Integrate third party HTML editors (such as TinyMCE)
• Adjust style sheets to your corporate identity
• Implement a custom content provider
• Extend the standard notification mechanism
• Extend content handling capabilities
• Implement new iView modes
Working with Page Layouts

Web Page Composer offers various out-of-the-box page layouts. Pages are based on JSP layouts for runtime and flexible XML layouts for the design time (e.g. support for drag&drop).

Customers have the following options:

- Use the default layouts
- Adjust the SAP layouts by configuration
- Create own custom layouts according to How-To Guide
Working with Web Forms

WPC provides various pre-configured web form templates. These forms are based on XML/XSL and CSS configuration files.

Customers have the following options:

- Use the default templates: article, banner, dynamic list, link list, paragraph, RSS, teaser, URL
- Adjust the SAP templates by configuration
- Create own custom web forms according to How-To Guide
Using Web Form Editor Components

The out-of-the-box web forms consist of various default elements that can dynamically be added, moved or removed:

- Author name or image
- Abstract
- Heading
- Paragraph, advanced paragraph
- Image
- Related links

You can also easily create a custom web form based on these elements, create own custom components or integrate third party HTML editors, image gallery, etc.
Custom Content Providers

Web Page Composer provides an API that enables you to integrate content of your choice by implementing a custom content provider.

You can display the custom content provider in a separate tile in the page content panel in edit mode, and implement a content handler to handle modifications made to the custom content.

Required steps:

1) Implementing a Custom Content Provider
2) Implementing a Custom Content Handler
3) Registering a Custom Content Provider and Content Handler
Summary
Summary

Web Page Composer is a tool for business users that facilitates the creation and management of portal pages that can combine business applications with user-generated Web content and static content.
Related SAP Product Offering
Professional WCM Solution “SAP Portal Site Management by OpenText”

Provides a rich set of features and functions to enable non-technical business experts to easily manage navigation and content within SAP NetWeaver Portal and Enterprise Workspaces

**Benefits**
- Best-of-breed web content management system
- Fully integrated into SAP Portal and Enterprise Workspaces
- Operational efficiency by empowering non-technical editors to create, edit and manage content

**Key Capabilities**
- Converging web-content, structured, and unstructured data
- User-defined workflows
- Multi-channel publishing
- Multiple-languages support tools
- Supports portal functionalities such as search and mashups
Further Information

SAP Community Network
Product Overview and Demos:
http://scn.sap.com/community/netweaver-portal
http://scn.sap.com/docs/DOC-7892

Documentation
SAP Help Portal

Wiki
WPC Wiki on SCN

Community & Forums
KMC & WPC Community on SCN

Important Notes
1371703 - WPC for SAP NetWeaver 7.3 – Upgrade
1080110 - Installing or Updating the Web Page Composer
Thank You!

Contact information:

Product Management
SAP NetWeaver Portal and Enterprise Workspaces

SAP Technology and Innovation Platform
SAP AG
sapportal@sap.com
Appendix

Migration

Technical Configuration
During upgrade, the system migrates the Web Page Composer site and page infrastructure, Web content and page layouts.
Administrators can configure special properties such as elements of the overview page, number of stored versions or notifications handling.