

## Ephox EditLive! for IBM Workplace Web Content Management



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### Highlights

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- **Help ensure user adoption of your Web content management system**
- **Improve author productivity with an easy-to-use Microsoft® Word-like interface**
- **Create and publish Web content more efficiently**
- **Enhance collaboration with the only product in the market enabling users to track changes on HTML documents**
- **Reduce costs and save time associated with content authoring and IT administration**

### Taking the pain out of publishing Web content

With ever-increasing volumes of critical information distributed across portals, applications, intranets, extranets and the Web, publishing and maintaining Web content is a significant challenge. Many organizations handle Web content creation, publishing and content management capabilities in-house rather than through costly outside resources.

Web content management systems offer enterprises the promise of transferring content-creation and publishing responsibilities to business users rather than Webmasters, who are typically inundated with numerous mundane requests to update, change and publish content. However, many content management systems fail to adequately address the part that authors use most frequently: the editor interface.

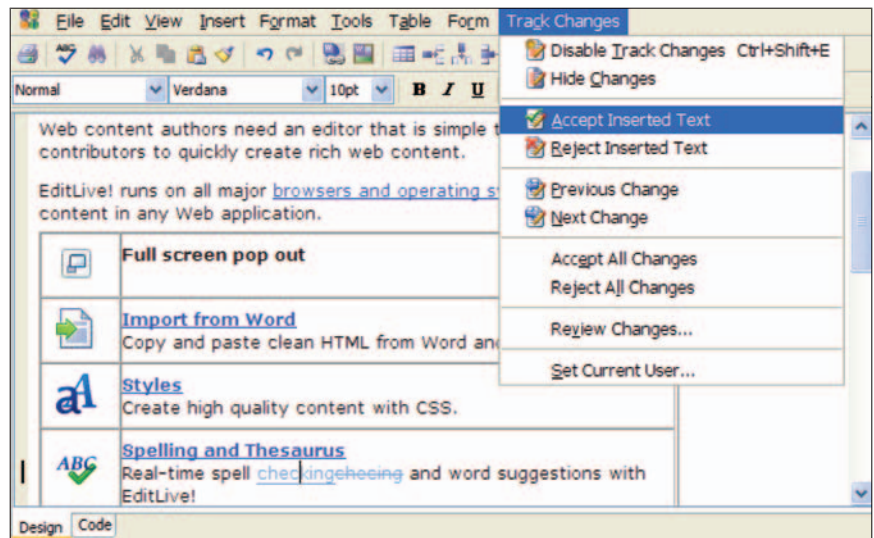
Most Web content editors are awkward to use and lack key features that enable authors to update content quickly and effectively. In addition, they fail to ensure that all online documents follow a consistent style, and their interfaces do not behave consistently across different Web browsers.

Ephox EditLive! for IBM Workplace™ Web Content Management™ takes the pain out of publishing Web content and reduces the time to publication. With a user-friendly interface, EditLive! enables authors to create, modify, publish and share HTML documents – without needing to know HTML. Designed to behave similarly to Microsoft Word, EditLive! gives content authors a very familiar authoring environment, enhancing author productivity and ensuring widespread user adoption.

### IBM and Ephox: Content management expertise

Ephox is a leading provider of software solutions for creators of Web content in wikis and content management systems (CMS). An IBM Advanced Business Partner, Ephox has been developing enterprise-class authoring solutions since 1999. Its products are used by 300,000 Web content authors in 1,500 organizations across 35 countries.

Together, IBM and Ephox have 60 joint customers across industries – a number that is growing continually – that use EditLive! for IBM Workplace Web Content Management, including those in government, healthcare, education and financial services. The combination of IBM and Ephox has resulted in a stronger content management solution.



With more than 60 extra commands and 19 extra dialogs, Ephox EditLive! for IBM Workplace Web Content Management ensures authors aren't limited by the editor.

### Tight integration delivers powerful features

A browser-based, rich text HTML editor, EditLive! helps organizations create documents that include formatted text, headings, tables, lists, images, links, RSS feeds, Flash and more. EditLive! for IBM Workplace Web Content Management is a tested and fully supported integration that replaces the default IBM Workplace Web Content Management editor.

EditLive! offers:

- *Copy and paste functionality from MS Word that is fully compliant with W3C standards*
- *MS Word-like editing features including spell check as-you-type and track changes*
- *Robust table and list editing – including cell property dialogs, in-line cell formatting, in-line row or column resizing and in-line row/column selection*
- *Integration with IBM Workplace Web Content Management image and hyperlink repositories*

- *WYSIWYG-style dropdowns that apply IBM Workplace Web Content Management Cascading Style Sheets (CSS)*
- *Feature menus, rather than simply buttons, that enable users to quickly find their required function*
- *Configurable user interface according to each author's portal role*
- *Complete customizability and extensibility (with more than 200 APIs)*

Customers can swap out the default editor with EditLive! for IBM Workplace Web Content Management in a matter of minutes.

### Reducing costs and saving time

When employees spend more time looking for information necessary for performing their jobs, they inherently spend less time actually working and generating business.

Similarly, clients and citizens that cannot find what they are looking for on a Web site leave frustrated and dissatisfied—all adding up to wasted hours, and costly missed opportunities.

EditLive! helps reduce costs associated with:

- **Content authors**—*EditLive! offers a faster, easier editing interface with numerous features and shortcuts that minimize mouse clicks and keystrokes; standardized style sheets eliminate time spent on formatting. EditLive! enables a return on investment in only months; if, for example, each author saves five minutes per day, that translates into a cost savings of between US\$1,000 and US\$2,000 annually per author.*
- **IT administration**—*By giving business users and authors a solution they can actually use for creating and publishing Web content, IT staff are freed from content creation and publication tasks. EditLive! can reduce the time IT staff spends on reviewing, publishing and managing content by more than 50 percent.*
- **Training**—*Employing an interface that is instantly recognizable and performs in the same manner as Microsoft Word, users can transition seamlessly between EditLive! and Word.*

### **Improving productivity and content quality while complying with regulations**

The ability to effectively manage Web content—and more importantly information and specific knowledge—directly affects organizations' ability to succeed. Information is, in many cases, the most valuable asset that businesses can offer employees, citizens, clients and partners. Consequently, managing and sharing that information quickly and cost-effectively is essential.

Collaborating on creating, revising and publishing content from a variety of sources—including word processor, e-mail, phone calls and more—generates multiple tasks for everyone involved. Organizations also need to meet ever-changing industry requirements and accessibility standards, especially complying with governmental regulations, such as Section 508 (an amendment to the Rehabilitation Act requiring federal agencies to eliminate technological barriers and make IT accessible to people with disabilities) and Web Content Accessibility Guidelines (WCAG). As a result, opportunities for embarrassing and potentially costly errors can increase as well as the need for extensive interventions from Webmasters or IT administrators.

### **Extending content management capabilities**

*Cardinal Health System (CHS) serves Ball Memorial Hospital in Muncie, Indiana. The company needed to extend Web content management capabilities to the hospital's new interactive portal to help in-house department publishers and end users update dynamic content easily. To answer these needs, CHS implemented Ephox EditLive! for IBM Workplace Web Content Management—a leading Web authoring tool providing an MS Word-like authoring environment, a clean copy-paste from Microsoft documents, and powerful features such as table editing. As a result, CHS saved US\$30,000 in custom HTML coding costs, and anticipates ongoing costs savings in the future.*

To address these requirements, EditLive! offers:

- **Guaranteed W3C and XHTML compliance** – *Ensures that every page of content will look consistent on all browsers, operating systems and platforms thanks to EditLive!’s proprietary parsing engine. Even content copied from MS Word will paste as clean HTML so IT administrators won’t have to find and remove bad tags and HTML code.*
- **Track changes** – *Enables seamless collaboration between authors, who can now accept or reject individual changes within a document rather than having to choose a version of an entire document. This enables authors to collaborate on content using only EditLive! and IBM Workplace Web Content Management so they can bypass using MS Word, e-mail and phone calls for content review.*
- **In-line spell checking and thesaurus** – *Ensure that content looks professional.*
- **Accessibility checker** – *Helps authors comply with Section 508 and WCAG accessibility standards.*
- **CSS styles support** – *Ensures that all content conforms to centrally controlled style guidelines.*
- **Ease of use** – *Allows authors to keep content up to date and relevant with little effort.*

## Supports multiple platforms and operating systems

EditLive! for IBM Workplace Web Content Management runs on all platforms and operating systems on which IBM Workplace Web Content Management runs, such as Windows,<sup>®</sup> Linux,<sup>®</sup> Java<sup>™</sup> and most versions of UNIX,<sup>®</sup> including Solaris and AIX.<sup>®</sup> EditLive! loads in both Firefox and Internet Explorer. It also runs on platforms and browsers that IBM Workplace Web Content Management does not support such as Mac OSX, Safari and Opera. EditLive! leverages IBM hardware, software and middle-ware, including:

- *IBM System i,<sup>™</sup> System p,<sup>™</sup> System x<sup>™</sup> servers*
- *IBM BladeCenter<sup>®</sup>*
- *IBM WebSphere<sup>®</sup> Portal*
- *IBM Lotus<sup>®</sup> Domino<sup>®</sup>*

## For more information

To find out more about EditLive! for IBM Workplace Web Content Management, please contact your IBM representative, or visit:

[ibm.com/software/showcase/government](http://ibm.com/software/showcase/government)

or

[www.ephox.com/ibm](http://www.ephox.com/ibm)



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