

Serena Collage

Enterprise-Class Web Content Management Solution

Serena® Collage® delivers enterprise-class content management enabling customers to easily and rapidly design, create, deploy and maintain their website code and content.

Content Authoring and Development

Browser-based end-user contributions – Intuitive, easy-to-use web client enables direct editing and in-context preview for contributors across the entire organization over HTTP or SSL connections. Templates are built using customary web page layout and scripting languages such as HTML, JSP, ASP, and Cold Fusion, so contributions conform to your server-side coding standards. Designers configure templates to control contributor formatting, form element, and folder access options. And contribution content is stored in XML format for easy targeting and reuse.

Standard design and editing tools – Business users and web editors can work within their preferred desktop and editing tools. Collage provides multiple access protocols including Microsoft Office Web Folders, WebDAV, FTP, and HTTP to support distributed organizations.

Pre-built design components – Designers achieve rapid productivity with Collage using a library of pre-built components. Based on standard HTML tag syntax, these components can be used in any web editing tool, and through the integration with Macromedia Dreamweaver, the option of drag-and-drop simplicity.

Page templates – Conforming to code and style guidelines is easily accomplished with standardized templates simply by building pages in the same languages and formats you already use, such as JSP, .NET, or Cold Fusion.

Asset metadata – Metadata schemas can be assigned, captured, and versioned to enable logical categorization and targeting of content or assets. Metadata can be deployed for consumption by XML-based applications or portals.

Intelligent searching – Users can interactively establish criteria to efficiently locate content by metadata, status, or by content string. Searches can be saved for shared access and reuse.

In-context preview – Live content preview empowers users to dynamically view content, whether individual assets, composite static web pages, or dynamic application pages in-context with a run time application framework.

Collaboration

Workflow and task management – Quality and efficiency are increased when teams follow prescribed business processes. With Collage task management, web administrators can quickly create customized content routing sequences for ad hoc or reoccurring tasks, restrict functionality to simplify the workflow console for casual users, and define workflow communications to anyone in the organization. Automatic email notifications allow process control throughout the organization. Workflow content is edited and previewed in its own branch of change in context with the rest of the project.

Web application developers – Collage features unparalleled integration with industry leading software configuration management solutions such as Serena® ChangeMan® Version Manager and Serena® ChangeMan® Dimensions. Using Collage to version the combined website application code and content assures collaboration and consistency across multiple development teams while letting everyone use their preferred development tools.

Managed Deployment

Enterprise deployment – Collage provides a robust deployment engine that automatically renders and generates content, and transfers site content and application code to target servers. Using standard web protocols Collage can deploy to virtually any application environment or runtime configuration, including mirrored sites and server farms.

Secure and manageable deployment – Deployment is also secure with firewall, secure FTP and error failover support to ensure site integrity, and emailed deployment reports ensure a manageable process. Customers can also integrate their own scripting logic for a highly customizable solution.

Transactional deployment – Business user contributions seamlessly transform into transactional content and meta-data using the Database Deploy feature, providing automated integration with portals and run time applications using XSLT translation. The XML-based deployment accesses any JDBC data store, and is highly customizable to meet the wide range of control necessary for business applications.

File-based repositories – Web content has many sources. Delivery of content files from outside repositories such as corporate networks assures a flexible deployment engine that easily expands beyond the managed content solution.

Project Management and Administration

Role-based security – Ensure site integrity by establishing user and group permission profiles, and scale access to restricted functionality across various levels of security groups. Granular control is extended to all levels of the project hierarchy, even to the individual asset level.

Multi-level checkpoints – Task management and workflow, link verification, impact analysis and diagnostics proactively identify errors and prevent publishing of unapproved or erroneous content resulting in improved site accuracy.

Tracking and analysis – The dynamics and liabilities of change require detailed accountability tracking and analysis. Collage offers an extensive history of user and system activity, with flexible and intuitive searching for rapid information retrieval. Audit logs can be exported to common reporting tools such as Microsoft Excel. System debugging logs dynamically update diagnostic detail through a browser interface for remote analysis.

Versioning – Collage transparently versions all checked-in changes to project assets and metadata. Version histories are actively maintained and readily accessible for immediate rollback, preview, or to make edits based on a prior version.

Existing site content – Customers often have many sites throughout the organization with varying needs for content management. As the need arises for content management new sites can migrate to Collage using import capabilities.

Project and site archiving – Automatic archiving enables offline storage of complete project repositories and all generated and deployed site content.

Centralized directories – Collage supports LDAPv3 and Active Directory for user and group management using standard HTTP and SSL access protocols.

Accessibility – Collage conforms to the U.S. Government's Section 508 requirement for users with certain disabilities. Collage generates compliant navigational links and page tags and provides compliance options for business contributors and web editors.

Multiple language support – Collage is a UNICODE-enabled system, supporting global initiatives in virtually any language — whether site content, page and contribution templates, or data. Localized sites can be intelligently deployed in location-dependent languages. Collage repositories can be initialized in preferred collation settings to establish the default sort order. Localized versions are also available.

About Serena

Serena is a global provider of application lifecycle management solutions that deliver control, insight and predictability to enterprises that are dependent on software application to run their businesses. Serena helps companies protect and optimize these business-critical assets, supporting regulatory compliance, improving IT governance, mitigating risks and boosting productivity, quality and ROI.

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To learn more about these products, and how to begin implementing comprehensive change management in your enterprise, visit Serena at www.serena.com or write us at info@serena.com.

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Scalable Architecture

Multiple repositories – Enterprises have multiple web initiatives, each with its own work process configuration and storage demands. Collage supports multiple project repositories, and enables customers to distribute projects among multiple database servers optimized with unique storage performance and management requirements. Database servers supported include Oracle 9i, Microsoft SQL Server 2000, and Sybase Adaptive Server Anywhere.

Distributed content server – To meet the demanding enterprise requirements of today's global organization, multiple Collage servers can be installed to accommodate geographic dependencies. These server domains can share common project repositories and server administration. Domain servers can also be configured as dedicated deployment servers.

Application server support – Collage server architecture is based on open standards and built upon the J2EE web application framework and can be installed on the IBM Websphere, Oracle 9iAS, and BEA Weblogic platforms. Collage can deploy file-based and transactional content to virtually any web application environment.

System Specifications

Serena Collage is a design-time solution that uses a J2EE web application/thin client approach to manage enterprise content. Client use and availability is based on browser access, requiring no desktop installation. All content and application logic is deployed to any number of stage or production web servers. Serena Collage is based on industry standards and supports the following platforms. Support for new technology is added continuously. Please contact Serena Sales offices in your regions for more detailed information.

Java Architecture

- J2EE, JDBC, JSP, EJB, and servlets

Microsoft Architecture

- .NET, ASP, COM

Protocols

- HTTP(S), SSL, WebDAV, LDAP, XML
- FTP: Passive, SSL, Socks 4/5, Explicit, Clear Channel

Server Platforms

- Windows
- Solaris
- Linux

Client Platforms

- Windows
- Macintosh

Windows-based Browsers

- Internet Explorer
- Netscape Navigator

Database Platforms

- Sybase
- Oracle
- Microsoft

Application Servers

- Oracle 9i
- BEA Weblogic
- IBM Websphere
- Tomcat

Note: Serena Collage can deploy to any web server or web application server platform, and includes file-based and transactional deployment methods.

