| 1: Product Development | 2: Procurement & SRM | 3: Resource Planning & Manufacturing | 4: Marketing | 5: Sales & Service | 6: Corporate Operations |

Solution: Website Management

BEA Systems, Inc.

"Documentum enables us to have control, consistency, and efficiency in managing our growing, dynamic, global Web content. With Documentum, we can streamline Web publishing, leveraging content experts to update Web content and allocating scarce IT resources to more value-added projects."

Olivier Naimi, Senior Production Manager, BEA Systems

BEA is the world's leading e-business infrastructure software company, with 92 offices in 32 countries and more than 10,000 customers worldwide, including the majority of the Fortune 500. BEA was the fastest software company in history to reach a $1 billion run rate.

BEA uses Documentum to reduce Web publishing time from 3 days to 10 minutes.

Challenge

Web content is critical in the competitive and fast paced e-business software market. BEA has more than 20 websites, including www.bea.com, as well as partner extranets. With hundreds of thousands of unique visitors and millions of hits per month, the BEA.com site alone has more than 7,000 Web pages. Previously, the company had been maintaining Web content through manual, static HTML programming, which was time-consuming and labor intensive. BEA wanted to automate content production, such as publishing press releases, by pushing it to content owners and removing IT staff from the update process.

Solution

BEA deployed a Documentum Web content management solution to maintain the increasing amount of content on BEA.com. Documentum centrally controls the overall look and feel of the site while enabling content experts to update content with easy-to-use templates and without knowledge of HTML programming. Workflow ensures that all content is approved before it is published and lifecycle management automatically retires content when it becomes obsolete.
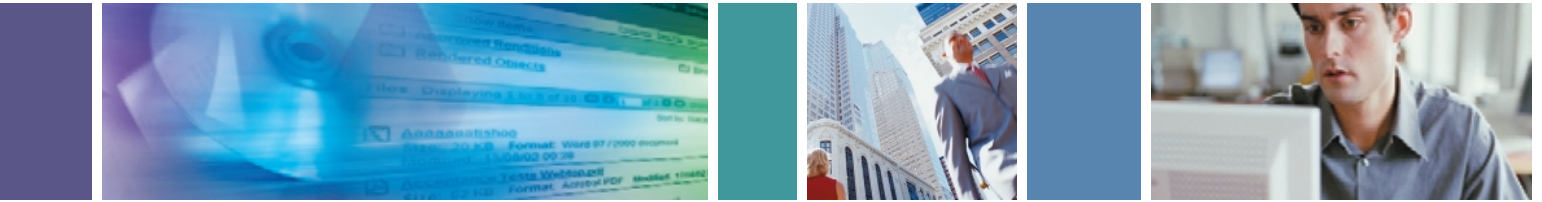
Results

With Documentum, BEA has streamlined and automated its Web publishing process. For example, updating press releases, which could take anywhere from one to three days, now takes 10 minutes and requires no IT involvement. Across BEA.com, all dynamic content areas, including product information, are maintained using Documentum. Documentum also enables BEA to control the look and feel of its website without relying on IT resources, which can be directed elsewhere. In the future, BEA plans to extend Documentum Web content management to its international websites.

Recommended Product Suite
- Documentum Content Server
- Documentum Web Publisher
- Documentum Site Delivery Services
- Documentum Site Caching Services
- Documentum Developer Studio

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a division of EMC

Documentum Solutions for High Technology

Driving Down Costs While Increasing Revenue

High tech manufacturers are gradually recovering from a period of excess inventory and falling revenue—where the need to remain competitive led to drastic cost cutting, substantial layoffs, and reduced R&D and IT spending. To sustain the recovery and improve performance, manufacturers must deliver increased revenue while continuing to effectively manage costs. And that means sharing information efficiently across the content value chain. From product development and manufacturing to sales and service, if you're not leveraging enterprise content, you're just making life easier for the competition.

1: Product Development	2: Procurement & SRM	3: Resource Planning & Manufacturing	4: Marketing	5: Sales & Service	6: Corporate Operations
SOLUTIONS > New Product Development > Specification Management > Engineering Release Management > Technical Publications > Engineering Change Management (ECR/ECO)	**SOLUTIONS** > Contract Management > RFQ Management > Supplier Portal > Settlement > Purchase Orders > Invoice Processing > Supplier Extranet	**SOLUTIONS** > Engineering Change Management > Demand Forecast Collaboration > SOP Management > Quality Specification and Program Management > Labeling and Packaging	**SOLUTIONS** > Technical Publications > Website Management > Collateral Production > Product Launch Management > Catalog Management > Self-Service Websites	**SOLUTIONS** > Call Center Support > Contract Management > Customer Quote Request and Proposal Management > Customer and Partner Portals	**SOLUTIONS** > AP and AR Processing > eLearning > Corporate Portal > Financial Compliance

The graphic above illustrates the ability of enterprise content management to integrate the content value chain across the primary functional areas of a technology organization.

Highlights

• Faster, more informed decision making
• Streamlined new product development
• Better procurement and supplier management
• Easy collaboration with partners and suppliers
• Efficient global information sharing
• Automated business processes
• More responsive customer service

Documentum—Driving Business Performance

The content value chain is the way we describe how essential processes are related in an organization and how content moves and is used across those processes. And in every area of the high technology content value chain, Documentum helps reduce costs, ensure compliance, streamline production, enable collaboration, and get products to market faster.

In fact, for every content management challenge a technology organization faces, Documentum provides a solution. And with our standards-based platform and world-class partner integrations, the opportunities to leverage Documentum throughout your organization are virtually unlimited. Documentum can help you exploit the natural relationships between content and processes that start in new product development, extend through procurement and manufacturing, and end with customer service—which means your business becomes more agile, more responsive, and more competitive.

On the following pages, we illustrate the varied ways in which Documentum solutions are being used in every segment of the technology enterprise.

The top 30 high tech companies grew revenues by at least 30 percent in the past year. Double-digit revenue growth is definitely sustainable. But only for companies that are relentless about increasing operating efficiency.

Today in technology, optimizing the content value chain can be a matter of competitive survival. If recent history has taught us anything, it's that no amount of innovation can save a business if it's mismanaged.

Documentum Industry Solutions

Documentum has more experience providing solutions across the technology content value chain than any other enterprise content management company. These solutions demonstrate the breadth of expertise Documentum can bring to the business of a technology organization.

Research and Development
New Product Development
Specifications Management
Technical Publications
Engineering Release Management
Engineering Change Notification
   Management
Product Portfolio Management
Proposal Development
Target Research and Validation
Product Data Sheet and Specification
   Management
Patent/IP Management
Design Scenario Planning

Procurement/Supplier Relationship
   Management
New Product Development
Specifications Management
Technical Publications
Engineering Release Management
Engineering Change Notification
   Management
Product Portfolio Management
Proposal Development
Target Research and Validation
Product Data Sheet and Specification
   Management
Patent/IP Management
Design Scenario Planning

Resource Planning and Manufacturing
Engineering Change Management
Demand Forecast Collaboration
SOP Management

Quality Specification and Program
   Management
Labeling and Packaging
Enterprise Asset (Plants/Facilities) Mgmt.
Network Management
Demand Forecast Collaboration
Transportation Management
Corrective Action Reports
Advanced Product Quality Planning (APQP)
ISO/OSHA/QS Implementation
GMP (Good Manufacturing) Compliance
Six Sigma Implementation
Kanban

Marketing
Technical Publications
Website Management
Collateral Production
Product Launch Management
Catalog Management
Campaign Management
Co-Marketing Alliance Management
Promotional Materials Management
Agency Collaboration
Contract Rebate Management

Sales and Service
Call Center Support
CRM Portal
Complaint Processing
Contract Management
Customer Quote Request/Proposal
   Management
Customer Self Service Portal
Partner Management

Partner Portal
Parts Catalog Management
Service Technical Management
MRO Management
Order/Product Configuration Management
Sales and Marketing Portal

Corporate Operations
AP/AR Processing
eLearning
Corporate (HR) Portal
Knowledge Management
Employee Records Management
Executive Decision Support—Intra
   Enterprise Digital Dashboard
Business Intelligence
Strategic Planning
Competitive Intelligence and Licensing
Financial Assurance/Sarbanes Oxley
Merger and Acquisition Workplace
Human Resources
Alliance Management
Resource Management
Client Engagement
Proposal Development
IT Program/Project Management
Intra/Inter Enterprise Reengineering
IT Asset Management
IT Knowledge Management
IT Vendor and Consultant Management