

SAP Interoperability

SAP recognizes through their partner program that their solution has not got all of the sophisticated Web Content Management (WCM) functionality required by enterprises. Morello can add significant benefit to the SAP E-Business platform by providing specialist 'best of breed' content management tools, while minimizing the technical impact; the support, training and integration costs normally associated with a 'best of breed' solution approach.

Don't take our word for it

LogicaCMG, a premier international certified SAP partner, has undergone exhaustive WCM application evaluations through its own dedicated SAP laboratory environment. Morello continues to be the premier solution promoted to address WCM requirements even for the most seasoned SAP 'wall-to-wall' clients.

This document discusses how by utilizing these capabilities, Morello can complement and add value to a SAP implementation.


Content Management defined

At this point, it is worth briefly clarifying the SAP use of the term "content" in the Enterprise Portal (EP) context, and how it differs from that generally used in the Content Management (CM) marketplace. In SAP EP, a "content area" is a place on the portal desktop for performing tasks. The content area is the part of a set of pages that changes when the user navigates from one page to another.

The content area displays portal content, such as navigation results, iViews, channels and Web components, and administrative tools. This is a common definition in the portal marketplace, which is predominantly about aggregation of access to corporate information and applications. The consequence is that content development and management capabilities are focused at the "content developer" – that is, the role responsible for adding functional components to the portal. SAP also uses the term Knowledge Management as synonymous with content management – in fact its developer glossary defines content management as "Knowledge Management services for managing unstructured or semi-structured content."

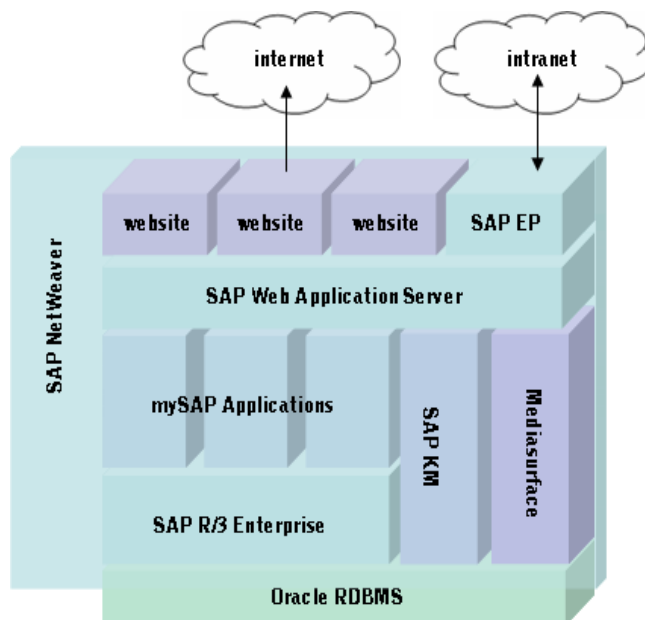
The CM Marketplace

In the Content Management marketplace, content generally refers to structured (fielded) and unstructured (documents, media) artifacts, and content management as the applications and processes for creating, manipulating and publishing those assets to the consumer. Critical to the success of content management within an organization is the empowerment of the business user with the means to interact with the content they own. An essential part of this is the provision of intuitive applications to this class of user. Morello is our flagship application for empowering the business user to easily manage the content they own.

It seems clear that the route to developing a highly functional corporate intranet portal should harness the power of both the SAP technical platform offered by its NetWeaver product, and the business power of Morello to allow business owners to populate the portal with quality content. 

Common Technical Infrastructure

The SAP Web Application Server combines both SAP's ABAP and SUN's Java Environments, giving Mediasurface Morello and SAP a common, complementary infrastructure. The SAP Web Application Server and NetWeaver infrastructure provides Morello with a gateway to back office data and functionality, enabling enterprises to build rich web applications; leveraging real time transactional data, the organization's digital assets and corporate content.



Integration Routes

SAP NetWeaver and Enterprise Portal provides a wealth of integration routes on a spectrum of complexity. Briefly, there are four routes available as follows:

- **iViews** – business user tools to allow the development of predefined portal content (see SAP definition of content above) modules, allowing the rapid integration of information, applications and services into the portal.
- **Portal Content Studio** – an environment to develop and manage iViews, pages, layouts, roles, worksets and business objects related to the portal.
- **NetWeaver Visual Composer** – a visual modeling tool to develop content for the enterprise portal.
- **NetWeaver Developer Studio** – model-based user interface and business logic development using components, also including the Portal Developer Kit (PDK).

Of these integration paths, the preferred choice is the development of iViews. For iView development, both SAP and Morello fully support the use of Java Server Pages (JSPs) and provide custom tag libraries to aid in this. The developed iViews cover both “business oriented” functions, for example the navigation and display of specific business content such as the HR Policy Manual, and the contribution of content and access to all of the CM functionality. These iViews are “published” to the portal administrator ready to be plugged into the portal.

Rich Media Extensions

SAP NetWeaver provides a solid, functional platform for the development of a highly functional and information-rich corporate intranet. It provides an enterprise application integration bus, a J2EE application server platform, an enterprise portal framework, high-quality development tools, and good developer support through the SAP Developer Network (SDN). However, it does not provide true content management capabilities out of the box. ☐

Development using SAP and Morello

In this scenario, we simply exploit the power of the SAP Application Server to act as a technology platform for standard Morello deployment. Morello mandates only support for two key J2EE standards – servlet 2.3 and JSP 1.2 – in order to support Java-based content delivery, as described in the “Technical Overview” whitepaper (available on request). The product has been successfully deployed, tested or demonstrated on a number of application server platforms including SAP, BEA WebLogic Server, IBM WebSphere, Oracle 9i and 10g Application Server as well as the Tomcat container supplied with the product. The adherence to J2EE standards means that it has been a straightforward exercise to validate the product on a new platform, and has not revealed any issues other than differences in the configuration and management of the application server.

Other benefits:

Reduced time to market

Morello has a proven track record and functionality to rapidly create outward facing websites, where this kind of web application in SAP would require a significant level of custom building. The common Java infrastructure also enables enterprises to quickly realize SAP back office investment, by giving organizations a platform to quickly publish back office data to a wider community, or to utilize this data to provide improved personalized customer services.

Improved business user adoption

Morello is a business-user focused application, meaning that the solution is built around giving the non-technical user a comfortable environment to contribute to the e-business infrastructure. This reduces training and enables rapid adoption (and therefore realization of investment) by the business community.

Morello does this by providing a broad range of contribution interfaces and, uniquely among WCM vendors, has recognized that Microsoft is the desktop standard and has built tools specifically (but not exclusively) for this platform, offering;

- A rich ‘out of the box’, platform independent, browser-based Morello Web Client
- Contribution of content through SAP EP iViews
- The Morello Smart Client desktop application that gives the user an easy to use, intuitive interface for contributing to and managing websites
- Integration to Microsoft Office, enabling users to contribute using Word and interact with the CM workflow using Outlook.
- The ability to leverage any other desktop tool to edit digital assets in the WCM
- True separation of ‘site’ navigation and content
- Unique ‘drag & drop’ file manipulation
- Unbreakable links for content items
- Graphical workflow visualization
- Employee on-line collaboration messaging
- Offline ‘briefcase’ working environment
- Granular user, group and role based security on functionality, content types and folders.

Proven, robust, scalable solution

The usability of the product does not come at the expense of the functionality or robustness of the WCM engine. It has proven scalability by powering such highly visited sites as Worldwide Wrestling Entertainment (www.wwe.com), that regularly features in the top ten most visited sites by organizations such as Jupiter Media.

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