

# divine Content Server™

## OVERVIEW



## Award-winning transparent content management solution

Enterprises today are challenged with deploying and maintaining portals, department sites, extranets, corporate sites, and e-commerce initiatives in Internet time. Central to these initiatives is content management and delivery. To be effective, this technology must also be fully deployed. To keep content fresh and compelling, the entire workforce must be engaged in content creation. Divisions must be able to manage their own content projects. Enterprise systems must work with content management. Content management must become a transparent part of business user's activities and the IT infrastructure - an enabler not an impediment.

**It's no secret why more than 350 companies in 43 countries use divine Content Server to manage and deliver enterprise content.**

As it becomes a transparent part of daily operations, divine Content Server powers extended enterprise solutions that build customer loyalty, reach new markets, strengthen brand identity, boost productivity, and reduce costs.

Using divine Content Server, you can:

### ❖ **Manage Information**

divine Content Server makes it easy for employees across the enterprise to contribute and manage content. Content creation can be done in familiar programs such as Microsoft Word. Production and publishing is streamlined with an enterprise-class workflow. All these tools allow people to participate without the burden of learning a new application.

### ❖ **Customize Interactions**

divine Content Server can dynamically serve customized information to your user base according either to their preferences or your marketing priorities. By delivering more useful and engaging user experiences, divine Content Server can help you build and maintain stronger, more profitable relationships.

### ❖ **Integrate Back-Office Data or Content**

divine Content Server enables you to integrate archived and real-time data from back-office applications (e.g. ERP, CRM) to deliver rich, content-driven experiences. divine Content Server can also transform this content using XML to connect with partners, customers and online B2B exchanges. In effect, you can offer users a transparent view of your enterprise content, no matter what its original source or format.

## **OPEN, FLEXIBLE, POWERFUL**

divine Content Server mixes robust content functionality with a high-performance technology base. Built natively on Java 2 Platform Enterprise Edition (J2EE) application servers (including BEA, IBM, and iPlanet), divine Content Server provides an open, extensible framework for growth. Content Server customers regularly leverage its services and those of J2EE to build their own dynamic, content-driven applications. Some customers have built applications for selecting 401K funds and scheduling golf tee times, mixing enterprise logic with enterprise content.

## ✦ CONTENT MANAGEMENT AND DELIVERY IN ACTION

While technology is critical, the ways in which divine Content Server customers have deployed this technology is more important. Here are a few examples of how customers use divine Content Server.

### Content Drives Traffic

Europe's largest financial news site uses divine Content Server to combine content with valuable services, including a portfolio manager that allows visitors to track stocks and stay atop fast-changing financial news. Using divine Content Server, articles are submitted daily by more than 150 journalists; another 8,000 stories are acquired daily from news feeds. Content is automatically published to five different delivery devices: Web, Palm Pilots, mobile phones, and eBooks.

### Content Drives Commerce

divine Content Server is helping a \$6 billion manufacturer of medical equipment and supplies reuse existing business logic from enterprise systems and deliver real-time pricing and product availability to customers. Leveraging divine Content Server, the manufacturer maintains a central repository of product information on their site while also feeding content to online marketplaces and distributor sites. Additionally, the manufacturer deployed a medical portal to publish rich, personalized content for doctors, hospital administrators, and patients.

### Content Drives Productivity

One of the world's largest financial services companies uses divine Content Server to deliver intranet content to employees. Non-technical staff across the enterprise easily create and manage content using the application of their choice. Based on their profile information, employees then have access to specific portions of the intranet repository, including personalized benefit and vacation time information. The result is a dynamic and richly personalized intranet that improves employee efficiency and productivity.

#### CONTACT

For address and e-mail contact information, please visit us at [www.divine.com](http://www.divine.com)

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#### About divine

divine, inc., (Nasdaq: DVIN) is focused on extended enterprise solutions. Through professional services, software services and managed services, divine extends business systems beyond the edge of the enterprise throughout the entire value chain, including suppliers, partners and customers. divine offers single-point accountability for end-to-end solutions that enhance profitability through increased revenue, productivity, and customer loyalty. The company provides expertise in consulting, collaboration, interaction, hosting and knowledge solutions that enlighten, empower and extend enterprise systems.