

Percussion CM System

Web Content Management With A Focus On Results

**Migrating from Serena Collage to
Percussion CMS**



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Overview

Organizations using the discontinued Serena Collage Web Content Management (WCM) system face the prospect of migrating volumes of content, re-architecting for new WCM tools and processes, and retraining users. The effort of migration threatens to be both costly and time consuming. Those choosing to remain on the system face other risks: a web platform that won't evolve with new functionality or features, continued investment in an infrastructure that eventually will need replacement, and lack of support.

Businesses replacing Collage with Percussion CM System benefit from flexible, adaptive architecture capable of integrating seamlessly with existing technologies, as well as features such as social and community capabilities, personalization, and a robust workflow engine.

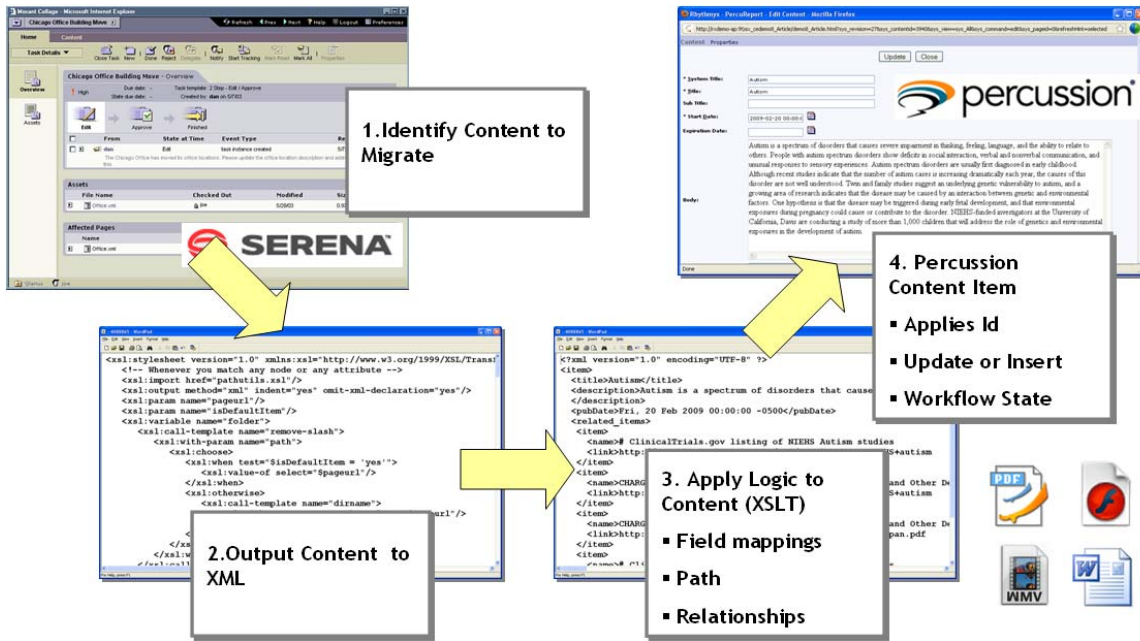
We can help expedite organizations in replacing Collage with Percussion CM System, making use of specific features and best practices to speed up the implementation and keep costs at a minimum. Percussion can match Serena Collage's existing functionality and deliver a similarly intuitive experience for business users.

For more information about Percussion's complete offering, please visit our web site at www.percussion.com or call our main phone number at our worldwide headquarters in Massachusetts, 800.283.0800 or 781.438.9900.

Migrating Volumes of Content

There are four steps involved in the migration process, resulting in streamlined processes and a fully functioning WCM while keeping migration costs down. Within these steps exist a number of decision points and opportunities to make improvements over the existing Collage implementation. Percussion Professional Services can guide you through these steps beginning with "Modeling and Design" right through the complete migration to Percussion CMS.

Percussion provides a flexible, general purpose utility for migrations: the Import Tool. Most of the automation work for any migration is accomplished using the Import tool, which pulls content from any systems that can output data as XML or HTML feeds. It transforms content from the source system and creates CMS assets to be used for the web and other channels. This same tool is also used to import Serena Collage content into the Percussion repository.



1. Identify Content to Migrate

The first step is to determine which content will be migrated into the new system. Because Collage gives structure to your content, this step can be quite simple. As most of the work involved in this step is determining what content is still worthy of migrating over to the new system, it also presents an opportunity to improve the structure of the content and clean content that is stale or has not been updated properly.

2. Output Content to XML

Generating XML from the content you have selected for migration is the next step. Serena templates can generate the XML output containing the content and metadata as well as relationships to other content items. As long as the XML being generated is well formed, it can be parsed and uploaded correctly – no formal schema is required.

3. Apply Logic to Content

XSLT and programming logic will transform your content into the assets required for use in Percussion CM System. Once captured as content in CM System, content will be available for reuse on web pages, RSS feeds, mobile displays, and community pages.

During this step, fields containing the content and metadata from Collage are mapped to the fields in Percussion. These fields are combined to make a content type which is the basic structure of content in Percussion. Additional logic will get applied to identify each item's location in the site hierarchy, relationships with other content items, and any additional operations that need to be applied. The XML content can also be improved or further sanitized. Custom rules can be applied to perform tasks specific to your particular migration.

Additional content stored in files – documents, multimedia, flash, etc. – are also migrated at this time. Content that has references (or links) to the files will be automatically corrected. The files also become content items, enabling their reuse across your website.

4. Created Content Items

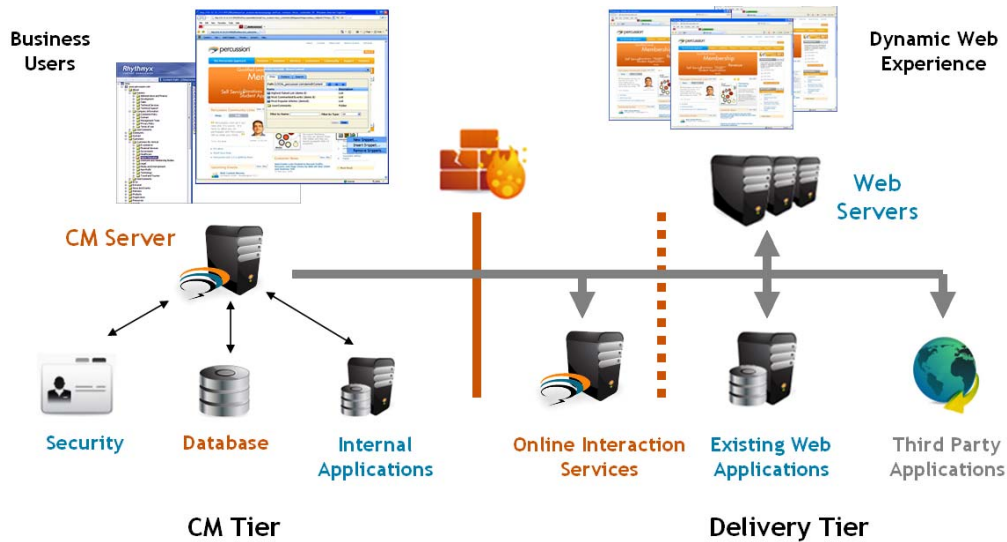
At this point, Percussion content items are created and placed in appropriate folders. The remaining tasks required to make your WCM and web sites fully operational involve migrating templates and configuring CM System:

- **Templates and Navigation**
Existing templates can be converted to use the newly migrated content. As part of the migration process, placing content on pages will be done automatically during step 3.
- **Workflow**
The collaborative processes used by editors, approvers and other WCM users will be regenerated in Percussion. Workflows already designed in Collage can be quickly configured in Percussion. Users will experience improvements in flexibility of the workflow engine as well as extensibility via CM System's very simple workflow interface.
- **User and Role Access**
Users and Roles can be configured into the system using a simple administration tool. Access can be applied to folders at the site level or any folder beneath. The rights get cascaded down to subfolders providing granular control over content assets.
- **Publishing**
Percussion's robust publishing engine is easy to configure. Full site, incremental or database publishing can be configured for each target web sites. The scheduler can also be configured to push content at a given frequency.

Architecting for New WCM Tools and Processes

Percussion and Serena utilize similar architectures. Both are decoupled or loosely-coupled architectures, enabling the WCM to support disparate programming languages and environments on the front-end. Content is delivered from the Content Tier to a Delivery Tier that can be made up of a number of front-end servers.

Percussion's adaptive architecture allows for more flexibility in extending the system, robust functionality and the use of add-on Solutions.



Template development in Percussion also utilizes similar technology to Collage. Percussion CM System is also built in Java and uses Velocity and XSLT. Developers will enjoy an easy transition in applying their current skill set to CM System. Some provided interfaces (such as Content Explorer, a management console for multi-site development) are applet-based – another similarity to Collage.

Organizations migrating from Serena Collage will find that while similar, Percussion's adaptive architecture allows for more flexibility in extending the system, robust functionality and the use of add-on Solutions.

Flexibility and Agility




As the rate of market change and web site complexity dramatically increases over time, organizations find it increasingly difficult to forecast web site requirements. Instead of locking in to a predefined set of functionality, Percussion's flexible architecture is designed to increase product development agility. Because CM System is so highly open and extensible, organizations do not outgrow their implementations.

Percussion's Web Services API, for example, allows for extensive integration between the CM System and other applications. The Web Services Developer's Kit (WSDK) adopts an architecture that fully complies with Web services standards. Web Services Developer's Kit includes documented WSDLs, sample code, and full documentation to assist in making content management accessible from virtually any desktop application.

Full Featured and Robust

Percussion offers a wide range of sophisticated functionality. All features can be provided on the platform either by Percussion or by trusted third-party integration. Depending on your implementation requirements, many of these features may apply to your web site requirements today or in the future.

The table below was generated using the third-party site comparison tool on **CMS Matrix** (<http://www.cmsmatrix.org/matrix/cms-matrix>).

	 CM System 6.6	 Collage 5.1
Last Updated	3/4/2009	7/19/2006
System Requirements	Percussion CM System 6.6	Serena Collage 5.1
Application Server	Other	J2EE
Approximate Cost	Negotiable	\$10,000 and over
Database	Oracle	Oracle
License	Closed Source	Open Source
Operating System	Platform Independent	Platform Independent
Programming Language	Java	Java
Root Access	Yes	Yes
Shell Access	Yes	Yes
Web Server	Any	Apache
Security	Percussion CM System 6.6	Serena Collage 5.1
Audit Trail	Yes	Yes
Captcha	Yes	No
Content Approval	Yes	Yes
Email Verification	Yes	No
Granular Privileges	Yes	Yes
Kerberos Authentication	Yes	No
LDAP Authentication	Yes	Yes
Login History	Yes	Yes
NIS Authentication	Yes	No
NTLM Authentication	Yes	No
Pluggable Authentication	Yes	No
Problem Notification	Yes	No
Sandbox	Yes	Yes
Session Management	Yes	Yes
SMB Authentication	Yes	No
SSL Compatible	Yes	Yes
SSL Logins	Yes	No
SSL Pages	Yes	No
Versioning	Yes	Yes

Support	Percussion CM System 6.6	Serena Collage 5.1
Certification Program	Yes	No
Code Skeletons	Yes	No
Commercial Manuals	Yes	Yes
Commercial Support	Yes	Yes
Commercial Training	Yes	Yes
Developer Community	Yes	No
Online Help	Yes	Yes
Pluggable API	Yes	Yes
Professional Hosting*	No *	No
Professional Services	Yes	Yes
Public Forum	Yes	Yes
Public Mailing List	Yes	Yes
Test Framework	Yes	No
Third-Party Developers	Yes	No
Users Conference	Yes	Yes
Ease of Use	Percussion CM System 6.6	Serena Collage 5.1
Drag-N-Drop Content	Yes	Yes
Email To Discussion	Yes	No
Friendly URLs	Yes	Yes
Image Resizing	Yes	No
Macro Language	Yes	Limited
Mass Upload	Yes	Yes
Prototyping	Yes	Yes
Server Page Language	Yes	Yes
Spell Checker	Yes	Yes
Style Wizard	Yes	No
Subscriptions	Yes	No
Template Language	Yes	Yes
UI Levels	Yes	Yes
Undo	Yes	Yes
WYSIWYG Editor	Yes	Yes
Zip Archives	Yes	No
Performance	Percussion CM System 6.6	Serena Collage 5.1
Advanced Caching	Yes	No
Database Replication	Yes	No
Load Balancing	Yes	Yes
Page Caching	Yes	No

Static Content Export	Yes	Yes
Management	Percussion CM System 6.6	Serena Collage 5.1
Advertising Management	Yes	Yes
Asset Management	Yes	Yes
Clipboard	Yes	Limited
Content Scheduling	Yes	Yes
Content Staging	Yes	Yes
Inline Administration	Yes	Yes
Online Administration	Yes	Yes
Package Deployment	Yes	Yes
Sub-sites / Roots	Yes	Yes
Themes / Skins	Yes	Yes
Trash	Yes	Yes
Web Statistics	Yes	No
Web-based Style/Template Management	Yes	Yes
Web-based Translation Management	Yes	Limited
Workflow Engine	Yes	Yes
Interoperability	Percussion CM System 6.6	Serena Collage 5.1
Content Syndication (RSS)	Yes	Yes
FTP Support	Yes	Yes
UTF-8 Support	Yes	Yes
WAI Compliant	Yes	Limited
WebDAV Support	Yes	Yes
XHTML Compliant	Yes	Limited
Flexibility	Percussion CM System 6.6	Serena Collage 5.1
CGI-mode Support	Yes	No
Content Reuse	Yes	Limited
Extensible User Profiles	Yes	No
Interface Localization	Yes	Yes
Metadata	Yes	Yes
Multi-lingual Content	Yes	Yes
Multi-lingual Content Integration	Yes	No
Multi-Site Deployment	Yes	Yes
URL Rewriting	Yes	Yes

* Hosting can be provided by a third party vendor

Solutions

Solutions leverage the Percussion platform to extend the base CMS functionality to provide advanced features. The three solutions provide capabilities in these areas critical to successful marketing today; use of social media and Web 2.0 communication (Community Marketing Solution), personalization and targeting (Personalization Solution) and measure results while automating content changes (Web Analytics Solution).



Personalization Solution

The Personalization Solution allows marketers to present the most compelling copy, graphics, and offer to your audience by applying demographic, psychographic, or behavioral segmentation models.



Community Marketing Solution

The Community Marketing Solution leverages peer endorsement as a means to create trust - and ultimately results - through Web 2.0 practices that increase social traffic to your site.



Web Analytics Solution

The Web Analytics Solution allows marketers to measure the business impact of campaigns, track the behavior of visitors with Web Overlay for instant insight, and automatically promote key products or services.

Retraining Users

Percussion's graphical user interface allows non-technical business users to easily create, manage, and publish content independently. The intuitive UI minimizes the amount of end user training required.

End User Training

End User Training is a custom course designed to prepare new Percussion CM System users on using the web content management system. A Percussion education consultant begins by creating a customized training manual based on the content, business logic and other unique features of your specific implementation. Users are then presented with a training program designed to speed user adoption by content contributors.

Technical Training

Percussion also offers technical training to ensure successful implementations and continued independence. The courses include:

- **Developer Course** - Lab-based course providing an extensive examination of Percussion CM System, including deep understanding of the core product and its supporting technologies.
- **Advanced Developer's Workshop** - Expands upon the CM System Developer's Training Course and is a custom offering based on a syllabus defined by you.
- **Administrator Courses** - Comprehensive examination of non-development aspects of setting up, maintaining, and upgrading a CM System server.
- **Corporate Trainer Course** – “Train the Trainer” workshop to provide the necessary product knowledge to successfully teach others how to use the system. The curriculum results in fully customized courseware and presentation materials.

Conclusion: The End Result

Many organizations underestimate the effort required to migrate from Serena Collage to another web content management system. Upgrading your WCM does not have to be costly or time consuming. Additionally, your organization will enjoy the benefits of the significantly expanded functionality and flexibility of Percussion CM System. Through Percussion's full migration offering described in this document, you can cost-effectively achieve an updated and migrated web site, an improved and more flexible configured WCM product, and a fully trained team.

Percussion Publishing Glossary: Quick Reference

Percussion Importer	A general purpose utility provided by Percussion that can pull content from the HTML or XML structures typically available as a feed. The importer is excellent tool for migrating or integrating with any system regardless if the systems are custom, commercial, or provided as a service.
Incremental Publishing	Publishing configuration that delivers content that has been created or modified since the last publication.
Decoupled Architecture	Content management system exists separately from the delivery or publishing system, empowers users to manage content in a way that does not interfere with publishing your web property.
Modeling and Design	The Getting Started implementation engagement begins with a three-day Modeling and Design session. This intensive requirements-gathering workshop involves two experienced Percussion consultants discussing web presence and content strategy with the customer's main stakeholders to establish a list of goals and requirements. Over the course of the following 1–2 weeks, these requirements will be refined into a specific Development Plan, supported by a detailed task list that will detail the work required to complete the CM System configuration.
Velocity	Apache Velocity is an open source software project directed by the Apache Software Foundation. Velocity is a Java-based template engine that provides a simple yet powerful template language to reference objects defined in Java code. Its aim is to ensure clean separation between the presentation tier and business tiers in a Web application.
XSLT	XSLT is a declarative XML-based language used for the transformation of XML documents into other XML documents.
WSDL	Web Services Description Language is an XML-based language that provides a model for describing Web services.

About Percussion Software

Percussion provides Web Content Management systems that drive business results through multiple online channels including websites, intranets, blogs, and mobile devices. Percussion's Adaptive Architecture allows non-technical users to take control of content and presentation, provides a low-friction path to access and re-use third party content, and allows a business to pursue new opportunities without being encumbered by legacy technology. Percussion has been helping a broad cross-section of corporations, institutions and agencies generate online results, including Hotwire.com, Virginia Tech University, Kohl's, Computer Associates, AutoTrader.com, and the U.S. Department of State.

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