

Alfresco 2.0 Preview

Web Content Management

BETA

Product Evaluation Guide



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This edition applies to version 1.4.x of the licensed program.

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Introduction

The purpose of this Product Evaluation Guide is to:

- Introduce the basic concepts of Alfresco's Web Content Management solution
- Demonstrate how to set-up and configure Alfresco for managing a website
- Showcase a sample web publishing scenario
- Provide functional testing of sample forms and templates
- Provide a working sample website for functional testing of static and dynamic content virtualization

Alfresco recommends end-users downloading the 2.0 Preview release walk through this guided tutorial and sample content to familiarize themselves with the Web Content Management extensions to Alfresco's upcoming 2.0 product offering.

Important Notes

The Web Content Management capabilities in the Alfresco 2.0 Preview are currently BETA. This means:

- The release is feature complete, but not bug-free.
- The release is to be used for evaluation and proto-typing, but not for production rollout.

Alfresco recommends reviewing and keeping up-to-date on known release issues by referring to our Release Notes page on the Alfresco wiki. To bookmark this page for easy reference, please use the link below:

http://wiki.alfresco.com/wiki/Release_WCM_BETA

For further details on upcoming capabilities under consideration after the GA release of Alfresco 2.0, please refer the following page roadmap page on the Alfresco wiki:

<http://wiki.alfresco.com/wiki/Roadmap>

The Alfresco 2.0 Preview Release supports Firefox 1.5.x on Windows, Linux, and MacOSX and IE 6.0.x on Windows. Please note that Firefox is the preferred browser for walking through this Product Evaluation Guide as it has had more extensive testing for the Preview release.

Typographic Conventions

The following typographic conventions are used in this Product Evaluation Guide:

| Formatting Convention | Type of Information |
|-----------------------------|--|
| Bold | Navigation, Menu, and Action links in the Alfresco web client |
| Blue Italicized Bold | Links in the sample website |
| <i>Italics</i> | Filenames and path references in the Alfresco sample website and source files. Also used for labels within Alfresco forms. |
| “Quoted Text” | Folder names within the Alfresco web client |
| Captioned Text | Important information to note |

Web Content Management Product Overview

Alfresco's new Web Content Management (WCM) extends Alfresco 2.0's capabilities in the following areas:

- XML content authoring
- Multi-channel content publishing
- Sandboxed content development
- Content staging and promotion
- Virtualization
- In-context preview for both static and dynamic web pages

XML Content Authoring

Alfresco WCM adds XForms support to enable Content Publishers to easily create reusable XML content using a simple browser-based form. Alfresco enables Web Developers to upload and register XMLSchema (XSDs) within a central Form Library in the Alfresco Data Dictionary.

Alfresco also enables Web Developers and Content Managers to subscribe individual Web Projects (websites or web applications) to use one or more forms from this library to create and edit content. Once configured for a given Web Project, Content Publishers can access a Web Form via the **Create New Content** Wizard and walk-through a step-by-step process for creating or editing XML assets.

Capabilities provided within a form include support for:

- Standard textareas
- WYSIWYG textboxes
- Radio buttons, single-select, and multi-select lists
- Calendar pickers
- Callouts for dynamic content selection options (used to generate conditional lists of values for users to select for radio buttons, single- or multi-select lists)
- Repeating elements, both single and compound
- Mandatory / non-mandatory fields
- Client-side input validation

Multi-channel Content Publishing

Alfresco WCM also adds support for enforcing rules to generate different output formats from created XML assets. Alfresco enables Web Developers to upload and associate one or multiple XSL, Freemaker, or XSLFO templates with an XSD and automatically enforce the application of

the template(s) to generate content upon completion of the **Create New Content** wizard.

Sandboxed Content Development

To support creation and editing of web content, Alfresco provides support for a sandboxed development model. For any website or web application, Alfresco provides each user with their own special space – a sandbox – where they can make any number of changes to web content, including adding, editing, or deleting both files and folders. Alfresco tracks all content modifications made within a user's sandbox and maintains those changes in isolation from other user's working within their own sandbox environment. In this way, large teams of users can work independently on changes to the website without stepping over one another's work. Web Developers can modify source code, Web Designers can change site look-and-feel, and Content Publishers create and modify content – all in parallel, in their own separate virtual staging environments, without risk of interfering with one another's changes.

Virtualization and In-context Preview

Key to sandboxes is the conception of virtualization and in-context preview. Virtualization means that each user in the context of their sandbox has a complete view of all current, approved, checked-in content along with those unique modifications made within the context of their sandbox. In-context preview means that when previewing any non-modified or modified asset in a sandbox, Alfresco provides a complete virtual view of the website as it would look if all changes in a sandbox were committed to the live site. In this manner, each user in the context of their sandbox can do rigorous and thorough QA for all changes they are posting to the website: Web Developers can ensure code changes to JSP, class files, or jars are working properly, Web Designers can test changes to CSS files, and Content Publishers can test that XML they are creating are properly generating HTML pages and being sourced in any number of dynamic web pages. Combined with sandboxed development, virtualization and in-context preview means that large, diverse web team can easily collaborate on changes to the website with reduced risk and higher overall quality.

Content Staging, Promotion, Workflow, and Snapshots

When changes are QAed in the context of a sandbox, individual assets or entire change sets – a list of modified items in a sandbox – can be promoted from a sandbox to a Staging sandbox. Content is promoted from a user's sandbox to Staging by initiating the Submit Wizard. This wizard is initiated by clicking on either the **Submit** or **Submit All** actions in the Alfresco web client. Submitted changes are routed via workflow for one or multiple users to review and approve, either serially or in parallel using Alfresco's out-of-the-box sample editorial review workflow (or any custom-built WCM workflow). Once approved, a snapshot is automatically taken of Staging to provide an archive of the current version of the site. This snapshot is maintained over time to provide an audit trail and rollback point for previous versions of the site. Once a snapshot is taken, all committed changes are immediately reflected and available to each user in their own sandbox, enabling all users to consistently QA their potential changes against the latest and greatest version of the website.

Web Content Management Scenario Overview

This Product Evaluation Guide will walk you through a basic scenario for setting up a website for management within Alfresco and publishing a new set of changes. In this scenario, we will showcase how four different types of users will interact with the system:

- Web Developer
 - Create new users
 - Create new Web Forms in the Alfresco Web Forms Library using XMLSchema
 - Register multiple templates with a Web Form for multi-channel output
- Content Manager
 - Create a new Web Project, including:
 1. Set-up of a basic Staging and Promotion model
 2. Configuration of Web Form and Templates for web publishing
 3. Configuration of workflow for editorial review for structured / non-structured assets
 - Review and approve content from the Alfresco Dashboard
 - Rollback published website changes by reverting to an older snapshot
- Content Publisher
 - Create new re-usable XML assets using browser-based forms
 - Automatically generate new web pages from multiple XML assets
 - Stage and preview changes to the website, including both static and dynamic pages
 - Promote changes to the website and submit for editorial review
- Content Reviewer
 - Review and approve content from the Alfresco Dashboard

Creating New Users

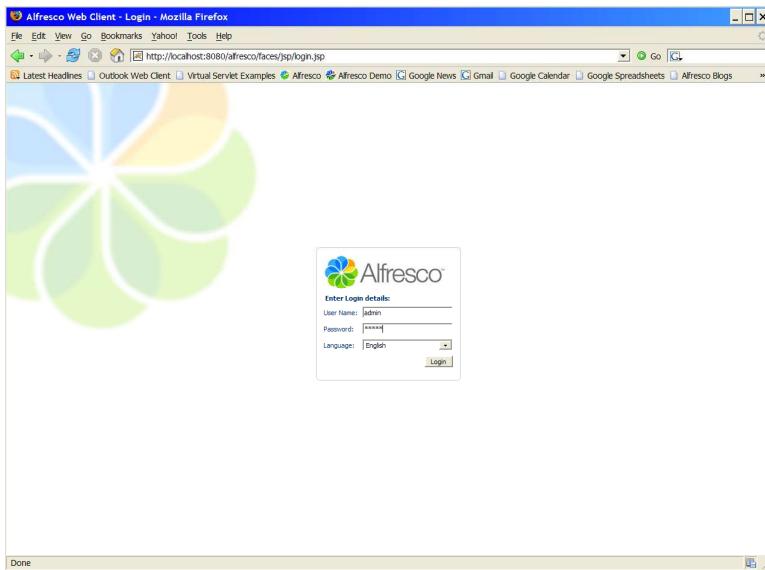
To get started, we will first need to login to Alfresco and create the three users we will need to walk through our scenario. We will use the following users for our scenario:

1. *Mark, VP Marketing.* Mark will play the role of Content Manager. Mark will be responsible for reviewing and approving all changes to the website. Mark will also be responsible for managing the new Web Project we create, including adding and removing users and configuring Web Forms, templates, and workflow.
2. *Pat, Product Marketing.* Pat will play the role of Content Publisher. Pat will be responsible for creating and editing new content for the website, in addition to reviewing and approving select changes to the website.
3. *Lee, Legal Counsel.* Lee will play the role of Content Reviewer. Lee will be responsible for reviewing and approving select changes to the website only.

A fourth user, the admin user, is the default system user. We will use the admin user in the role of the Web Developer to create new user accounts, create our Web Forms and associated templates, and set-up our first Web Project on behalf of our Content Manager, Mark.

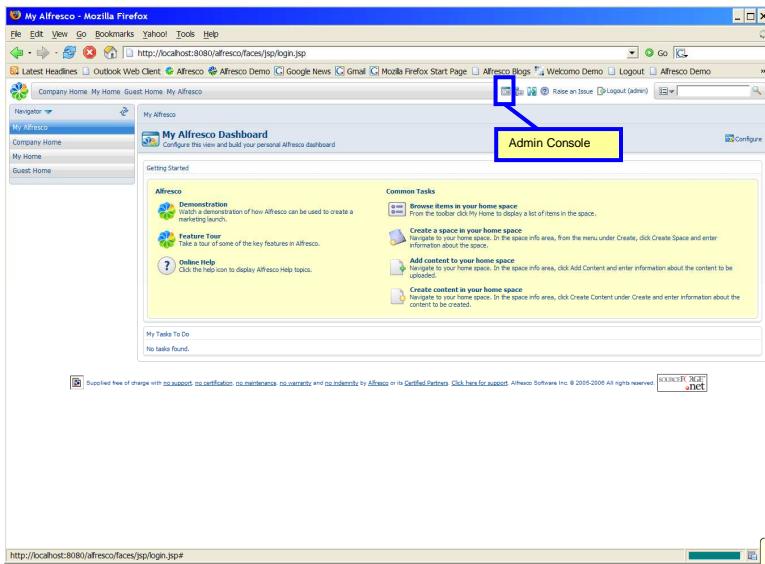
To begin in our capacity as a Web Developer, access Alfresco by going to the following URL and logging with the following information:

URL: <http://localhost:8080/alfresco>
User Name: admin
Password: admin
Language: English

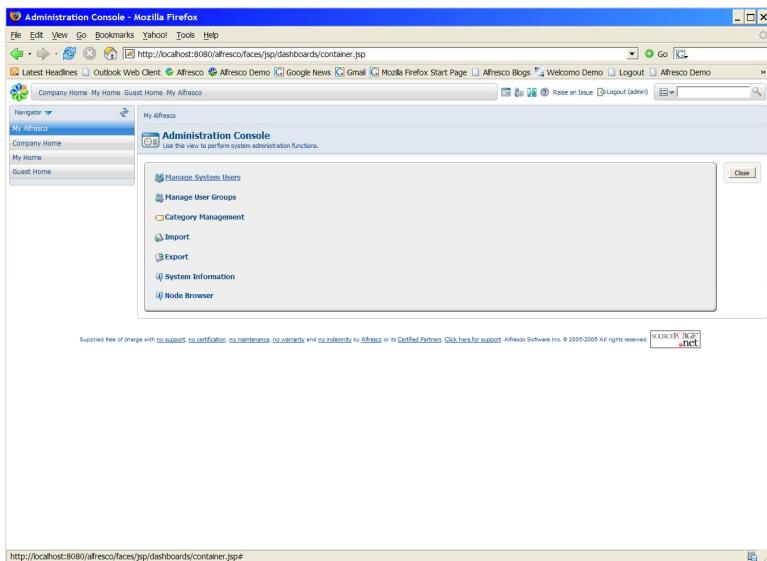


NOTE: For purposes of the 2.0 Preview Release, please confirm the default selection "English" for testing and evaluating the WCM web client.

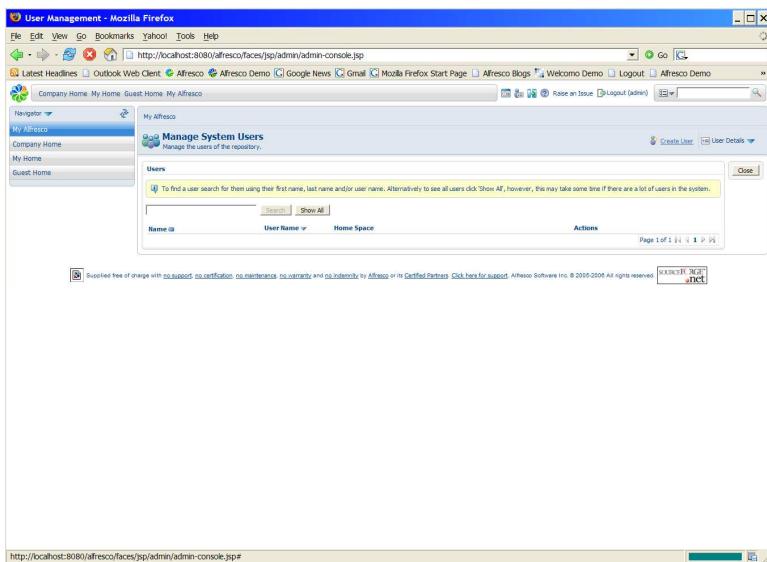
Click on the **Administration Console** icon.



Click on Manage System Users.



Click on Create User.



Type in details for our first user Mark, our VP Marketing. In Step One of the Create User Wizard, enter the following:

User #1:

| | |
|--------------------|--|
| <i>First Name:</i> | Mark |
| <i>Last Name:</i> | von Alfresco |
| <i>Email:</i> | mark@alfrescodemo.org |

Click **Next** when done. In Step Two of the Create User Wizard, enter the following additional data:

User Name: mark
Password: demo

The screenshots show the 'New User Wizard' interface in Mozilla Firefox. Both screens are titled 'User - Person Properties'. The top screen is 'Step One: Person Properties' showing fields for First Name, Last Name, and Email. The bottom screen is 'Step Two: User Properties' showing the same fields plus a 'Company ID' field and a 'Home Space' section.

Now that we have created Mark, VP Marketing, repeat this process two more times to create Pat, our Product Marketer and Lee, our Legal Counsel. Use the following information:

User #2:

First Name: Pat
Last Name: von Alfresco
Email: pat@alfrescodemo.org
User Name: pat
Password: demo

User #3:

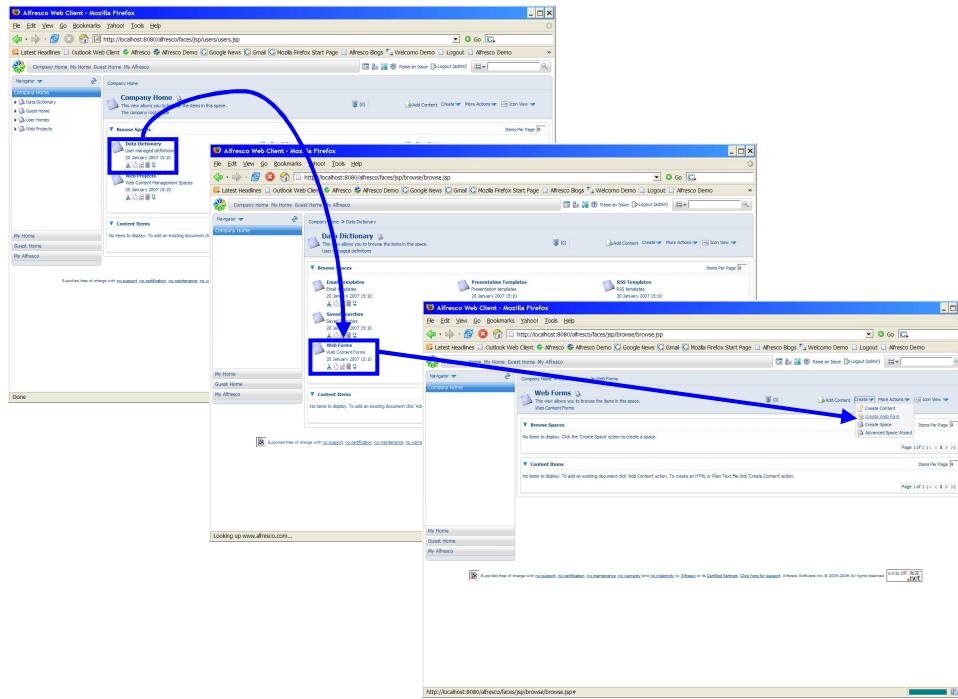
First Name: Lee
Last Name: von Alfresco
Email: lee@alfrescodemo.org
User Name: lee

Password: demo

With our three new users created, we will now move on to create the two Web Forms we will use for our first Web Project.

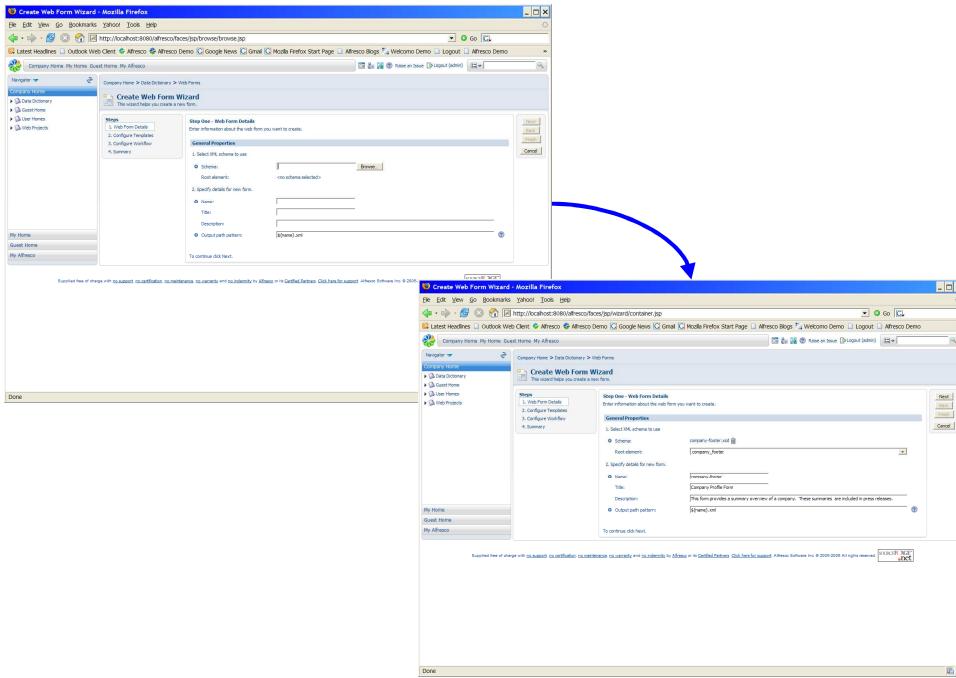
Creating New Web Forms

Click on the **Company Home** link in the upper-left hand corner of the Alfresco GUI. In the **Company Home** space, you should see four spaces: **Data Dictionary**, **Guest Home**, **User Homes**, and **Web Projects**. Click on **Data Dictionary** and on the subsequent screen click on the **Web Forms** space. In the empty **Web Forms** space, select the **Create Web Form** action from the **Create** menu.



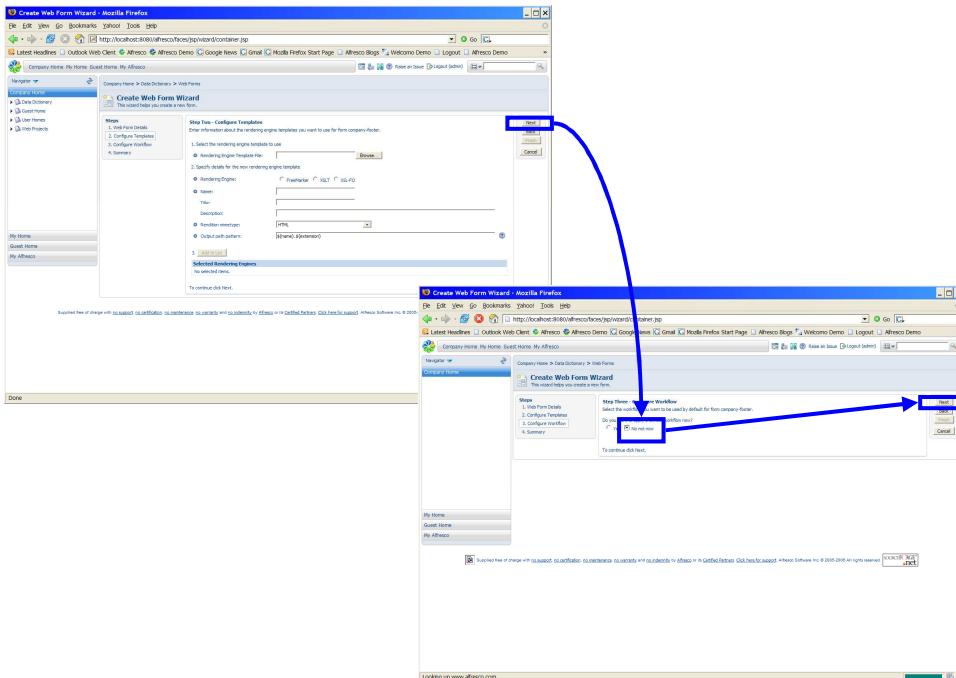
In the Step One of the **Create Web Form** Wizard, first click **Browse** to locate and upload an XSD from the Web Developer's local drive. Then, navigate to C:\Alfresco\extras\wcm\forms. Select the file *company-footer.xsd*. Upon returning to the Wizard, note that the schema, *company-footer.xsd*, has been successfully uploaded. Now, fill in the following values for the rest of the form and then click **Next**.

- Title:** Company Profile Form
Description: This form provides a summary overview of a company. These summaries are included in press releases.
Output path: \${name}.xml (confirm default value)

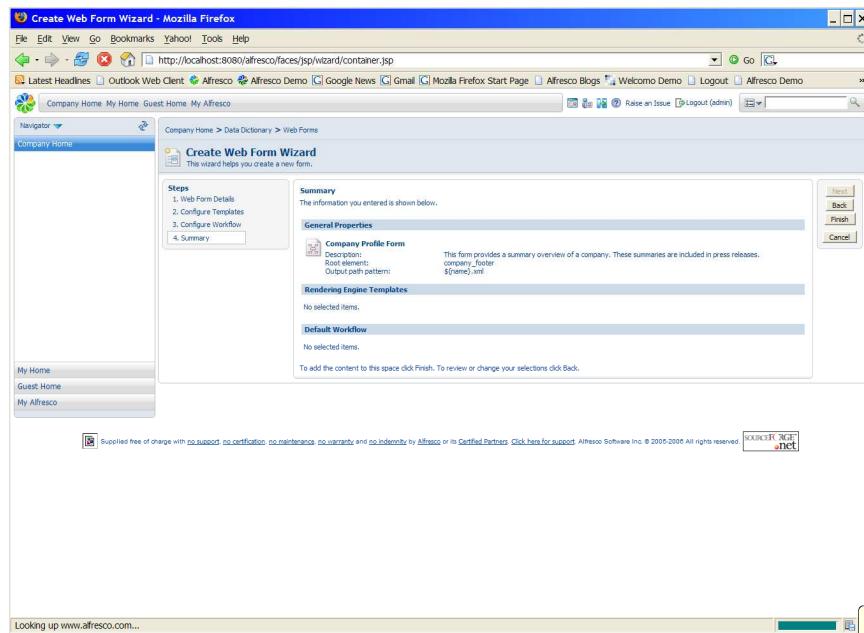


In Step Two of the **Create Web Form Wizard** - **Configure Templates** - leave all values blank and click **Next**. As Company Profiles are components sourced dynamically into individual pages, XML assets created by this form are not pre-generated.

In Step Three - **Configure Workflow** - select the “No not now” option and click **Next**. This step allows creation of default workflows for form data across all web projects. We will not set a default and instead configure workflow locally when creating our Web Project.



Preview the Summary screen. If everything is in order, click **Finish**. To correct anything, click **Back**.

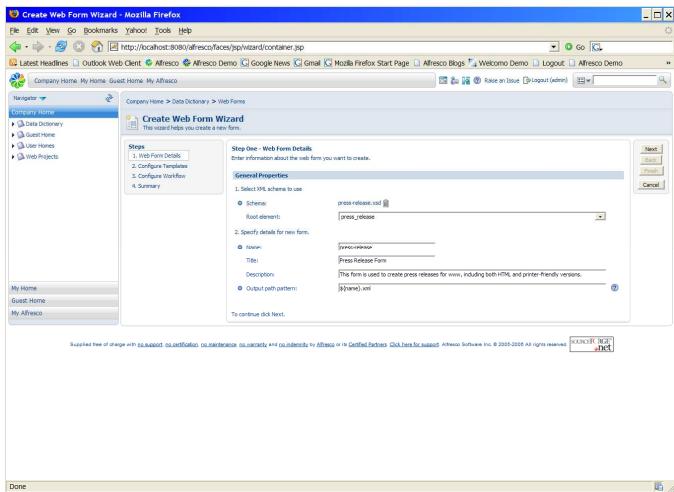


After finishing the **Create Web Form Wizard**, note the new space, **company-footer**. This is our newly-created form.

Now, re-run the **Create Web Form** Wizard to create the press release form by re-selecting **Create Web Form** from the **Create** menu.

In Step One of the Wizard, click **Browse** and select the file *press-release.xsd* from *C:\Alfresco\extras\wcm\forms*. After successfully uploading the schema *press-release.xsd*, enter the following values and then click **Next**.

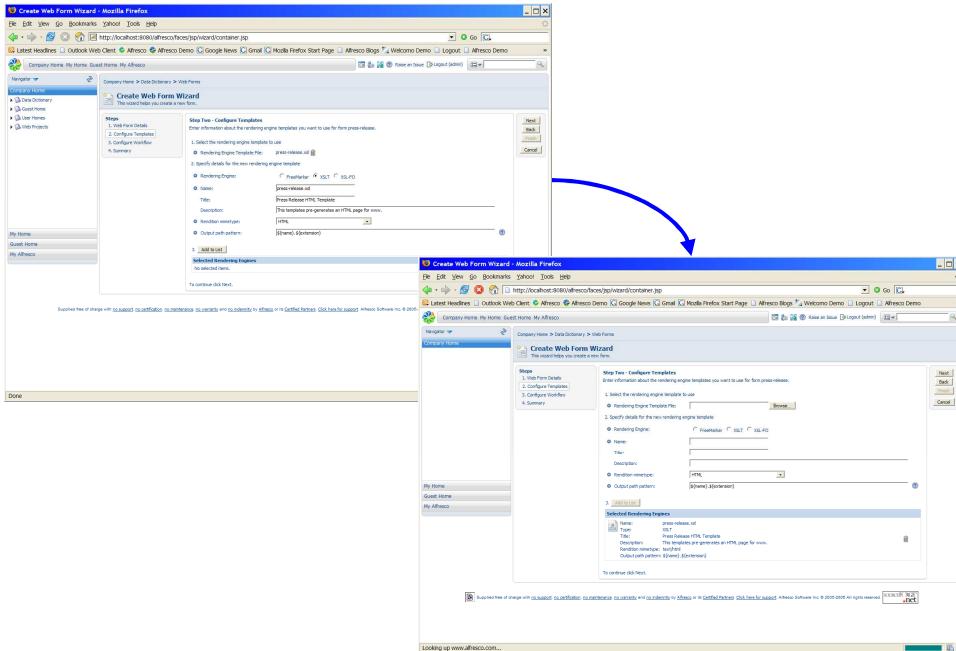
Title: Press Release Form
Description: This form is used to create press releases for www, including both HTML and printer-friendly versions.
Output path: \${name}.xml (confirm default value)



Now, in Step Two of the **Create Form** Wizard, click the **Browse** button to associate a Rendering Engine Template file with the form. Select *press-release.xls* from *C:\Alfresco\extras\wcm\forms* and, after successfully uploading the file, confirm that the appropriate rendering engine, XSLT, has been chosen by default. Then, enter the following values for the prompted fields:

| | |
|----------------------------|---|
| Title: | Press Release HTML Template |
| Description: | This template pre-generates an HTML page for www. |
| Rendition mimetype: | HTML (confirm default selection) |
| Output path: | \${name}.\${extension} (confirm default value) |

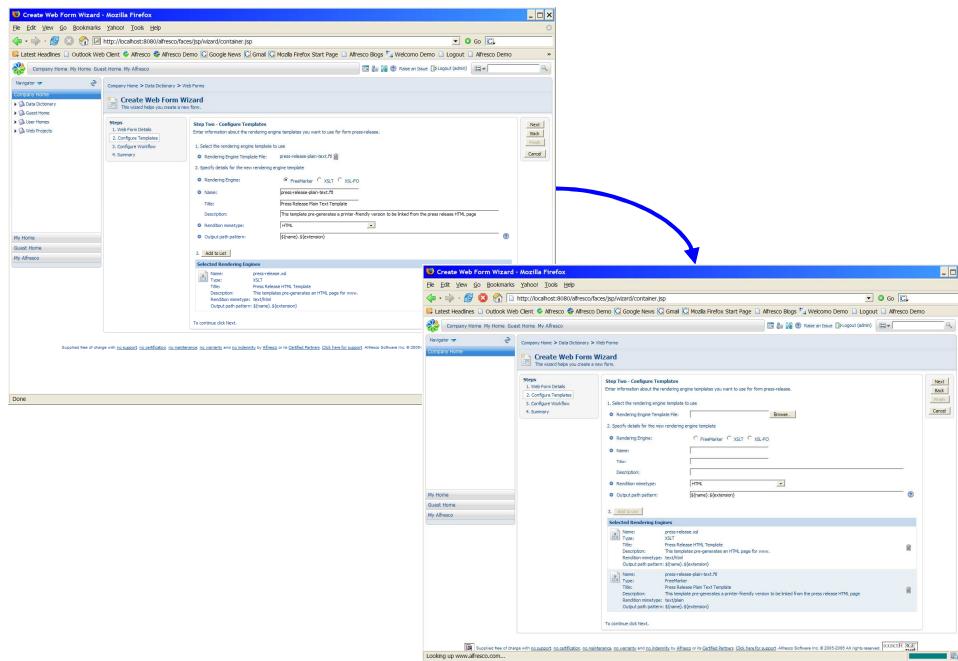
When finished, click on the **Add to List** button. See the new template association in the summary screen.



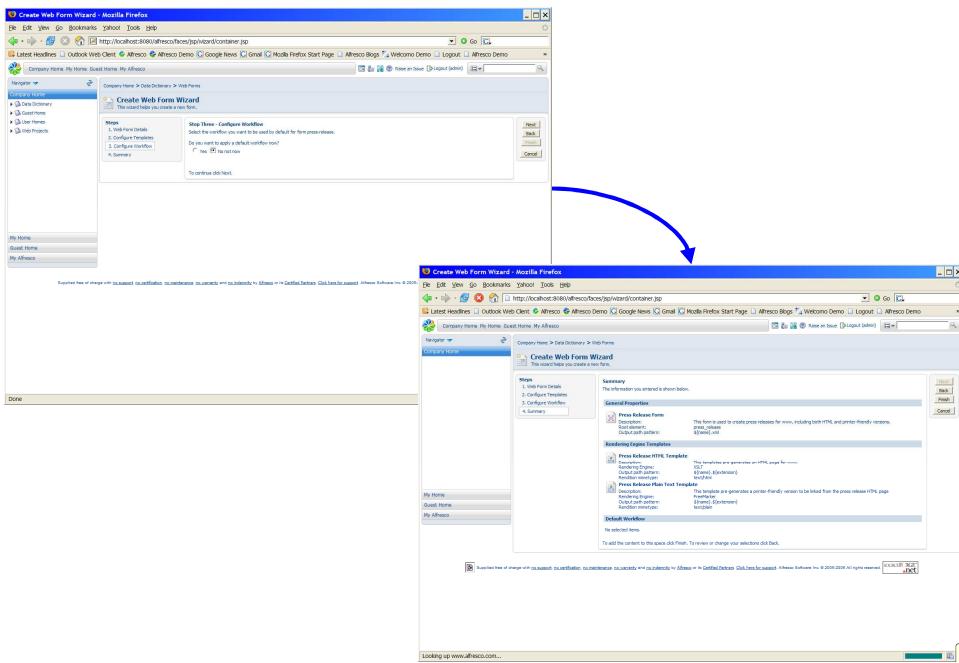
Now, add a second template association. Click the **Browse** button again, and upload the file **press-release-text.ftl** in **C:\Alfresco\extras\wcm**. After successfully uploading the file, confirm that the appropriate rendering engine, Freemarker, has been chosen by default, and then use the following data for the remainder of the form:

| | |
|----------------------------|---|
| Title: | Press Release Plain Text Template |
| Description: | This template pre-generates a printer-friendly version to be linked from the press release HTML page. |
| Rendition mimetype: | Plain Text (change default selection) |
| Output path: | <code> \${name}.\${extension}</code> (confirm default value) |

As before, when complete click the **Add to List** button and confirm the new template association in the summary screen.



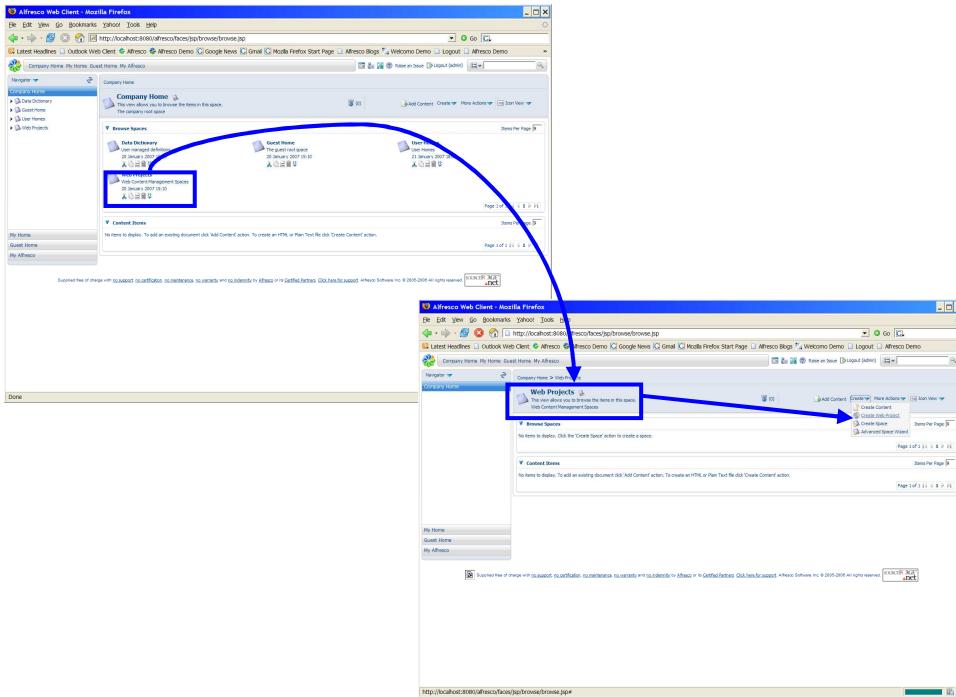
After clicking **Next**, in Step Three - Configure Workflow - select the “No not now” option. Click **Next** and in the Summary screen, confirm your configuration options for the press release form. If everything is in order, click the **Finish** button. If any changes need to be made, click the **Back** button.



Now, we have set-up and configured the default settings for our Web Forms. We are ready to create our first Web Project and add these forms to create and publish content.

Creating New Web Projects

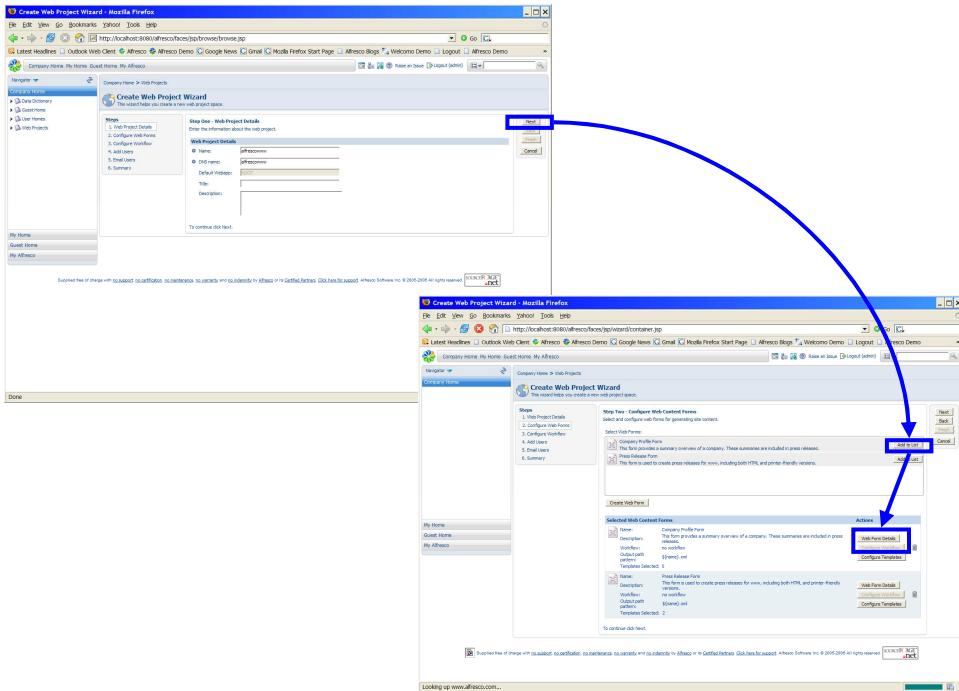
To create a new Web Project, navigate back to **Company Home**. Click on **Web Projects** and in the empty Web Projects space select **Create Web Project** from the **Create** menu.



In Step One of the **Create Web Project** Wizard, enter the name of your Web Project: "alfrescowww". When done, enter the DNS name, "alfrescowww". Click **Next**.

In Step Two - Configure Web Forms - see that this Web Projects has two Web Forms it can subscribe to. We will subscribe to both Web Forms in this Web Project and configure each for our Web Project's website's unique content generation and workflow requirements.

Next to both Company Profile Form and Press Release Form, click the **Add to List** button. In the **Selected Web Content Forms** section, click on the **Web Form Details** button next to the Company Profile form.

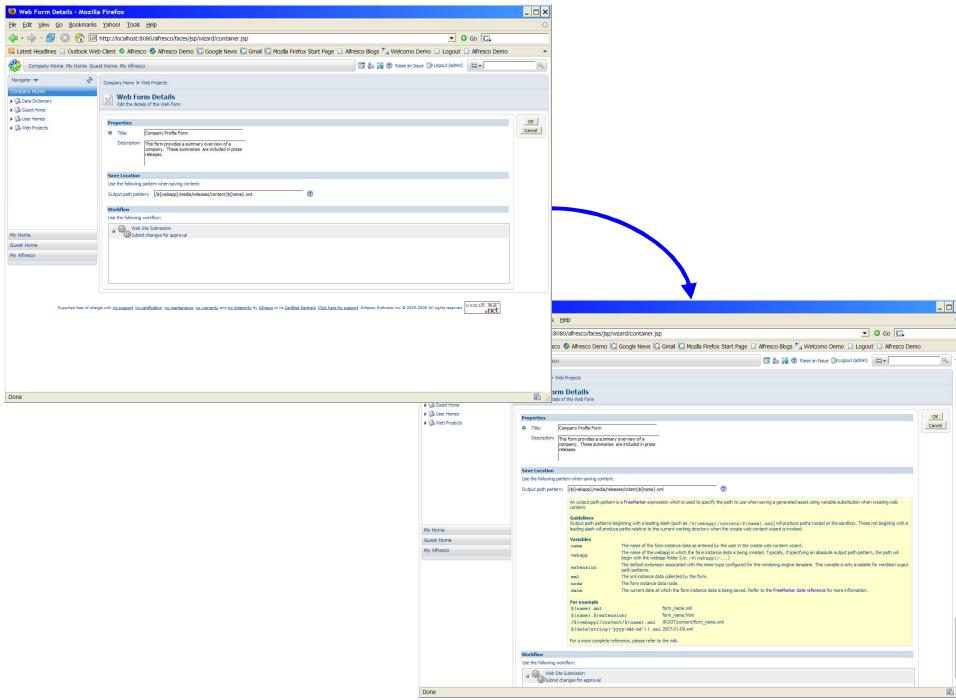


In Company Footer **Web Form Details**, accept the default name and description for the form for use in your Web Project. For output path pattern, type the following value:

Output path: `/${webapp}/media/releases/content/${name}.xml`

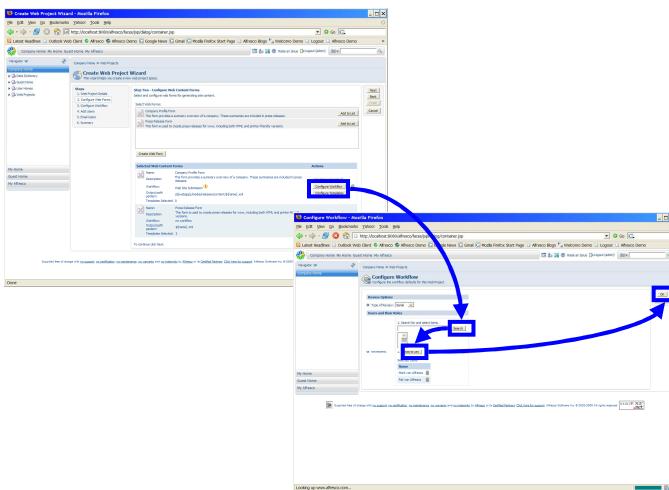
This expression specifies both the name and folder location of XML assets generated when using this form. Please note for this evaluation to include the leading "/" in the output path, which roots the generated path at the root of our web app. Without the leading slash, all generated paths will be relative to current folder location where the **Create Web Content Wizard** is initiated. For purposes of this demo, we want all paths fixed from the root of our website. Click on the "?" icon next the output path field to learn more details on available options for this expression.

Next, in the **Workflow** section, override the default no workflow option (seen by no workflows being currently selected) and select the single workflow option, "Web Site Submission". When complete, click **OK**.



After completing **Web Form Details** for Company Footer, note the attention ("!") icon next to workflow. Since we have selected the Web Site Submission workflow for this form, we must now configure that workflow. Click on the **Configure Workflow** button next to Company Footer. In the Configure Workflow screen, accept the default type of review, "Serial".

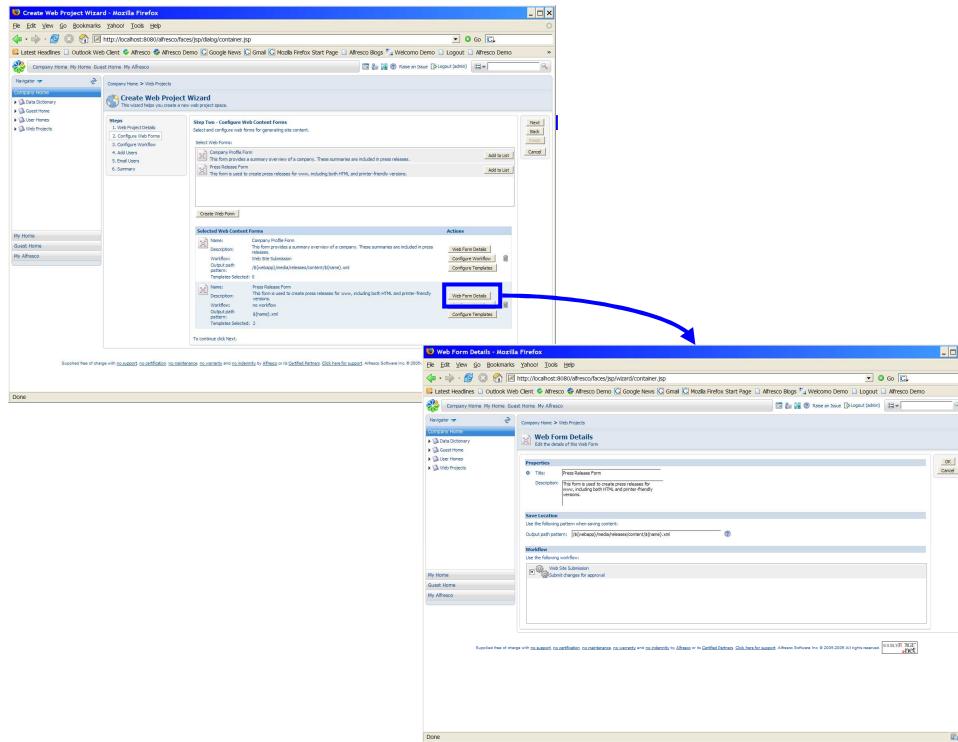
For company footers, our VP of Marketing, Mark, must review and approve all profiles. To add Mark to the review list, type Mark's name in the Search box, click the **Search** button, and in the Search Results window select "Mark von Alfresco" and click the **Add to List** button. Next, repeat this process and add user Pat (our VP Partner Marketing) as a second approver. When done, click **OK**.



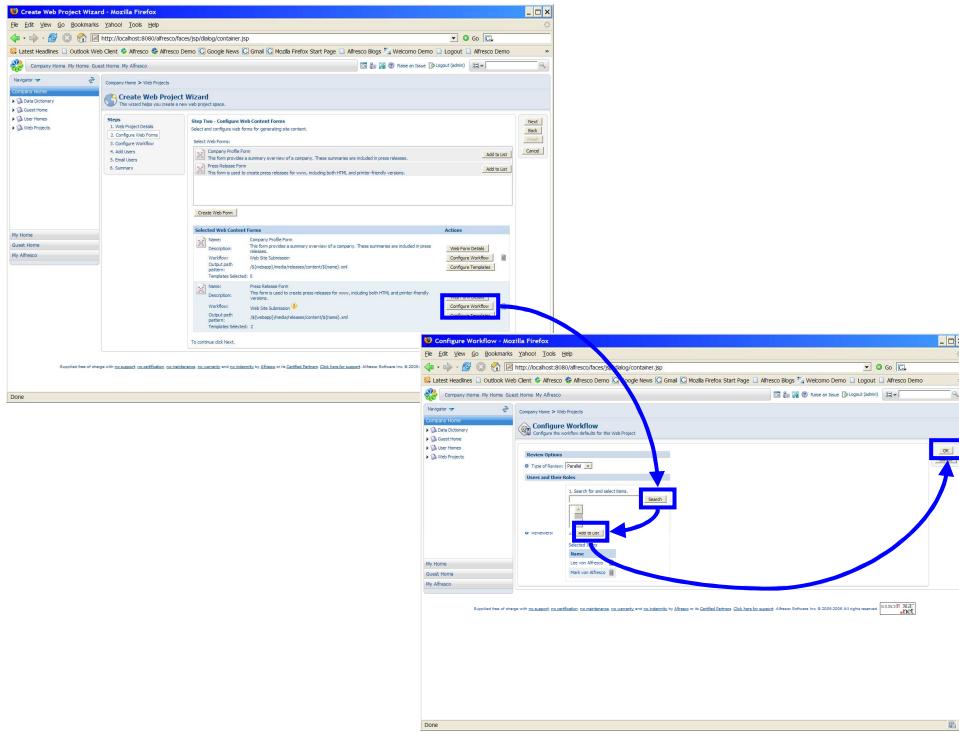
Next, configure the Press Release Form for use in our Web Project. Click the **Web Form Details**

button for the Press Release Form and use the following values and then click **OK** when done.

- | | |
|---------------------|--|
| Title: | Accept default value |
| Description: | Accept default value |
| Output path: | /\${webapp}/media/releases/content (same as Company Profile) |
| Workflow: | Web Site Submission |



Next, click the **Configure Workflow** button next to the Press Release Form. In the Configure Workflow screen, change the default type of workflow from "Serial" to "Parallel". Then, add both our VP of Marketing, Mark, and our Legal Counsel, Lee, to the list of reviewers. When done, click the **OK** button.

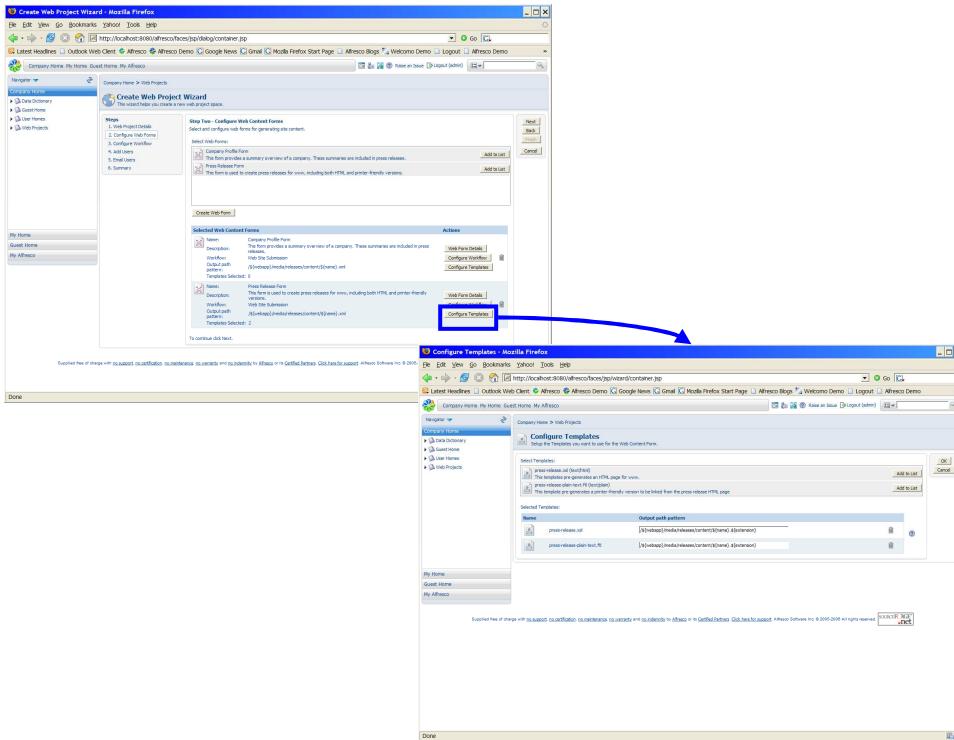


Now that workflow is configured for our Press Release Form, click the **Configure Templates** button. Note that we did not need to Configure Templates for Company Footer as that Web Form had no templates associated with it.

In the Configure Templates screen, accept the default option of using both available templates associated with this Web Form for our Web Project. In the future, other Web Projects may choose to use different templates or no templates at all (meaning no content is statically pre-generated). For output path pattern, enter the following for both templates:

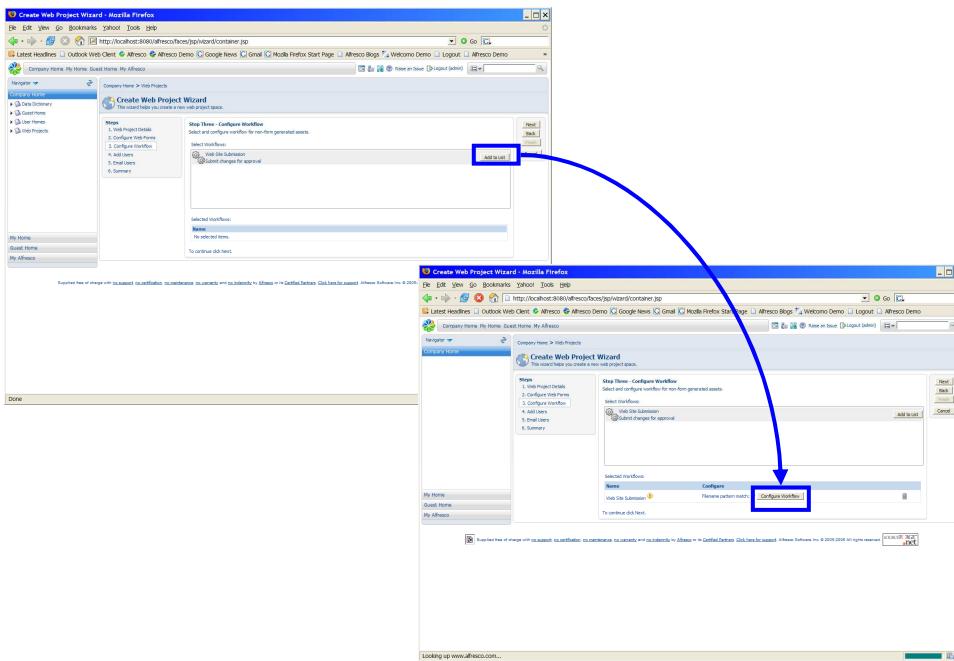
Output path: `/${webapp}/media/releases/content/${name}.${extension}`

This value governs how each template generates web assets, including both filename and output directory location. When done, click the **OK** button. After reviewing the configuration summaries for both Web Forms, click **Next**.



After completing Step Two, in Step Three now configure workflow for all changes to web assets that are not generated via Web Forms.

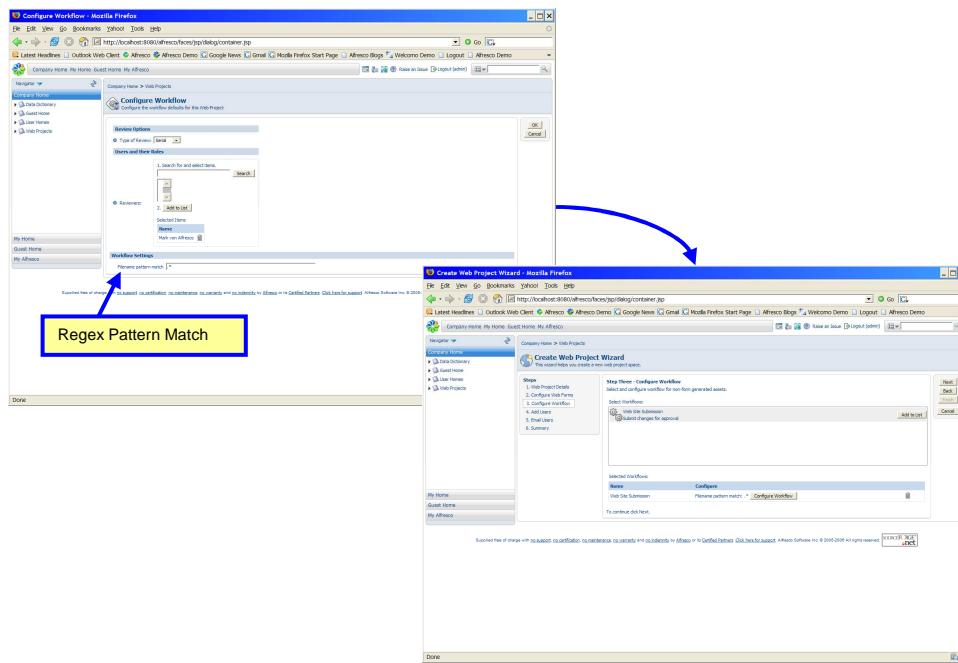
In the **Select Workflow** window, click the **Add to List** button next to the Web Site Submission workflow. In the **Selected Workflow** window, note the attention ("!") icon next our workflow. Click the **Configure Workflow** button next to our selected workflow.



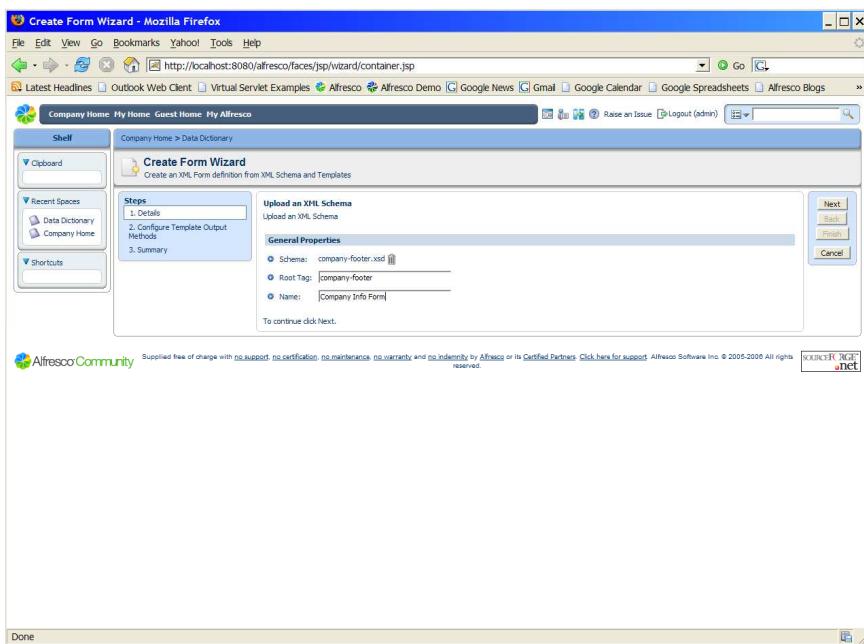
In the Configure Workflow dialog, accept the default “Serial” review type. Add our VP of Marketing, Mark, as the sole reviewer for non-form generated web assets.

In **Workflow Settings**, note the default regex pattern match, `.*`. This default means than any asset other than those generated via a Web Form will go through this review process. Note that you can add the Web Site Submission workflow multiple times in Step Three of this wizard, and for each instance configure a different chain of reviewers for different sections of the websites or types of assets by modifying the regex pattern match in **Workflow Settings**. Examples includes having an additional reviewer – the Creative Director – for any assets under `/assets` or a Product Manager for anything under `/products`.

When complete, click **OK**. Returning to Step Three of the **Create Web Project Wizard**, examine the summary and click **Next**.



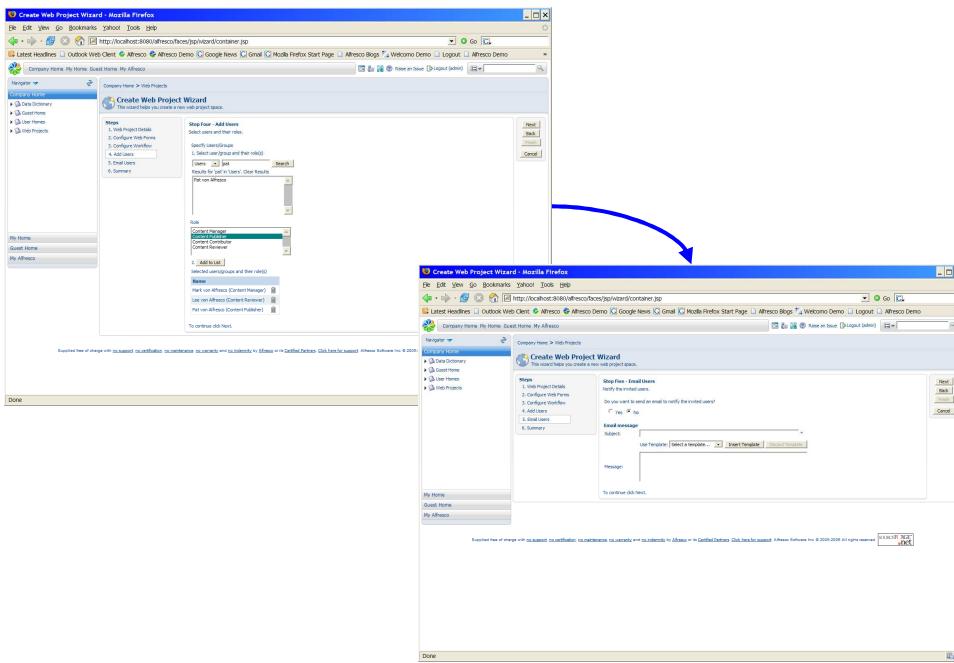
In the **Create Form** wizard, click on the **Browse** icon. Browse your desktop to locate the sample file, `company-footer.xsd`, provided in `extras/wcm` within the installation folder. Note that the *Root Tag* and *Name* are automatically populated with the value `company-footer`. Keep this value for the *Root Tag* but for *Name* give a friendly label for end-users when accessing this form to create content. In the *Name* field, type “Company Info Form” and then click **Next**.



In Step Four, let's add our users. First, type "Mark" in the Search box and click **Search**. Select Mark from the Search Results window and then select Mark's role, "Content Manager". Then, Click **Add to List**. Confirm that Mark has been added as a Content Manager in the summary at the bottom of the window.

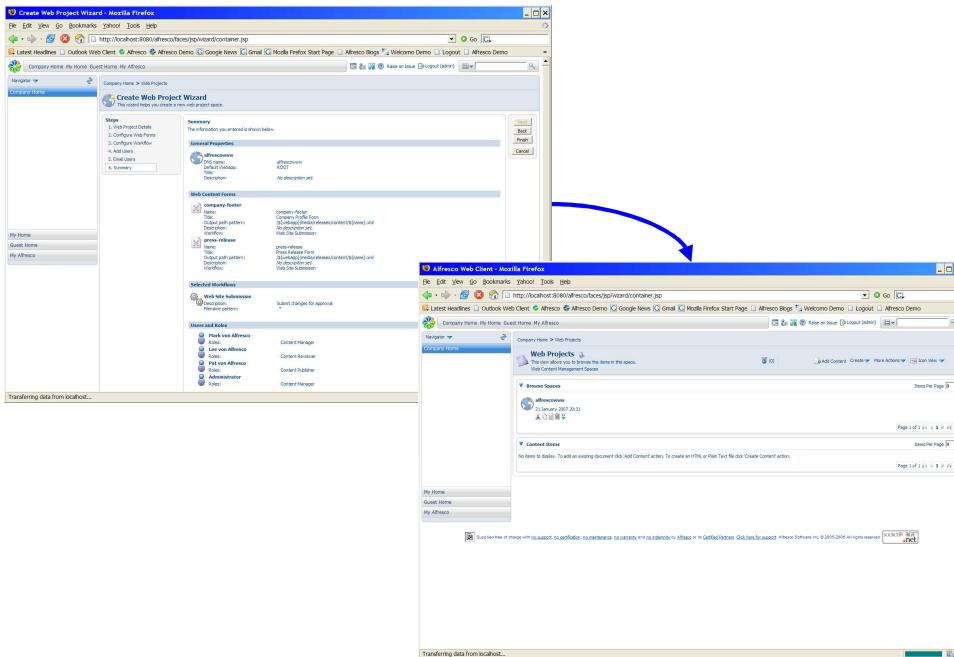
Repeat this process for both Pat and Lee. Add Pat as a Content Publisher (Pat, as Product Marketing Manager, does contribute content to the website) and add Lee as a Content Reviewer (as Legal Counsel, Lee does not contribute content to the www site). When done, click **Next**.

In Step Five, Email Users, accept the default option "No" for notifying users they have been added to the new Web Project. Click **Next**.



Finally, in Step Six, review a summary of our newly created Web Project. If everything is in order, click the **Finish** button. If any changes need to be made, click the **Back** button.

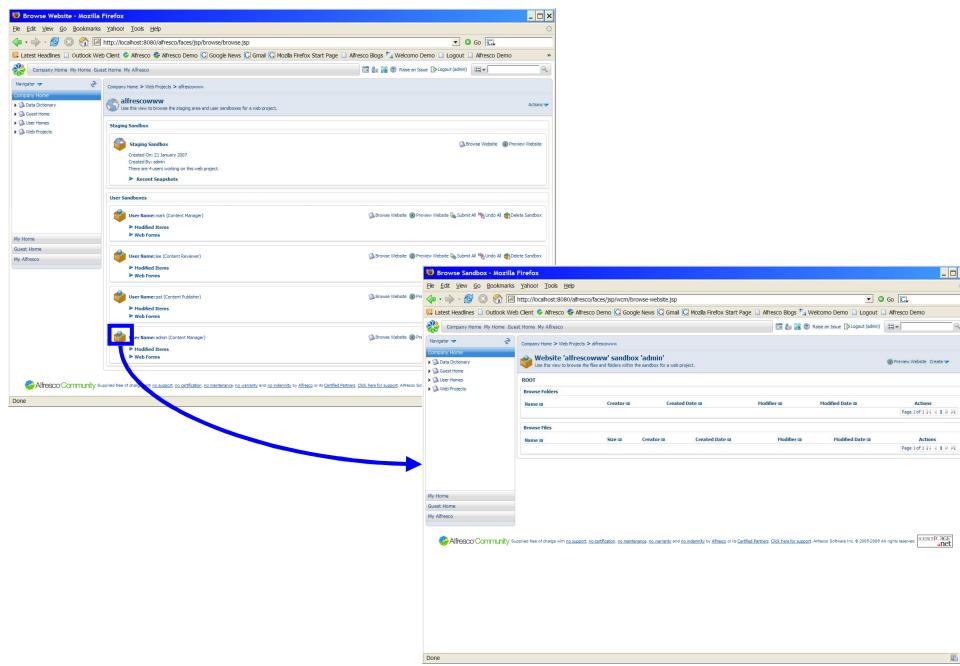
To see our newly created Web Project, *alfrescowww*, navigate to */CompanyHome/Web Projects*.



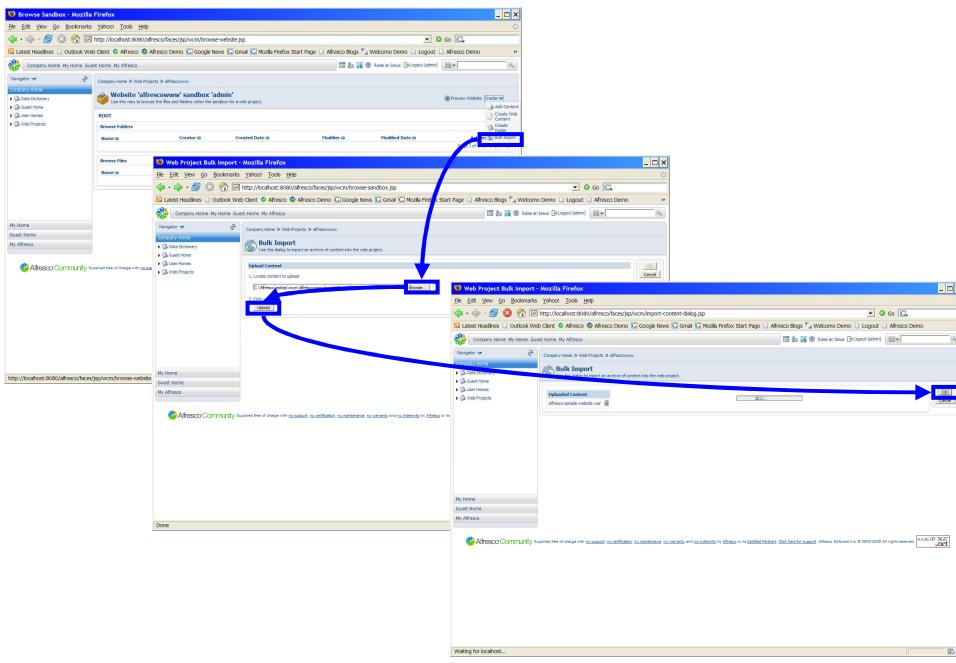
Importing the Sample Dynamic Website

With our Web Forms and Web Project created, let's import our default website content and submit to Staging to enable users to create and manage new content updates.

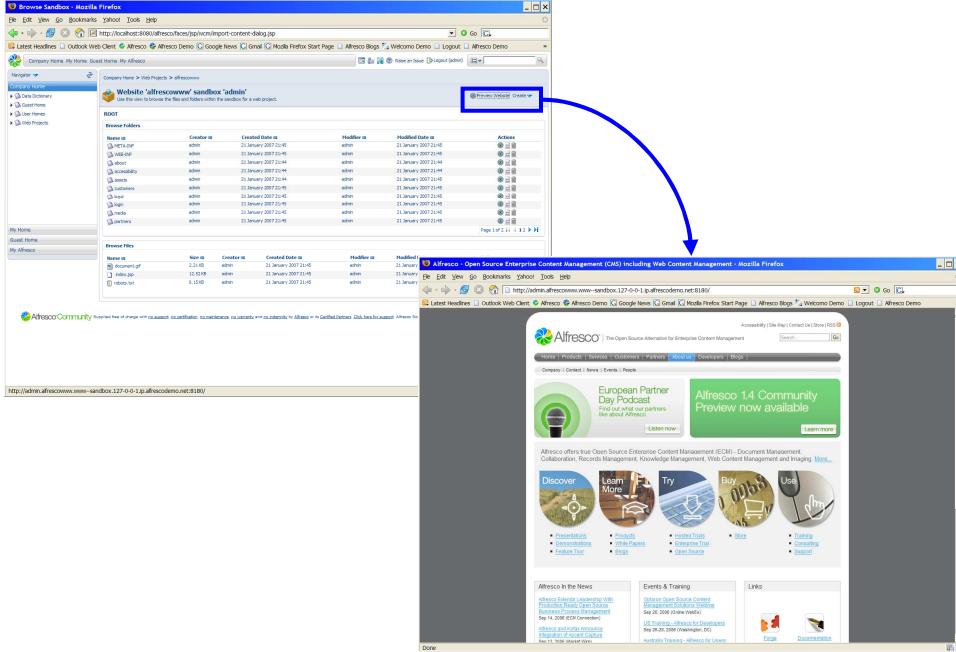
Click the *alfrescownw* Web Project in */CompanyHome/Web Projects*. In the Sandbox view of *alfrescownw*, click either the **Browse Website** action or the Sandbox icon for the Admin sandbox. See the current contents of the Admin sandbox, with is empty



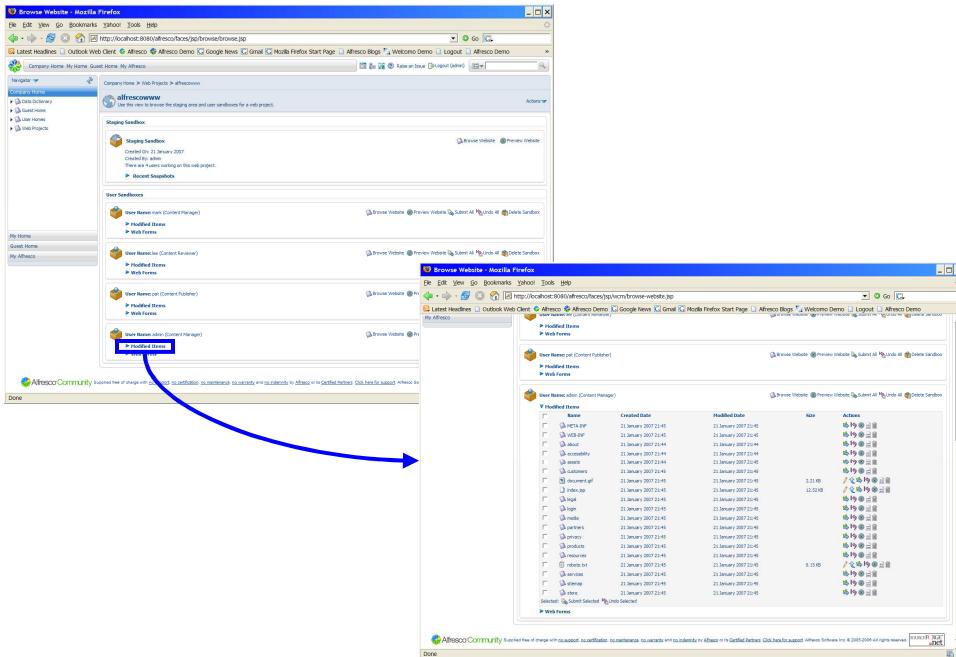
In the empty Admin sandbox, select the **Bulk Import** action from the **Create** menu. In the Bulk Import dialog, click the **Browse** button. Select the file, *alfresco-sample-website.war* from *C:\Alfrescoextras\wcm*. Once selected, click the **Upload** button. Once uploaded, click **OK**. The WAR file will be imported into the current directory, which by default is the ROOT web app.



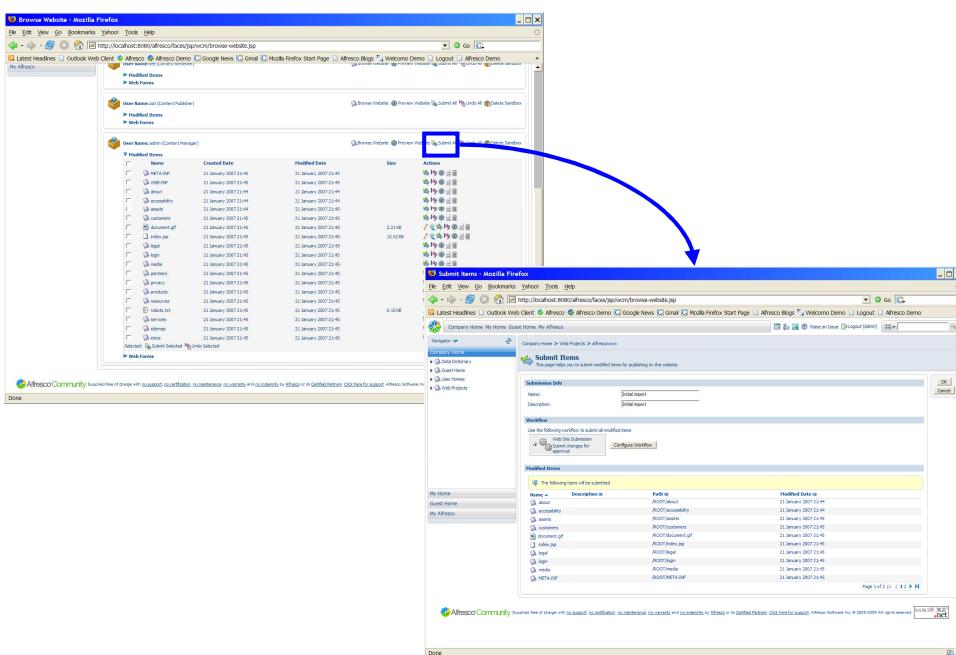
Once the WAR file is expanded, preview the set of expanded assets in the Admin sandbox. Click the **Preview Website** action in the upper-right-hand corner to preview the site



Now, click the **alfrescowww** Web Project in breadcrumb and return to the Web Project View. Click on **Modified Items** link in the Admin sandbox. See the list of all the recently imported assets from the sample war file.



From the list of Modified Items, click the **Submit All** action. In the Submit Wizard, provide a Name and Description for the submission (which will become the name and description of the corresponding Snapshot in Staging). Enter “Initial Import” both. When done, click **OK**. When complete, notice that the submitted items in the Modified Items list are no longer editable, as they are now under review.



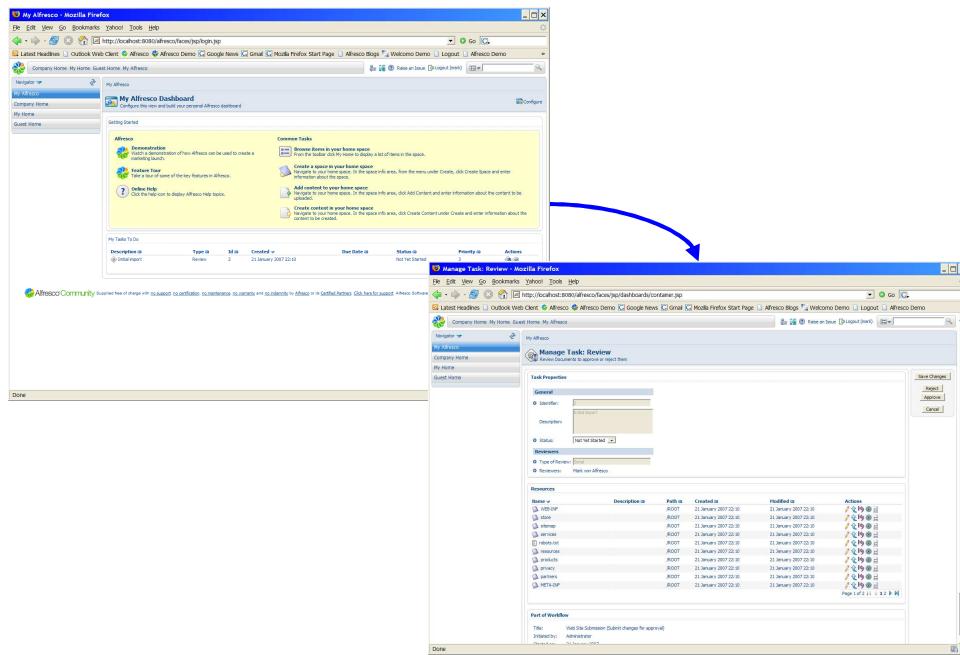
Now, logout as admin and login as our VP Marketing, Mark.

On Mark's Dashboard, note that Mark has a new review task with description "Initial import".

Click on the task, and see the lists of imported assets awaiting Mark's approval. Click **Approve**.

Logout as Mark and log back in as Admin

BETA ONLY: Note the task on the Admin's Task List. Open the task and click the TaskDone button. The default WCM workflow has an email notification to the submitter of the successful approval. Email notification is not yet wired into the BETA workflow. As a result, this additional workflow step must be manually transitioned.



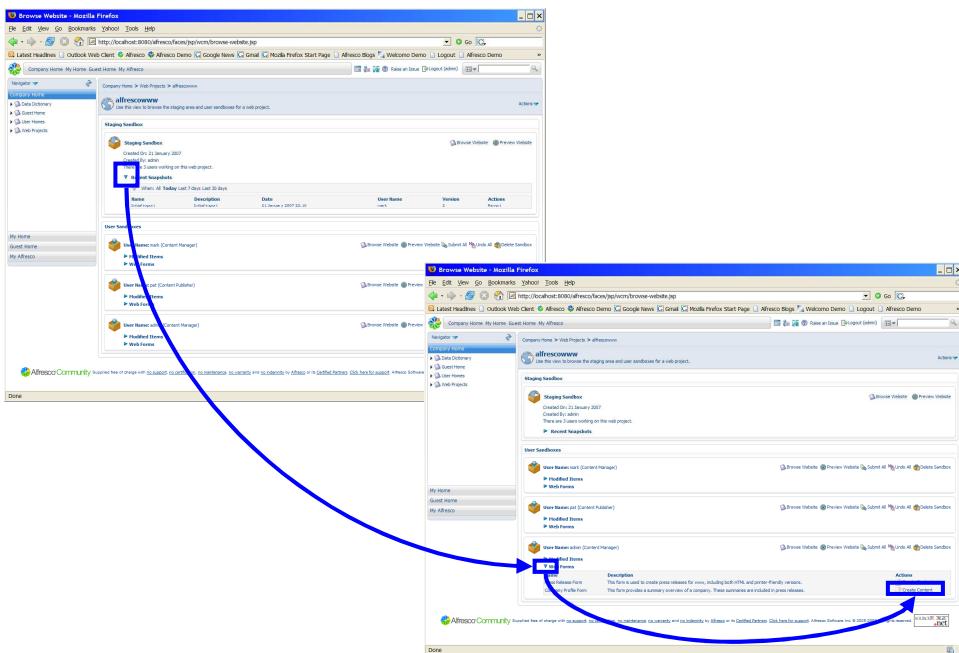
Now, we are complete with setting up our first Web Project and ready to begin creating and updating content on the site.

Creating New Web Content: Company Profiles

Return to the *alfrescowww* Web Project View. Click on the **Recent Snapshots** link in Staging. See that we have a new version of our website – Version 2 – which is the Initial Import (Version 1 of the website is the original, empty version of Staging).

Collapse the list of Snapshots. Expand the list of Web Forms under the Admin sandbox. See our two Web Forms, Company Profile and Press Release.

Now, we are going to start creating some new web pages. To start, click on the **Create Content** link next to our Company Profile form.



In the **Create Content** Wizard, enter "Alfresco" for the name of the new asset. Click **Next**.

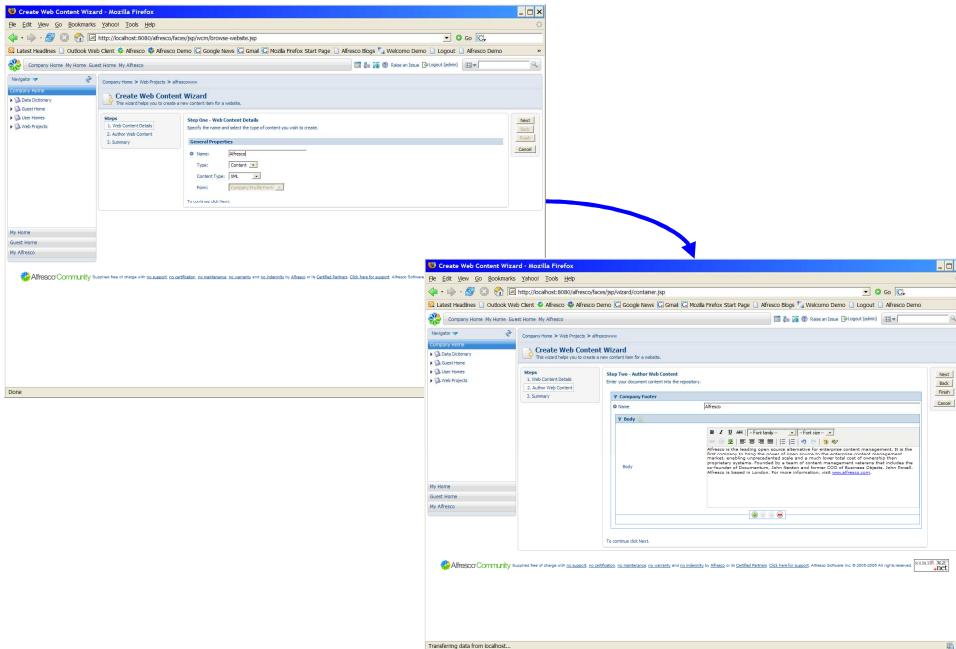
In the Company Profile form, fill in the following values:

Profile #1:

Name:
Body:

Alfresco
 Alfresco is the leading open source alternative for enterprise content management. It is the first company to bring the power of open source to the enterprise content management market, enabling unprecedented scale and a much lower total cost of ownership than proprietary systems. Founded by a team of content management veterans that includes the co-founder of Documentum, John Newton and former COO of Business Objects, John Powell. Alfresco is based in London. For more information, visit www.alfresco.com.

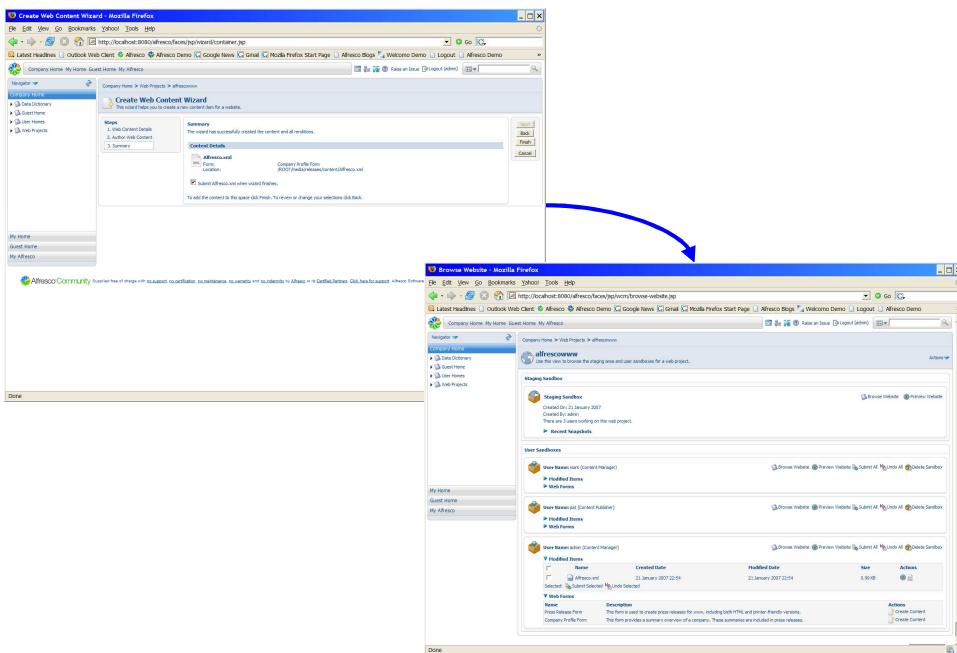
When complete, click **Next**.



When completed with the form, note that the asset *Alfresco.xml* was generated. Note the filepath: */ROOT/media/releases/content/Alfresco.xml* generated from the output path expression we specified when creating our Web Project.

Also note the Submit checkbox underneath the generated filename. To speed publication, and because we no longer intend to work on this asset, select this checkbox and click **Finish**. Now, instead of having to initiate a separate submit process after completing the wizard, the asset is now already under editorial review. When returned to the Web Project View, looking at the list of Modified Assets for the Admin sandbox you can see that the file *Alfresco.xml* is only available for Preview.

We'll go through the review process later once we've created more Company Profiles.



Now, run through the **Create Content** Wizard using the Company Profile form three more times. Use the following data below. For each form, select the auto-Submit option at the conclusion of the wizard.

Profile #2:

Name: Interdoc
Name: Interdoc
Body: InterDoc is a leader in the Enterprise Content Management field that provides business solutions to enable operational efficiency of critical business processes. The company has decades of experience in improving operational efficiency for commercial enterprises and government organizations and has used this experience to create a new generation of software solutions based on a core of open source software. For more information, visit www.interdoc.com.

Profile #3:

Name: Easypress
Name: Easypress
Body: Easypress Technologies (www.easypress.com) provides software for converting content between XML and QuarkXPress. Its flagship products include Atomik Roundtrip™, which provides full bidirectional XML support for QuarkXPress; Atomik Xport™, which provides automated QuarkXPress-to-XML conversion; and Atomik Import™, which provides flexible import of XML content into QuarkXPress documents. Easypress Technologies is a Quark Preferred Solutions Provider through its Atomik XML Publisher solution for QuarkXPress 7. The company has an extensive global client list that includes Centaur

Communications, Economist Intelligence Unit, Euromoney Institutional Investor, Trailfinders, Harvard Business School Publishing, Roularta Media Group, New Statesman, Parade magazine, Federal Reserve Bank, Sandoz Pharmaceuticals, Incisive Media, Sotheby's, Time Out, and Wilmington Group plc. Easypress Technologies is an operating division of EvolvedGroup Limited and is headquartered in Guildford, UK.

Profile #4:

Name: World Economic Forum
Name: World Economic Forum
Body: The World Economic Forum (<http://www.weforum.org>), based in

Geneva, Switzerland, is an independent organization committed to improving the state of the world. Funded by the contributions of 1,000 of the world's foremost corporations, the Forum acts in the spirit of entrepreneurship in the global public interest to further economic growth and social progress. The Forum serves its members and society by creating partnerships between and among business, political, intellectual and other leaders of society to define, discuss and advance key issues on the global agenda. Incorporated in 1971 as a foundation, the World Economic Forum is impartial and not-for-profit, and is tied to no political, partisan or national interests. In 1995 the Forum was awarded NGO consultative status with the Economic and Social Council of the United Nations.

When completed with all three forms, logout as Admin and re-login as our VP Marketing, Mark. As we did before, from Mark's Dashboard, see the three outstanding tasks for each of the three new Company Profiles we created and automatically submitted after completing the wizard. Click **Approve** in each of the Task Dialog screens.

Now, logout as Mark and login as Pat, our Product Marketer. Pat is the second reviewer in the serial review chain configured for the Company Profile Web Form in our Web Project. As with Mark, see the three current outstanding review tasks. Click **Approve** for each task in the Task Dialog screen.

Lastly, logout as Pat and re-login as Admin. As noted previously, see that the Admin user has three outstanding review tasks that need to be manually transitioned. These are the email notification tasks to notify the Admin user (our submitter) of the successful approval of each submitted asset. Since this email notification is not currently enabled in the BETA release, these tasks require end-user intervention to complete our workflow.

Our four Company Profiles are now completed and submitted to Staging. We can now take the next step and use these profiles in our Press Release Form to create a number of new web pages for our website to highlight exciting news from Alfresco around our latest product launch.

Creating New Web Content: Press Releases

To create our press releases, return to the Web Project View and click the **Create Content** link next to the Press Release Form.

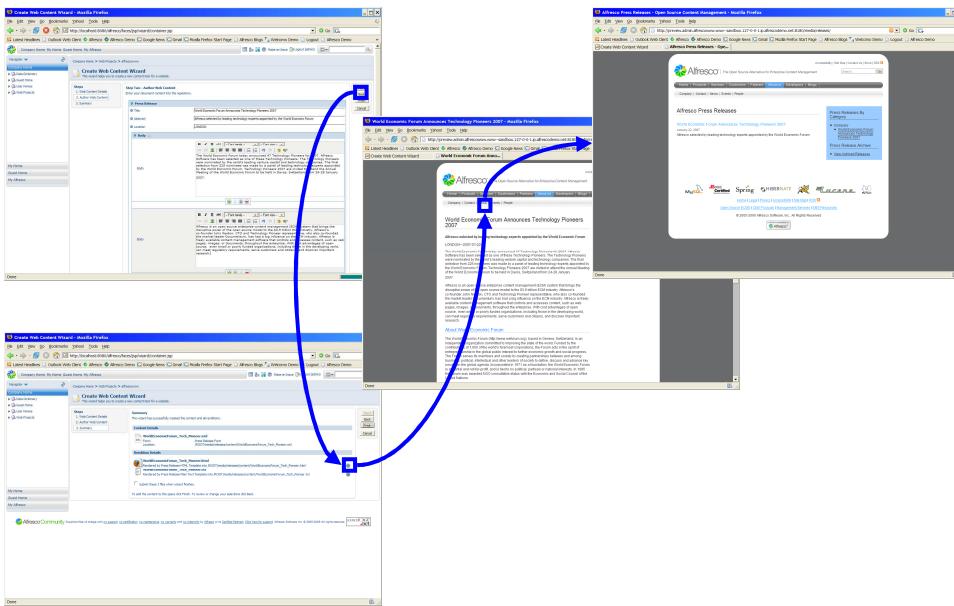
For our first press release, use the following data:

Press Release #1:

| | |
|---------------------------|---|
| <i>Name:</i> | WorldEconomicForum_Tech_Pioneer |
| <i>Title:</i> | World Economic Forum Announces Technology Pioneers 2007 |
| <i>Abstract:</i> | Alfresco selected by leading technology experts appointed by the World Economic Forum |
| <i>Location:</i> | LONDON |
| <i>Body #1:</i> | The World Economic Forum today announced 47 Technology Pioneers for 2007. Alfresco Software has been selected as one of these Technology Pioneers. The Technology Pioneers were nominated by the world's leading venture capital and technology companies. The final selection from 225 nominees was made by a panel of leading technology experts appointed by the World Economic Forum. Technology Pioneers 2007 are invited to attend the Annual Meeting of the World Economic Forum to be held in Davos, Switzerland from 24-28 January 2007. |
| <i>Body #2:</i> | "We are proud to have won this award recognizing Alfresco's technology, the global power of open source and the importance of managing content in economic development," said John Newton. "We hope to use the opportunities created by this award to gain greater visibility to how information can help solve some of the world's most pressing problems and how sharing and retaining knowledge can level the playing field for companies outside of the developed world." |
| <i>Include Footer #1:</i> | World Economic Forum |
| <i>Include Footer #2:</i> | Alfresco |
| <i>Include Media:</i> | Yes |
| <i>Keywords:</i> | None (not used in demo) |
| <i>Category:</i> | Company |
| <i>Launch Date:</i> | Anything (not used in demo) |
| <i>Expiration Date:</i> | Anything (not used in demo) |

After filling out each form, click **Next** and in the Summary screen, note that both templates configured for the Press Release form have been applied to generate two output files, an HTML and Plain Text page. Note the filepath for the generated content, which corresponds to the rule we configured (via the output path pattern) in the **Create Web Project** Wizard.

Click the **Preview** icon next to the generated HTML page. See the virtualized view of the website with the pending changes. Preview the generated HTML page, check the link to the generated text file at the bottom of the page, and click on the **News** link in the submenu to see that the JSP index page now has a link to the to-be-published content. If any changes need to be made, click the **Back** button to modify and re-generate. When satisfied with the completed web page, click the **Finish** button. Make certain to leave the Submit checkbox UNSELECTED. We will be creating all three press releases first prior to submitting for review in bulk to update the website.



With our first press release completed, now repeat the process two more times using the following data:

Press Release #2:

Name:

Easypress_OEM

Title:

Alfresco and Easypress Technologies announce OEM Agreement for Atomik Dynamic Publisher, powered QuarkXPress Server 7

Abstract:

Alfresco and Easypress Technologies Announce ground-breaking Collaborative Publishing

LONDON

Location:
Body #1:

Alfresco, the first and leading provider of an open source enterprise content management solution, today announced an OEM agreement to support the launch of Easypress Technologies' new Atomik® Dynamic Publisher product, which works in conjunction with the new QuarkXPress® Server 7 from Quark.

Body #2:

John Powell, CEO of Alfresco Software Inc., said: "Alfresco is recognised in the market as the leading open source enterprise content management solution and is rapidly becoming the open source ECM of choice for publishing. The domain knowledge that Easypress Technologies bring is critical to continuing our significant momentum in the publishing market. We see Atomik Dynamic Publisher as our leading collaborative publishing solution, building upon the strengths of Alfresco's OEM server technology."

Include Footer #1:
Include Footer #2:

Easypress
Alfresco

| | |
|-------------------------|-----------------------------|
| <i>Include Media:</i> | Yes |
| <i>Keywords:</i> | None (not used in the demo) |
| <i>Category:</i> | Company |
| <i>Launch Date:</i> | Anything (not used in demo) |
| <i>Expiration Date:</i> | Anything (not used in demo) |

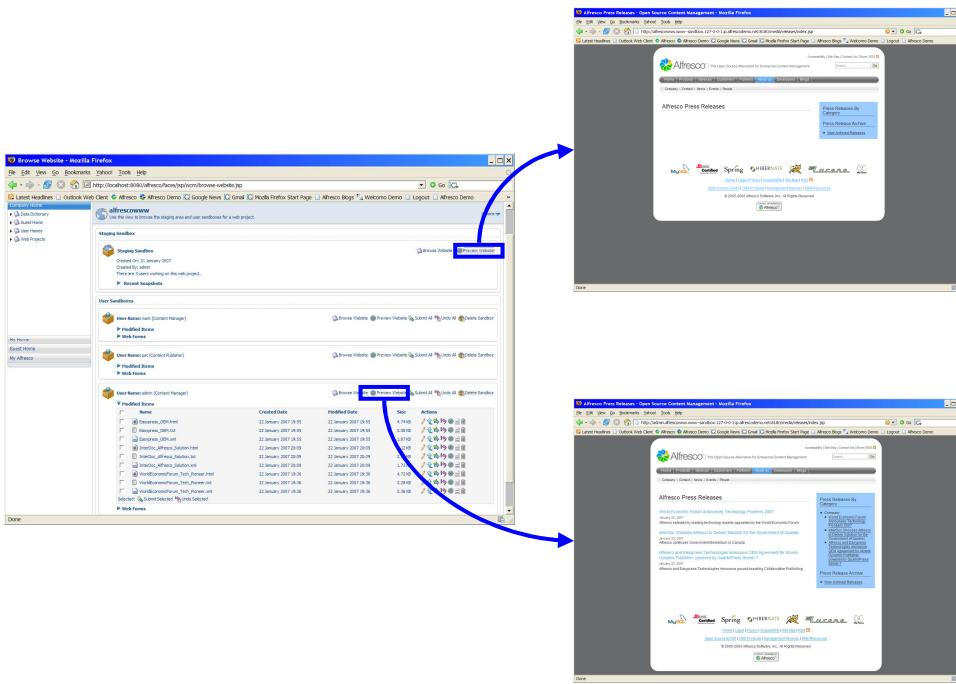
Press Release #3:

| | |
|---------------------------|--|
| <i>Name:</i> | InterDoc_Alfresco_Solution |
| <i>Title:</i> | InterDoc Chooses Alfresco to Deliver Solution for the Government of Quebec |
| <i>Abstract:</i> | Alfresco continues Government Momentum in Canada |
| <i>Location:</i> | LONDON |
| <i>Body #1:</i> | Alfresco Software Inc., the first provider of an open source enterprise content management solution, today announced that it has been chosen by InterDoc to create a new regulatory government solution for customers including the government of Quebec. |
| <i>Body #2:</i> | The increase in compliance, regulation and legal requirements means that government organizations are striving to offer an efficient, transparent and cost effective service to citizens. InterDoc provides the on site integration and support services for solutions, and its business model provides a one stop price model: software, maintenance, implementation, architecture and delivery. The solution is pre-configured with Alfresco rules to implement the five laws and regulations that must be followed by the government. |
| <i>Include Footer #1:</i> | InterDoc |
| <i>Include Footer #2:</i> | Alfresco |
| <i>Include Media:</i> | Yes |
| <i>Keywords:</i> | None (not used in demo) |
| <i>Category:</i> | Company |
| <i>Launch Date:</i> | Anything (not used in demo) |
| <i>Expiration Date:</i> | Anything (not used in demo) |

When completed with all three forms, return to the Web Project View and expand the list of Modified Items in the Admin sandbox by clicking the **Modified Items** link above the list of available Web Forms.

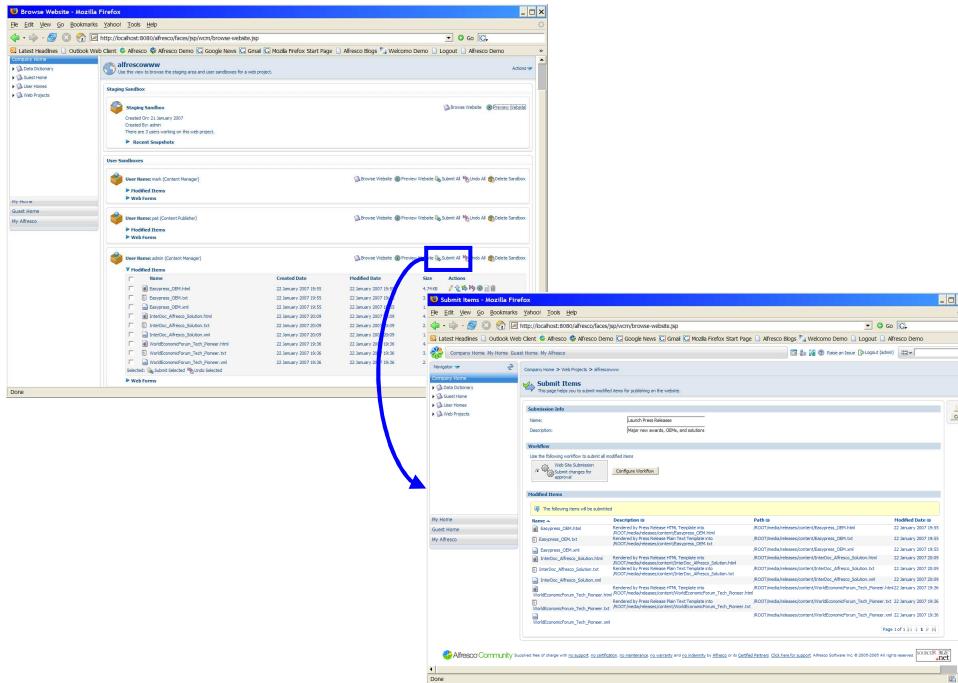
Note the complete list of all nine (9) newly created assets staged within the Admin sandbox. Click the **Preview Website** link, and in the preview window, browse to [About Us → News](#). See the JSP page virtualize a unique dynamic view of the website as staged in the Admin sandbox. Test all three links to the newly created web pages.

Next, confirm that the newly created web pages are only available in the Admin sandbox. Click on the **Preview Website** link in Staging. Navigate to the [About Us → News](#) page. See that no press releases are currently available.



Submitting Web Site Changes

Now that we have finished all the updates we need to make to the site and have confirmed how those changes will look on www, let's publish these changes and submit for review by clicking the **Submit All** link in the upper-right of the **Modified Items** list (Note: We can promote just a single item or select list of items as an alternative to submitting all three press releases at once). In the Submit Dialog, confirm the list of assets to be promoted for review and submission to Staging. For Name, enter "Launch Press Releases" and for Description, enter "Major new awards, OEMs, and solutions". Click the **OK** button.

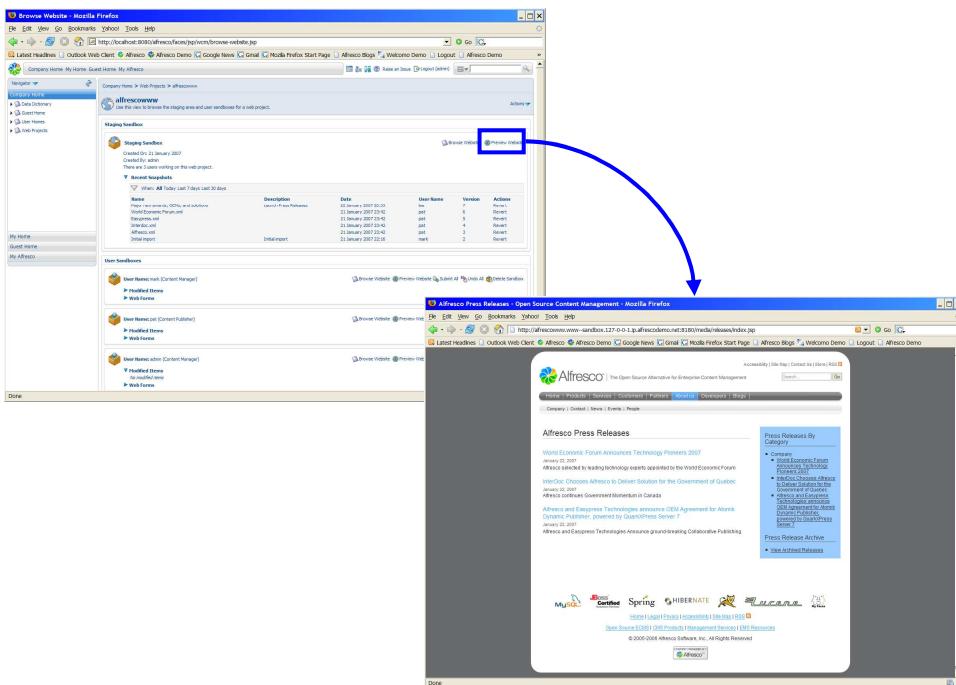


Now, login as Mark. See the current review task in Mark's task list. Next, logout as Mark and login as Lee. See that Lee also has a task to review our submitted web content. As configured in our **Create Web Project** Wizard, new press releases undergo a parallel rather than serial review process.

Click the **Approve** button logged in as Lee. Then, relogin as Mark to approve as user Mark. Once approved, log back in as Admin to manually transition the email notification task (as noted previously, not available in BETA).

When complete, review the list of Staging snapshots by clicking the **Recent Snapshots** link. Click on the **Preview Website** link to confirm that Staging is now updated with our changes.

NOTE: If you do not see the changes, hold down the SHIFT key and click Reload in your browser window to refresh your browser cache.



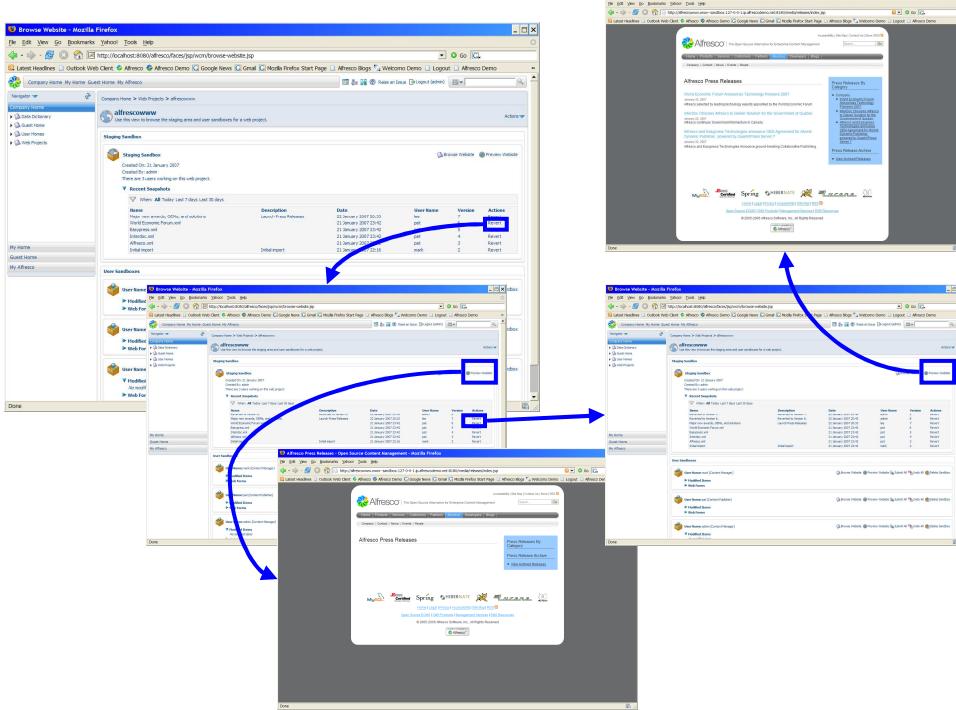
Snapshots and Rollback

Now that we've published a new version of the websites – let's rollback.

In the list of Recent Snapshots, click the **Revert** link next to Version 6. See that we have a new version, Version 8, which is a new snapshot of the site that is a reverted version based on Version 6.

Click on the **Preview Website** link for Staging. Navigate to **About Us → News**. See that we no longer have any published press releases.

Now, let's recover our press releases. In the list of Recent Snapshots, click the **Revert** link next to Version 7. See that we have a new snapshot, Version 9, that is a reverted version of the site based on Version 7. Click on the **Preview Website** link again. Navigate to **About Us → News**. Viola! See our press releases neatly recovered for public consumption.



Summary

That concludes our walk-through of the Web Content Management extensions in the Alfresco 2.0 Preview. In this walk-through, we saw the following:

- XML content authoring
- Multi-channel content publishing
- Sandboxed content development
- Content staging and promotion
- Virtualization
- In-context preview for both static and dynamic web pages

Thanks for evaluating Alfresco WCM. To learn more about the capabilities provided in this BETA, including further details on our roadmap, please visit our wiki at the following location:

http://wiki.alfresco.com/wiki/New_Web_Content_Management_Plan

Once, thanks again for evaluating Alfresco WCM.

