

Solutions For a New WCM

Mimtech provide products and services around the full web content management and website life cycle:

Web content management software selection,

Software supply (sales and rental),

Solution design and architecture

Solution build and implementation

Hosting services

Deployment and 24/7 support

Evolution and functional development

Onsite resource

Software upgrade

Software decommissioning and replacement

Mim:switch migration services

www.mimtech.com



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The Livelink (Obtree) Conundrum



Answer: END OF LIFE

With a published road map as long as any other vendor's software, Livelink WCM Presentation Server (Obtree) is going to be with us for a number of years.

This sounds like great news for the existing user base but in the ever evolving world of web publishing is the occasional 'maintenance' release over the next year or so really enough to keep pace with the competition? Obviously the answer to this question is no and as we enter 2009 existing users are faced with three options regarding their Livelink WCM Presentation Server (Obtree) implementation:

1. Upgrade to RedDot,
2. Migrate to another product,
3. Stay on platform.

"For customers with an active maintenance contract licenses are swapped according to functional aspects"

Thomas Eberhart

Customer Care & Product Manager, Open Text / RedDot

Common sense suggests that moving from Livelink WCM PS (Obtree) to RedDot should be the most straight forward option. After all, Open Text is the vendor of both solutions and they have a website migration toolset, utilizing Mimtech's mim:switch technology, and methodology in place.

Most compelling is the fact that Open Text also have a license swop policy which effectively does away with the need to procure a new solution as all you are doing is upgrading from one of their products to another.



Why spend £20k plus on another vendor product when you can get RedDot for free?

Unfortunately, the answer to this question is not quite so simple. Unless you happen to be in Germany or Switzerland where the license swop offer is being actively promoted.

In the UK things are somewhat different with RedDot appearing to view existing Livelink WCM PS (Obtree) users as little more than a sales opportunity. But why the different approach between the countries you ask? That's definitely not one for us to answer suffice to say that Mimtech have collaborated directly with RedDot in Germany and Switzerland since Autumn 2007 and we're confident we can help you to secure the same

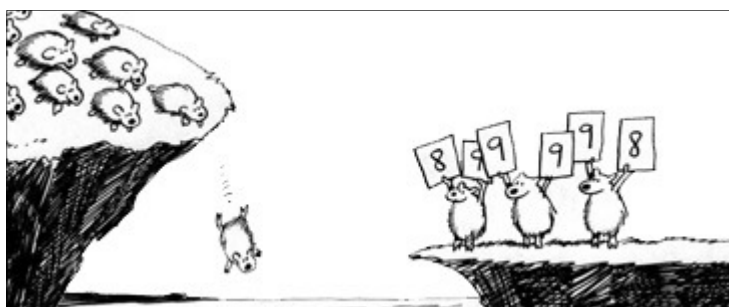
license swop offer in the UK. Taking this into account here are the top 5 reasons you should consider upgrading to RedDot in 2009:

1. **FREE license swop offer,**
2. **No software procurement process,**
3. **Mim:switch migration toolset and methodology,**
4. **RedDot's legendary ease of use,**
5. **Continuity of support services.**

Call **+44 (0)141 303 8239** to discuss upgrading to RedDot and to book a demo.

Migrating to another vendor's product is the second option you have and there's nothing quite as exciting as a brand new project to kick the new year off with!

That said, before you take the leap of faith that is web content management software procurement make sure you are doing so for the right reasons.



If you've already put a cross through RedDot to exclude it from consideration as a possible replacement to Livelink WCM PS (Obtree) then there's a great little blog on CMS Watch that you should read entitled [Who loves the incumbent vendor?](#)

Taking everything into account, including the FREE license swop offer, if you still decide that the time is right to move to another vendor's product then Mimtech's vendor agnostic status makes us uniquely placed to offer independent advice.

Software vendors invariably apply pressure on us to become single vendor dependent and focus on their, and we quote; ... "world leading, best-of-breed web content management solution". This simply does not fit with our business ethos.

There are a lot of great web content management solutions out there. Unfortunately, the typical way organisations procure them may leave them vulnerable to over



enthusiastic sales techniques.

Mimtech believe the best way to select a solution begin with a clear understanding of your organisation's goals and objectives and ultimately end with a 'hands-on salesman-off' software testing session at our WCM Test Centre where we don't sell, we show and where we don't recommend, we advise... and best of all, we leave you alone to get on with it but we're there to help if required.

Mimtech's WCM Test Centre, located within our Glasgow office, allows you to try out a number of the leading wcm software solutions* including: Sitecore, RedDot, Immediacy and EPiSERVER.



There's no obligation to buy and the amount of time you have to 'play' is up to you, anything from a couple hours to a maximum of five days. We do not make a charge for this service but we do ask that we qualify your interest before scheduling a visit.

* if you're interested in testing another vendor's solution then contact us and we'll make the necessary arrangements.

Whatever stage of the process you're on to replace Livelink WCM PS (Obtree) do yourself a favour and call **+44 (0)141 303 8239** to discuss your requirements.

If it ain't broke, don't fix it!

Staying on the Livelink WCM PS (Obtree) platform is your third option and Mimtech is here to provide all the support you'll need for as long as you need it.

In fact Mimtech staff have been supporting the Livelink WCM PS platform since Obtree C3.

We currently support over 25 Obtree implementations on versions from Obtree C4.1 to the latest Livelink WCM PS 9.8.1.



Call **+44 (0)141 303 8239** to discuss your Livelink WCM PS (Obtree) support needs and we'll give you two weeks FREE TRIAL* access to our online support extranet.

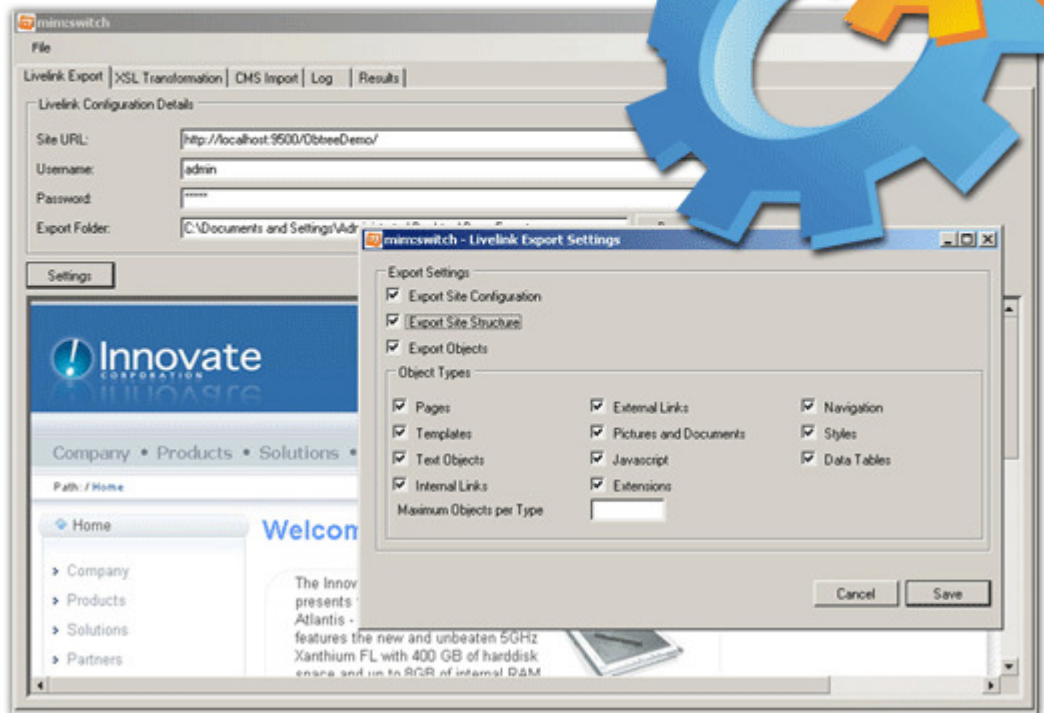
* The following conditions apply:

- (1) Offer restricted to new customers only,
- (2) One user login will be provided for 10 working days,
- (3) Standard working hours apply,
- (4) A maximum balance of 5 units may be called-off against during the trial period,
- (5) Mimtech Terms & Conditions of service provision apply during trial period,
- (6) Mimtech reserve the right to cancel trial period at any time,
- (7) You have no obligation to purchase additional units of support during or after trial period.



mim:switch

migration toolset



Mim:switch is an innovative solution from Mimtech that allows you to migrate all of the content from Livelihood WCM PS (Obtree) to your new web content management solution.

By connecting directly into the repository via Livelihood's API we can extract everything. All of the content objects are captured; every version that is held; every language or media instance; every attribute, metadata and custom property; every relationship with other content objects; all of the user data; even the site structure. Everything!

And we can enhance it before loading it into your new target solution.

Don't be limited by what the browser can show.

With mim:switch you get:

- Data extraction directly from the repository via application API - we capture everything:
 - all content objects,
 - every version is held,
 - every language or media instance,
 - every attribute, metadata and custom property,
 - every relationship with other content objects,
 - all of the user data,
 - even the site structure,
 - EVERYTHING!
- Data manipulation and enhancement prior to load into target WCM.



mim:switch

migration toolset



How well
do you
know your
website?

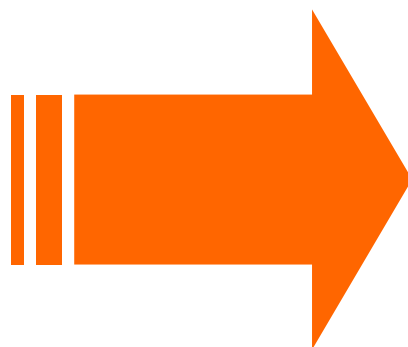
Mim:switch's Content Intelligence Module adds considerable value to the planning stage of your move off the Livelink WCM PS (Obtree) platform by reporting on the current status of your content repository.

Find out where you have multiple copies of the same picture, or text and images that are not used on any pages. Review content that has not been updated for months or even years. Identify pages with no title or link text or images that are missing the alt text.

You even gain valuable knowledge about the way your authors work by reporting on the content slots that are actually used by authors and in what combinations. This empowers you to streamline your templates and improve consistency in your target solution. The reports generated are available as xml or in Excel spreadsheets making it easy to customise the reporting to suit your site's specific architecture and your business requirements.

"Using mim:switch the Council gained valuable information about the current Livelink WCM PS site that will help reduce the costs of the migration."

Nottinghamshire County Council - eContent Team



Visit the [mim:switch page on our website](#) for full details.



Content Intelligence

SaaS

Software as a Service (SaaS, typically pronounced 'sass') is a model of software deployment where an application is hosted as a service provided to customers across the Internet.

By eliminating the need to install and run the application on the customer's own computer, SaaS alleviates the customer's burden of software maintenance, ongoing operation, and support.

Web content management rental makes a lot of sense for many users and more organisations are now choosing to manage their websites under the SaaS model than ever before.

Mimtech offer two SaaS web content management solutions; Pepper Smoothie and EPiSERVER Hosting.

Pepper Smoothie

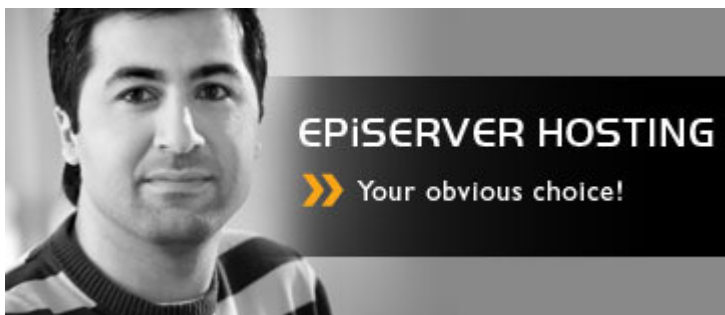
For the small to medium sized enterprise market we have Pepper Smoothie, the SaaS web content management solution for your business website with zero upfront cost.



Having a great business website that is easy to manage and cost effective has never been simpler.

There is no need to get bogged down in the technicalities of installing software, website hosting or domain registration

arrangements - no hassles and no disruptions to your existing arrangements. Just one low monthly service fee and it's all covered. For more information join our Video MC Carlo Pelligrini at our dedicated [Pepper Smoothie website](#).



For larger organisations in Europe we can offer EPiSERVER on a SaaS basis via EPiSERVER Hosting services.

It is important that the person responsible for your website has control over the website's availability, 24 hours a day, 7 days a week. EPiSERVER Hosting is the natural choice for those looking for a reliable, secure, professional and economic environment for their website. For more information visit the [EPiSERVER Hosting page](#) on our website.



News Snippets

Talk Obtree back online

09 December 2008

It's been offline for months for a variety of reasons best not gone in to but at last we're pleased to announce that the Mimtech sponsored discussion forum [Talk Obtree](#) is back online

Edinburgh Castle wins 2008 ASVA Award for best website

14 November 2008

Congratulations to our client [Historic Scotland](#) on the Official Edinburgh Castle website winning the 2008 ASVA (Association of Scottish Visitor Attractions) Award for best website last night at the Dunblane Hydro.

The [Official Edinburgh Castle website](#) is built in Livelink WCM PS and is hosted, developed and managed by Mimtech.

Predictions for 2009

December 24, 2008 13:53 by Simon

I feel obliged to do this as Doug told me that I am obliged to do this. So, here are some predictions for 2009 for Mimtech...

- We will see more of our clients migrate from the Obtree/Livelink WCM during 2009. The [Talk Obtree](#) forum is back up and running. Please get involved.
- The [mim:switch](#) Obtree/Livelink WCM migration software will be a key tool in some of these migrations.
- With the credit crunch and the opportunity for an Obtree replacement reference there will be some great deals for the early adopters.
- SaaS WCM will be a serious consideration for any WCM replacement project as the economic downturn drives a move to hosted software. Buyers will (are already) expecting far more value added to their services than a simple hosted WCM.
- As the value of companies drops we will see some acquisitions in the WCM space. Some analysts are predicting that ECM vendors will look to bolster their web layer but I think we'll see some consolidation in the WCM market too.
- Inevitably some vendors (and some service providers) will go under.
- Mimtech will provide [Livelink WCM migration](#) services to partners in Switzerland and Germany.
- More outsourcing of the application layer management. This is probably the stage between the internally managed system and the SaaS model.
- New staff will join the Mimtech team.
- Ken and Ross will finally accept the inevitable.

I would be interested to hear what others think about the year ahead.

Open Text endorse Mim:switch migration toolset

19 November 2008

Mim:switch has been endorsed by Open Text as their migration solution of choice for Obtree and Livelink WCM PS customers wishing to move to RedDot.

Read more about [mim:switch](#) and [Livelink WCM PS \(Obtree\) Migrations](#).

Save the Children award win

08 November 2008

[Save the Children](#) win the RedDot international award for best customer project at the RedDot Days event in Frankfurt after Mimtech redevelop the site.

& Blogs

