



Vignette® V6 Relationship Management Server Advanced Edition

Vignette V6 Relationship Management Server Advanced Edition provides advanced customization and personalization features that enable precision targeting of select content based on profile information, business rules and logic, and observed behavior patterns.

Vignette V6 Relationship Manager Server Advanced Edition is a comprehensive personalization solution that gives business managers the ability to define and maintain personalization rules and enables custom personalized interactions and content delivery. With rules implemented, Vignette V6 Relationship Management Server Advanced Edition can capture interactive behavior in real time, compare that behavior against past interactions, and then make relevant content recommendations during the current session.

Campaign Manager

The ability to personalize and tailor content delivery to a specific individual or organization can significantly enhance the business partnership or relationship. Getting the right information through a preferred channel and in a desired format can be simplified using Vignette V6 Relationship Management Server Advanced Edition. The campaign manager provides an intuitive graphical interface for personalization that assembles multiple types of content based on defined business rules and logic. The campaign manager function helps precisely target information through explicit personalization by knowing beforehand who the target is and what content they may need. Business managers with content responsibility can explicitly control the design of personalized content.

Real-time Recommendation

The real-time recommendation functions use current end-user viewing activities and historical interaction data to generate highly customized recommendations for each consumer in real time. It implements complex real-time analysis by comparing current user behavior with historical behavior across the entire user base. Optimized Vignette recommendation algorithms use probability inference and affinity models for high prediction accuracy.

Real-time recommendation enables implicit personalization by gathering intelligence on unknown consumers and monitoring behavior. These consumers are then recommended specific content items that are likely to be the most appropriate for the current session. Using Vignette V6 Relationship Management Server Advanced Edition, organizations can create tighter one-to-one relationships with consumers that are both known and unknown.



<p>Features</p> <p>Campaign Manager</p> <ul style="list-style-type: none"> • Select targets, delivery channels, sources and content items • Management interface for administration rules and policy definition 	<p>Benefits</p> <p>Easily create targeted campaigns that contain content based on end-user needs and preferences. Business users can define logic and create rules for content delivery that enhance one-to-one relationships and drive business.</p>
<p>Real-time Recommendation</p> <ul style="list-style-type: none"> • Compares current viewing behavior against historical database • Makes on-the-fly content recommendations 	<p>Adapt to unplanned consumer behavior with on-the-fly content recommendations. Analyze real-time behavior against historical behavior and then use findings to recommend new content. Quick response provides more meaningful interaction and helps target desired messages.</p>

Combining the capabilities of Vignette V6 Relationship Manager Advanced Edition with Vignette V6 Content Suite provides for powerful possibilities. For example, using affinity analysis, it may be discovered that there is a high correlation of traffic between sports content and information on intimate apparel. Using Vignette V6 Relationship Management Server Advanced Edition, a campaign for intimate apparel can be targeted to viewers of sports content around Valentine's Day.

- IBM WebSphere 4.0.2
 - Tomcat 4.0.3
- Web Servers**
- MS IIS 4.0 or better
 - iPlanet 4.1 SP7
 - W3C Standard
 - Apache Server 1.3.19

System Requirements Summary¹

Platforms

- Sun Solaris 2.7, 2.8
- MS Windows 2000 SP2

Databases

- MS SQL 2000
- Oracle 8.1.7, 9.1
- DB2 7.1 SP3, DB2 7.2 FP5

Application Servers²

- BEA WebLogic 6.0 SP2, 6.1 SP2

¹ See third-party vendor documentation for compatibility of such vendor's products with the other products listed.

² RMS requires only the servlet engine capabilities of the Application Servers.

Vignette V6 Content Suite is a prerequisite for all Vignette V6 Content Extensions. Vignette V6 Content Suite and Vignette V6 Content Extensions support Internet standards including: XML, HTTP, HTTPS, FTP, SSL, LDAP, and WAP; Microsoft COM and ASP; and Java standards including J2EE architecture, servlets, JSP, EJB, JNDI, JDBC, JMS, and JDMA.

If you would like information about these and other Vignette solutions, please visit the Vignette Web site at www.vignette.com.

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