



### Interwoven chooses Fujitsu to unlock the power of BPM in their industry-leading content management solution

#### About Interwoven

Interwoven is a global leader in content management solutions that helps organizations maximize online business performance. The company has over 4,400 customers that rely on Interwoven to create and deploy content-rich websites, accelerate time-to-Web, and deliver dynamic customer experiences, while maximizing marketing investments. Interwoven targets key markets including professional services, such as legal, accounting, and management consulting firms, securities dealers, and financial services companies. Founded in 1995, Interwoven is headquartered in San Jose, CA, with over 900 employees throughout North America, Asia, Europe and Australia.

#### Requirement: A fast track to workflow automation.

Interwoven takes a unique approach to content management services, combining an easy-to-use interface with sophisticated IT performance and services. For many companies, managing content is mission-critical to business success.

Interwoven had announced WorkSite MP, an enterprise version of its document management solution designed to centralize all content associated with a project or engagement, in context. Document management and business content are heavily focused on human-to-human and human-to-system processes. For large organizations that need solutions for document-intensive situations - such as proposals and contract development, corporate legal matters, correspondence management, deal management, and new product launch activities - the ability to route content must include repeatability, auditability, and automation to be effective. WorkSite MP provided many of these functions.

However, Interwoven needed to embed automated workflow capabilities into WorkSite MP to ensure consistent execution of business processes. The options were to build a workflow engine in-house, or find a partner who could help them embed process management capabilities into WorkSite MP, to quickly deliver the required capabilities to enterprise customers with geographically dispersed teams.

#### Choosing the right partner.

Interwoven recognized that building a BPM engine in-house would place a huge burden on internal research, development and support resources. They needed a partner who offered a complete BPM solution that could be easily embedded within the WorkSite MP application. Interwoven's customers often could not support separate vendor negotiations or purchase orders; so a single vendor option was critical in order for easy adoption of the new technology.

Interwoven investigated several vendors and their respective solutions, but found them unsuitable for two reasons. First, many solutions were based on either Microsoft® platforms, or had separate code bases for different platforms. Since Interwoven had developed WorkSite MP using computing standards such as Java 2 Enterprise Edition (J2EE), they wanted the same platform flexibility from a single software base in a workflow

#### Industry:

- Enterprise software

#### Offering Group:

- Software

#### Solution Area:

- Content management services

#### Region:

- USA

#### Challenges:

- Add workflow automation to existing solution
- Choose vendor for long term partnership

#### Benefits:

- Improves business agility
- Reduces time to market
- Reduced costs of incorporating BPM functionality

solution. Second, the partner's sales model was important. "We looked for a partner who sold indirectly," explained Sanjay Kumar, then Interwoven Director of Product Management for WorkSite MP. "If a company only sold directly, frequently, their code was not packaged appropriately for external development." Fujitsu's focus on channel and development partners made it a strong contender for a partnership with Interwoven.

Interwoven also evaluated the market presence, analyst reviews, product roadmaps, and customer satisfaction of the leading vendors. From a technology perspective, compatibility and standards support were a primary requirement for time-to-market of the combined solution. In addition, Interwoven was looking for design, simulation, and advanced reporting and analytic capabilities within the BPM offering. Other functional requirements included: performance criteria, Unicode support, certifications, ease of use, and ease of installation.

There were also business considerations that went into Interwoven's choice of a partner. They wanted an organization that would make a commitment to being a true partner, one that would respond quickly to Interwoven's daily needs, and work with the company on roadmap initiatives, certifications and support issues.

### **The solution is Fujitsu.**

After a careful product analysis, Interwoven chose Fujitsu's Interstage® Business Process Manager, a Java-based business process management solution that maximizes the value of existing software infrastructure products. Interstage Business Process Manager's architecture allowed Interwoven to seamlessly incorporate workflow into their product infrastructure.

The implementation was quick and efficient. Interstage Business Process Manager provided a robust BPM engine with all of the functional areas required. The compatible technologies and certification support gave Interwoven the opportunity to accelerate integration and increase speed to market for the WorkSite MP solution. In addition, Interwoven received in-depth support from the Fujitsu team as needed to ensure a smooth implementation. Interwoven installed Interstage Business Process Manager as a platform service. Today, Interstage acts seamlessly with all other product components, and requires no special handling. The browser-based user interface is transparent, so users cannot tell the difference between Interwoven's solution, and the Fujitsu software components.

Fujitsu stood out as the vendor making sound investment in its BPM offering and as the obvious choice for Interwoven. From a business standpoint, Fujitsu was the right size, and from a technology perspective, offered the standards-based, flexible platform architecture that would help Interwoven today, and in the future. Interwoven plans to continue working on specific business solutions and expanding some "Out of the Box" tools to help deploy pre-defined processes. "I have worked with every partner who provides product extensions for WorkSite MP," says Kumar. "Fujitsu, in my opinion, is the best partner we have." Susan Emery, Product Manager at Interwoven recommends, "When choosing a vendor for embedding BPM, outline all aspects of your business relationship with the vendor. The embedded vendor truly is an extension of your development and has a great deal of power over your perceived brand quality. In terms of technology, business, and functionality, Fujitsu stood out as the obvious choice. I'm very excited about the roadmap for Fujitsu Interstage Business Process Manager - it addresses many customer needs and aligns well with Interwoven's vision for BPM with document management", says Emery.

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