



# Bayer Business Services

## OpenCms @ Bayer

# Agenda

**01**

**Role of Bayer Business Services**

**02**

**OpenCms within Bayer**

**03**

**Customizations for Bayer**

**04**

**Sample Project: OpenCms-Portal-Integration**

**05**

**Conclusion & Outlook**

# Role of Bayer Business Services (I)

Bayer Business Services is the international Bayer-competence-center for **IT-based solutions and services.**

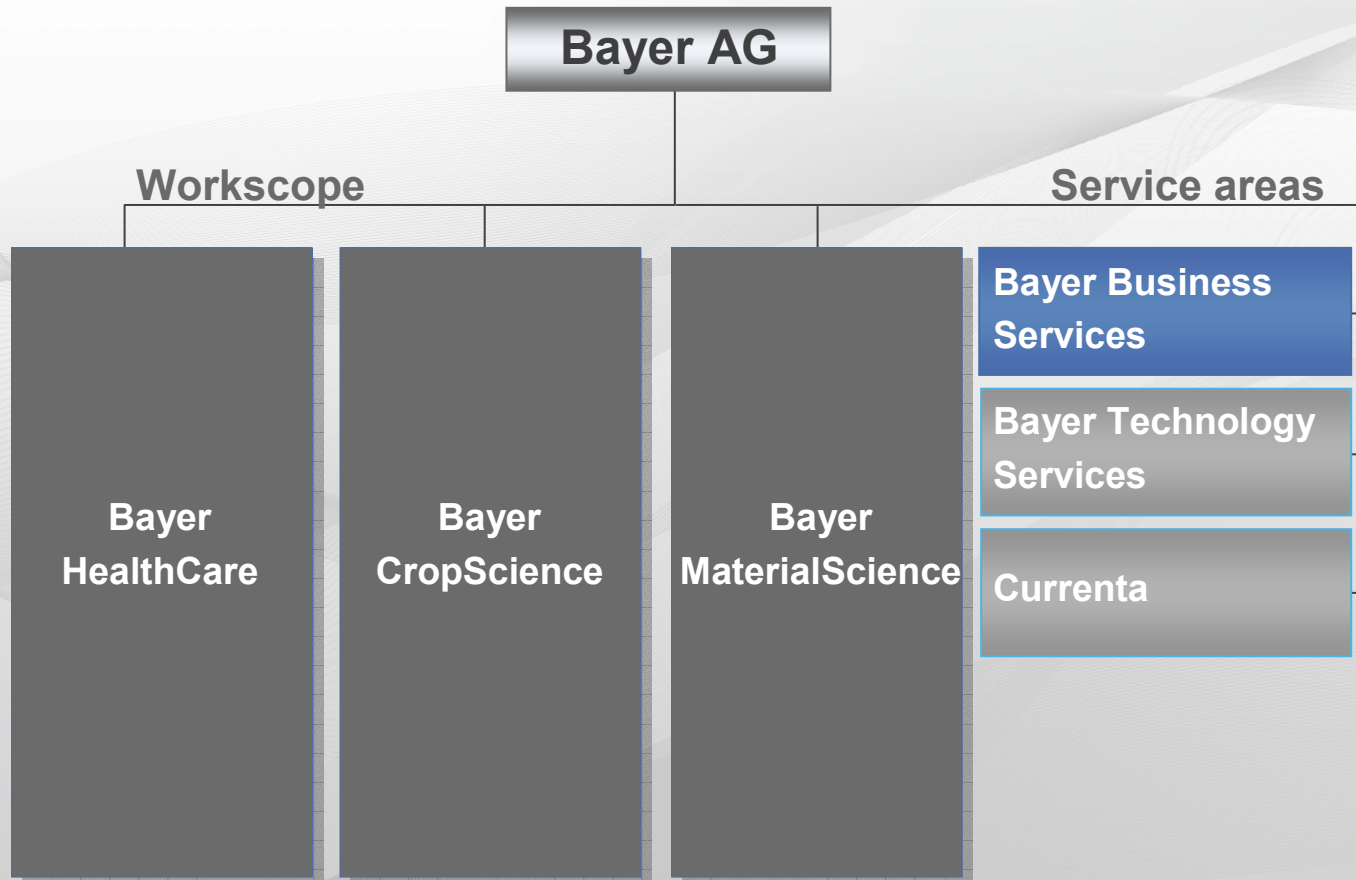
**~ 1 Billion Euro turnover\***

**~ 5.000 employees\***



\* 2007 worldwide

# Role of Bayer Business Services (II)



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# OpenCms within Bayer (I)

## ■ Why OpenCms?

- Finally chosen system after CMS-evaluation in 2005
  - Analysis of 20+ different systems
  - Basis: Catalogue with more than 200 criteria
- Open Source
  - Contribute to community and use community solutions for free
  - Independence from single vendor
  - Save licence costs
  - Remain flexible in terms of customizations

# OpenCms within Bayer (II)

Collection customer requirements, definition of releases, etc.

Templates, Editor-XSDs, etc.



Adaptation editor-behaviour, publication mechanism, etc.

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# Customizations for Bayer (I)

**Jobs & Karriere DEUTSCHLAND**

Warum Bayer? | Schüler/Schulabgänger | Studenten | Berufseinsteiger | Berufserfahrene

**Job Suche**

Erstgeg:

Funktionsbereich:

Land:

Standort:

Unternehmen:

+ Suche starten

**Volleinstellung**

**Erweiterte Job-Suche**

**our service. your advantage.**

Über uns | News & Termine | Unsere Erfahrung | Ausblick | Service

**Daten, Zahlen, Fakten**

Bayer Business Services gehört zu den großen Dienstleistungsanbietern im Bereich des Business Process Outsourcing. Hier der Überblick über die wichtigsten Daten und Fakten zum Unternehmen:

**Tätigkeit:** Bayer Business Services unterstützt seine Kunden mit IT-Dienstleistungen, IT-gestützten Geschäftsprozesslösungen und besonders spezialisierten Diensten für Forschung, Verwaltung und Unternehmenssteuerung. Das Leistungsspektrum reicht von Beratung über Einführung und Betrieb von Prozesslösungen bis hin zu Business Process Outsourcing.

**Gegründet:** 2002

**Muttergesellschaft:** Bayer AG, Leverkusen (100 %)

**Hauptsitz:** Leverkusen

**Niederlassungen:** Pittsburgh, São Paulo, Buenos Aires, Barcelona, Newbury (Großbritannien), Hongkong

**Geschäftsführung:** Dr. Andreas Resch (Vorsitzender), Norbert Fieseler

**Mitarbeiter (2006):** 4.555 weltweit

## MyBayerJob

**Bayer HRdirect**

Home | myBayer | HRdirect | Self-Services | Rund um die Arbeit | Über HR

Willkommen Pascal Hollenbrock

**Self-Services**

In diesem Bereich halten wir für Sie jeweils **rollen-spezifische Self-Services** bereit (ESS, MSS).

**Rund um die Arbeit**

Hier finden Sie interessante **HR Informationen** "rund um Ihre Arbeit und Ihren Arbeitsplatz".

**Über HR**

Informationen über die **HR Organisation, HR Prozesse etc.** finden Sie in diesem Bereich.

**Quick Search**

**Quick Links**

- Mein HR Postkorb
- Meine HRdirect Tickets
- Neue HRdirect-Anfrage erstellen
- Feedback

**News:**

Montag, 31 März, 2008  
**E-Mail erinnert ab sofort an Trainings-Feedback**  
 Alle Teilnehmer an einem Seminar aus dem Bayer-Trainingsprogramm erhalten ab sofort einen Tag nach der Veranstaltung automatisch eine E-Mail mit einem Link zum Training Satisfaction Feedback in HRdirect online.

Montag, 31 März, 2008  
**Hotline 99938 beantwortet Fragen zum Langzeitkonto „BayZeit“**  
 Für Fragen zum neuen Langzeitkonto „BayZeit“ steht allen Mitarbeiterinnen und Mitarbeitern ab sofort unter der Rufnummer 99938 eine eigene Hotline zur Verfügung.

Freitag, 28 März, 2008  
**VEZ-Rechner für das Geschäftsjahr 2007**  
 Ab sofort steht wieder ein Rechner zur Ermittlung der individuellen VEZ für das Geschäftsjahr 2007 zur Verfügung.

**AKTUELL: Startschuss für optimalen Performance Management Prozess**  
 Der Performance Management Prozess für das Jahr 2008 wird bald gestartet.

## Global Bayer HR Portal

## Bayer Business Services: Intranet

# Customizations for Bayer (II)

## ■ BBS Intranet I

### ■ Flexible templates

our service. your advantage

Home About Us News & Events  
→ Facts & Figures  
Company Profile  
Experience of a Global Corporation  
Organizational Structure  
Business Units  
Subsidiaries  
Business Locations  
Extranet Site Locator  
IT-Infrastruktur  
Global Bayer  
Bayer Business Services  
General conditions of Use  
Privacy Statement  
Imprint

**Facts & Figures**

Bayer Business Services is one of the leading providers of business process outsourcing services. The following facts:

**Business activity:**  
Bayer Business Services supports its customers with IT services, IT-based business process solutions and specialized services extends from consulting to implementation and operation of process solutions and beyond to business process management. The range of services includes consulting, implementation and operation of process solutions and beyond to business process management.

**Established:**  
2002

**Parent company:**  
Bayer AG, Leverkusen (100%)

**Headquarters:**  
Leverkusen

**Business locations:**  
Pittsburgh, São Paulo, Buenos Aires, Barcelona, Mexico City, London, Hong Kong

Edited with XML Editor













- Simple 2-column-layouts
- Sophisticated n-column-layouts with different content boxes per column

# Customizations for Bayer (III)

## ■ BBS Intranet II

- Kategorie tree for news items
  - News-item can belong to 0..n categories

		7183	BBS General News
		7232	Business Consulting
		7211	Finance & Accounting
		7187	HR Services
		7226	IT Business Solutions

**Hallo Pascal Hollenbrock!**

Sie haben sich erfolgreich zu diesem Newsletter angemeldet.

Wählen Sie bitte aus der unten stehenden Liste die Nachrichten-Kategorien aus, über die Sie per E-Mail informiert werden möchten.

Mit Klick auf den Button "Abonnement kündigen" können Sie sich vom Newsletter-Versand abmelden.

Newsletter:

---

Verfügbare Kategorien:

- Alle Kategorien
- Allgemeine BBS-Nachrichten
- Altersvorsorge
- Einkauf
- Finanz- & Rechnungswesen
- Forschung, Technik & Umwelt
- Fortbildung
- IT Geschäftsprozess-Unterstützung
- IT-Infrastruktur
- Informationsbeschaffung
- Managementberatung
- Personaldienstleistungen
- Rechtsberatung & Patente
- Transportmanagement

## ■ Newsletter-module

- Automated news distribution
- New news items collected in individually defined VFS-folders
- Subscription via web form, optionally for 0..n categories



# Customizations for Bayer (IV)

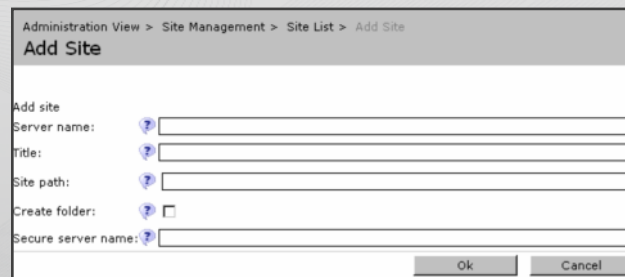
## ■ BBS Intranet III

### ■ Offline-Preview

- Anonymous (non-OpenCms-) users can preview offline contents (authentication against Bayer LDAP)
- Links sent via E-Mail and valid for definable time period

### ■ Template to include RSS-feeds

- New sites can be defined „on-the-fly“, i.e. without restarting the system



Administration View > Site Management > Site List > Add Site

**Add Site**

Add site

Server name: ?

Title: ?

Site path: ?

Create folder: ?

Secure server name: ?

Ok Cancel

# Customizations for Bayer (V)

## ■ MyBayerJob: Internet eRecruiting

### ■ Germany, USA, Northern Europe

- MyBayerJob.de with approx. 25,000-30,000 visitors per month

RSS-feeds with  
open API  
→ SAP-contents  
→ XML-files  
→ Binary files  
(podcasts, ...)



Jobs extracted  
out of Bayer HR  
SAP



# Customizations for Bayer (VI)

## ■ **Global Bayer HR Portal I**

### ■ OpenCms integrated into an IBM-Websphere Portal

- Delivery of navigation structure and content pages

### ■ Portal sized for Bayer-global-use

- Currently:

Approx. 50,000 users in Germany, USA, Southern America

- More to come....:

Approx. 100,000 users worldwide

# Customizations for Bayer (VII)

## ■ Global Bayer HR Portal II

### ■ Templates

#### ■ Table-Pages

#### ■ Image-Hotspots (Image Maps)

#### ■ Application Pages (Content page linked with SAP-Self-Service)



# Customizations for Bayer (VIII)

## ■ Global Bayer HR Portal III

- Transfer language versions in XML-editor
  - Prefilled widgets of language version 1 can be transferred to language version 2 easily
  - Facilitate translation of content items
- Linkmanagement
  - Path names replaced by item IDs
  - Allowing move- /rename-operations without risking inconsistencies
- Content distribution functions
  - Contents / Siblings can easily be moved / created within complex tree structure



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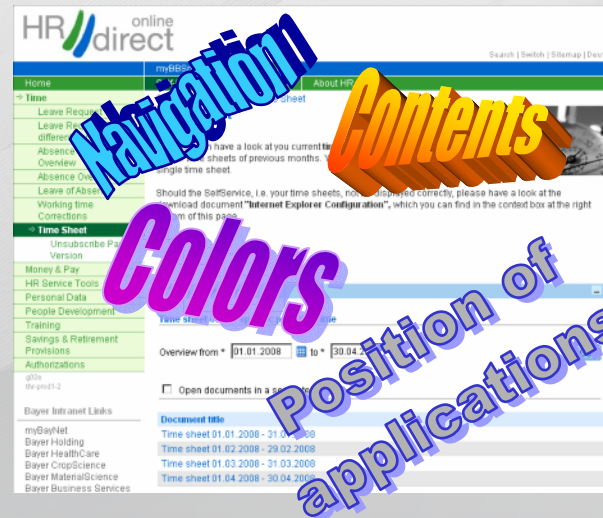
# Sample Project: OpenCms-Portal-Integration (I)

- **Intention of the project: Implement an HR-Portal**

1. With general HR-information (Contents)
2. And HR-specific applications (Self-Services)
3. That can be maintained easily

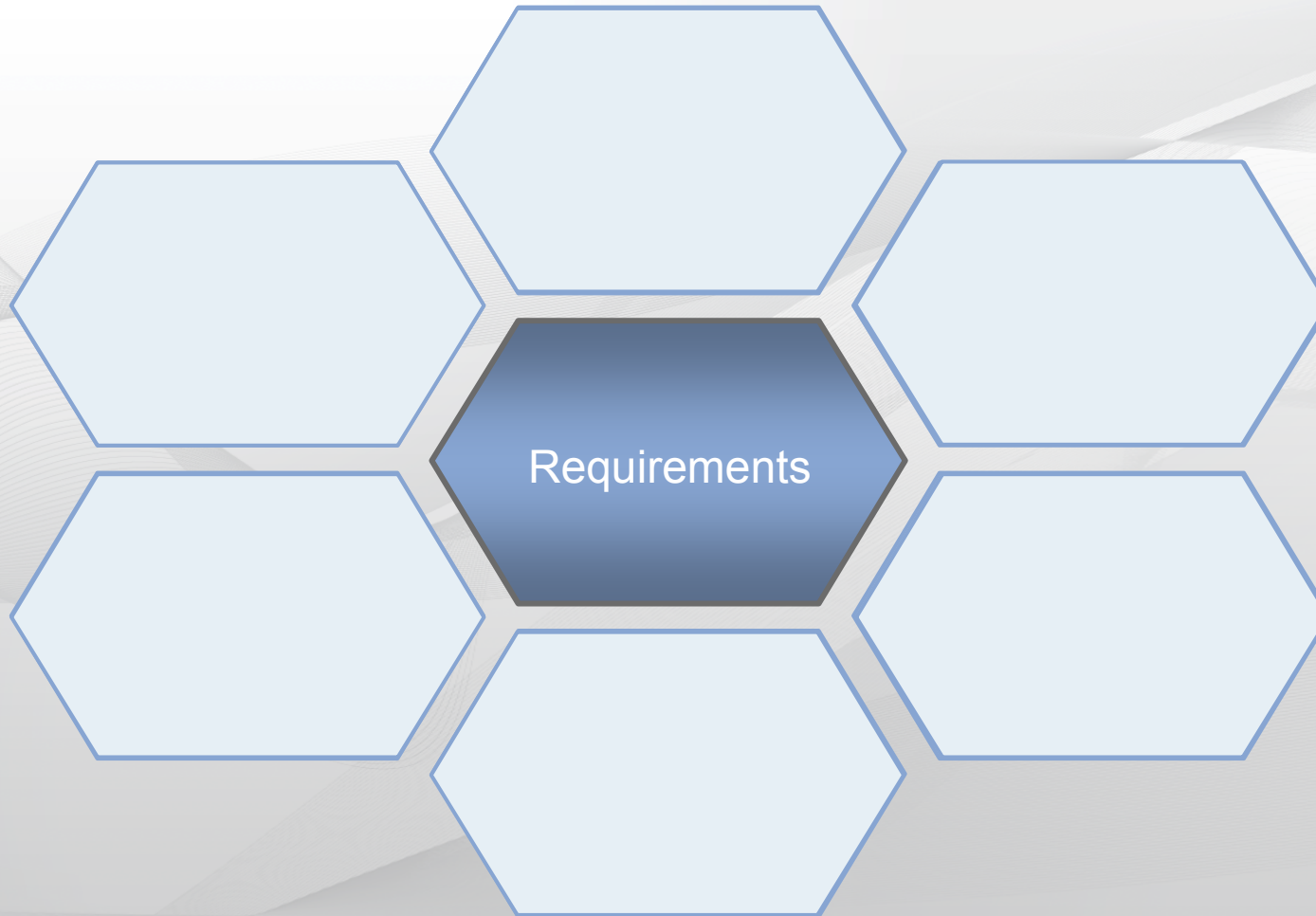
- **Easy maintenance**

- Maintain as many Portal-components as possible with OpenCms





# Sample Project: OpenCms-Portal-Integration (II)



# Sample Project: OpenCms-Portal-Integration (III)

- **Risks at project start**
  - OpenCms just introduced as new CMS
    - No experiences concerning stability, etc.
    - Missing know-how
    - Developers just in learning-phase
  - Lack of experience in CMS-Portal-integration
  - „Key-project“ with tight timeline

# Sample Project: OpenCms-Portal-Integration (IV)

## ■ Architectural Portal-conditions

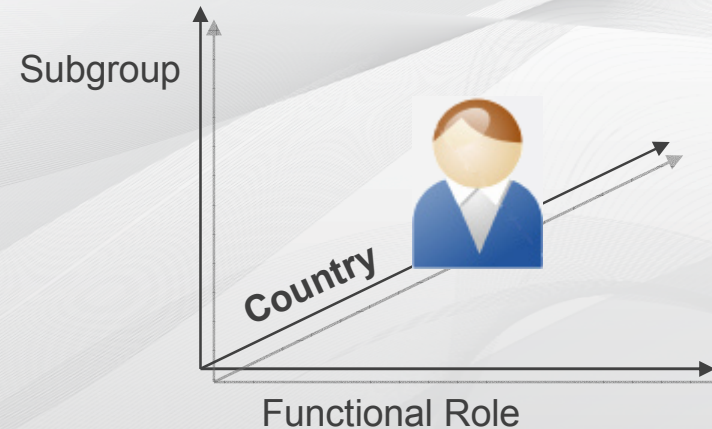
### ■ Advanced Role-concept

### ■ Import of external contents via

- Webservice
- File system

### ■ Portlets can display contents regardless of original format

- Conversion via XSLT





# Sample Project: OpenCms-Portal-Integration (V)

## ■ Role-mapping in OpenCms: 2 Possibilities

### 1. Implicitly

**Properties**

**Subgroup** BMS

**Functional Role** Manager

**Country** Germany

**Navigation tree only**

**Minimum of content items**

**Con's**

- High customization efforts
- High complexity for content editors

**View**

**Key Time & Usability**

Name	Country	Functional Role	Subgroups
AUTHORIZATIONS	Germany	Employee	BBS
HR_SERVICES	Germany	Manager	BCS
MONEY_PAY	US	Manager	BHC
MY_DEVELOPMENT	Germany	Employee	BHC
PEOPLE_DEVELOPMENT	US	Manager	BMS
PERSONAL_DATA	Germany	Manager	BHC
SAVINGS	Germany	Employee	BMS
TIME	Germany	Employee	BCS

### 2. Explicitly

**Final choice**

**Role-over**

**Con's**

- High number of items / folders
- Redundant contents (Siblings)
- Complexity for project managers

**Navigation structure**

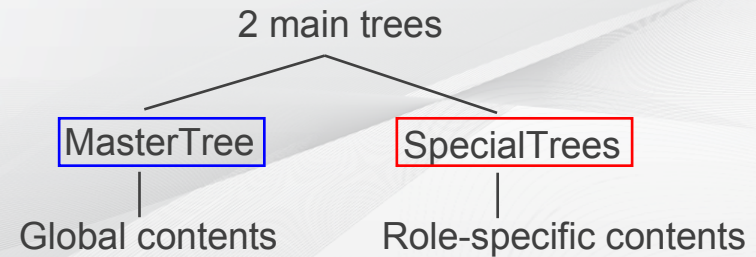
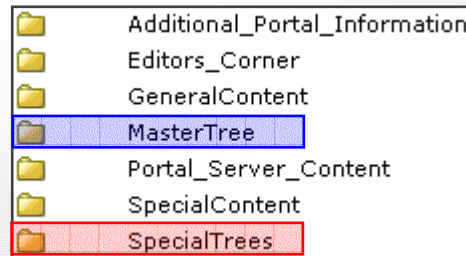
**criteria: Usability**

- Less effort
- Better usability
- Role based content directly viewable



# Sample Project: OpenCms-Portal-Integration (VI)

## Content trees



Distribute resource: /MasterTree/english/employee/HOME

The following resources will be affected by the operation:

HOME

Select Roles:

- Authenticated
- Employee
- Manager
- GLC
- HR\_Professional

Select MasterTree

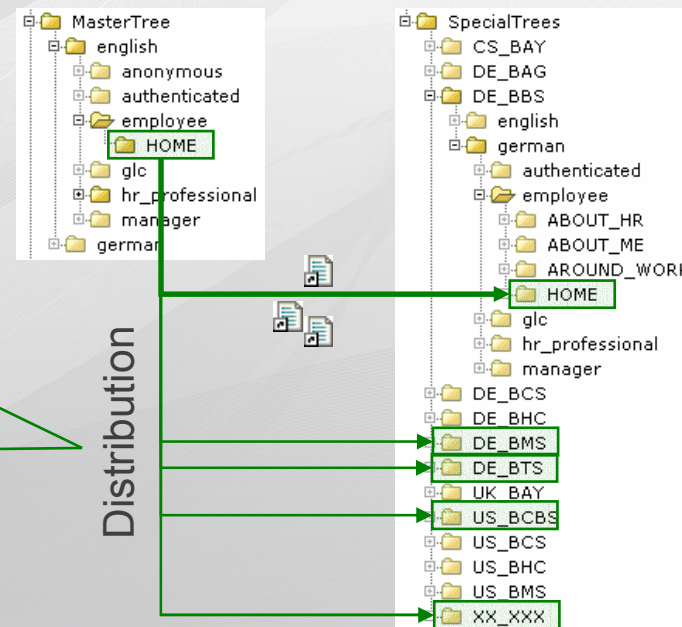
Select SpecialTrees:

- All Special Trees
- CS\_BAY
- DE\_BAG
- DE\_BBS
- DE\_BCS
- DE\_BHC
- DE\_BMS
- DE\_BTS
- UK\_BAY
- US\_BCBS
- US\_BCS
- US\_BHC
- US\_BMS
- XX\_XXX

Roles

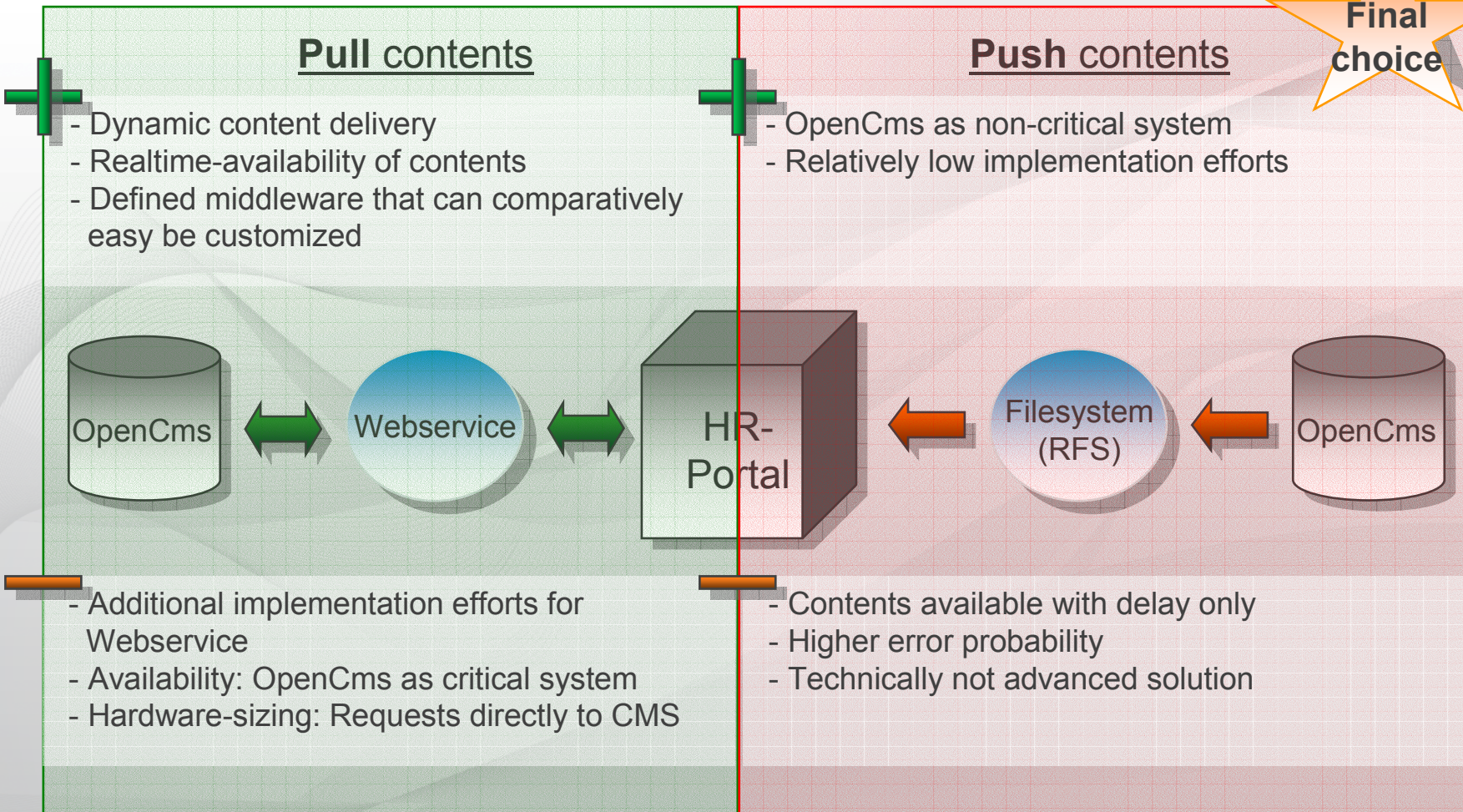
Special-Trees

Distribution



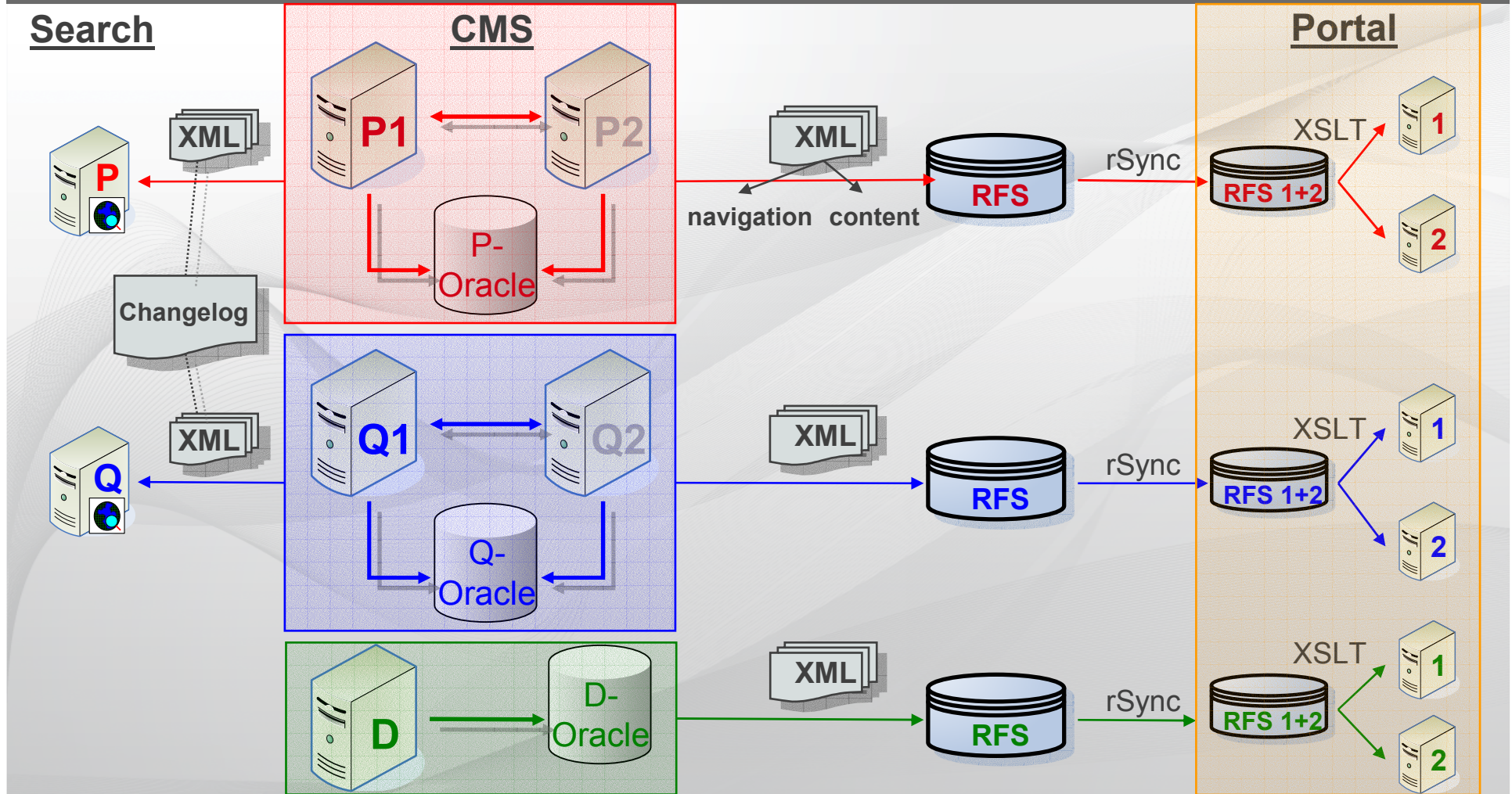


# Sample Project: OpenCms-Portal-Integration (VII)





# Sample Project: OpenCms-Portal-Integration (VIII)



# Sample Project: OpenCms-Portal-Integration (IX)

## ■ Lessons Learned

- System with acceptable performance up to 50,000 siblings
  - Higher number:  
Performance problems e.g. when calling property dialogues
  - Probable cause:  
Slow Oracle-DB-server
- rSync to Portal proved to be an adequate solution
  - On OpenCms-failures Portal-contents have not been affected
  - Easy change of sync-directions for maintenance / tests
  - No expensive high-availability environment for OpenCms necessary



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# Conclusion

- **OpenCms as suitable system also for larger ECM-projects**
- **Generally positive feedback of end users**
  - Easy to use
- **Improvable aspects according to customers**
  - Handling of XML-editor
  - Real inline-editing
  - Out-of-the-box workplace-documentation of „standard-OpenCms“

# Outlook

- **Further expansion of OpenCms within Bayer planned**
  - Smaller and medium-sized Intranet- and Internet-sites
  - Plan:  
Establish OpenCms as standardized CMS for Bayer Business Services
- **Integration of OpenCms and Microsoft Sharepoint**

# Thank you for your attention!

## Which questions do you have?

Should you have any further questions, please do not hesitate to contact me



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