

POWERED BY  
**SAP NetWeaver®**



## GX WebManager

Powered by SAP NetWeaver®

The internet is a mature communications medium that now also offers attractive commercial opportunities. The second internet revolution, or more accurately evolution, has already started. Less conspicuous than the first, it has far-reaching consequences. The behavior and expectations of consumers who currently use the on-line channel have changed fundamentally. Moreover, today's possibilities encourage and reward the new consumers' changed behavior and expectations. The generation that will flow onto the labor market in a number of years sees the internet as a channel without limitations and the difference between the traditional consumer and the on-line consumer will soon disappear.

Existing software systems that support business processes and handle transactions are based on internal processes. The gap between consumer expectations and existing business software is becoming increasingly larger and will be more and more difficult to bridge in the future. Software suppliers will need to approach business processes from the opposite direction in order to satisfactorily service the new digital consumer, in other words from the outside in.

- Reliable product information and stock status,
- Accurate production and delivery status,
- Real-time account information, and
- Advanced personalized self service capabilities.

This is possible since your GX WebManager can directly access the single source in your business applications.

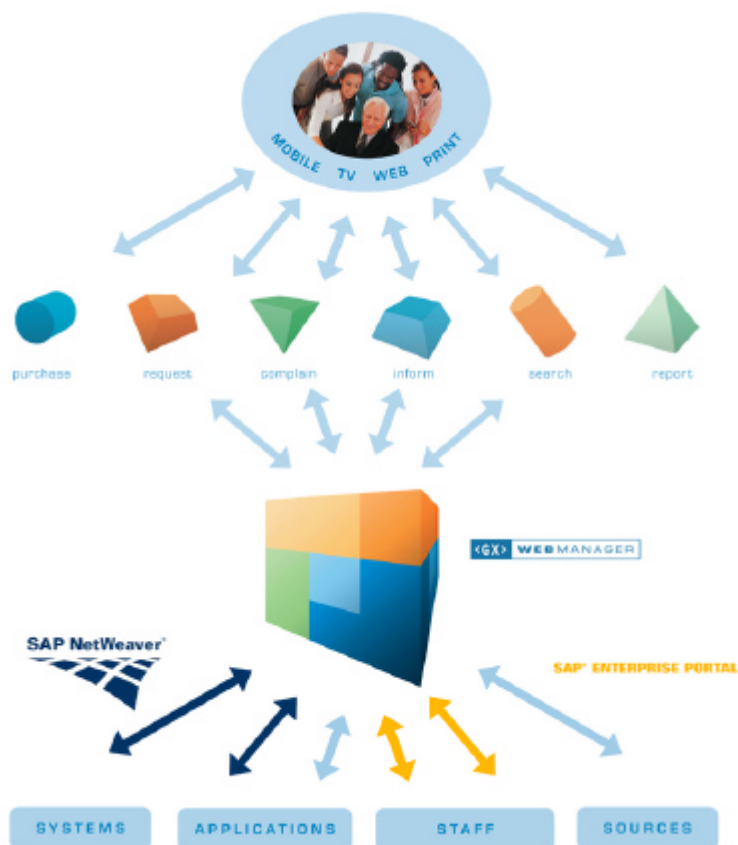
### IT Landscape

The internet is now an essential channel for your business. This channel must be fully embedded in your business processes and should have its own position in your IT landscape to seamlessly integrate with your essential business applications.

To fulfil these demands, GX has had its web content management system, GX WebManager, to be "Powered by SAP NetWeaver®" certified. This means that this leading web content management system can be used on SAP NetWeaver platforms. GX is also able to provide a certified integration towards the SAP Enterprise Portal. GX is now the first Dutch CMS vendor to achieve this certification.

### Customer Satisfaction

With GX WebManager integrated in your IT landscape you can meet your customers' demands. Advantages for your website visitors are numerous, such as:



### Efficiency

The above mentioned advantages are not only for the customer. Your business efficiency increases as well. Online transactions are entered directly in your ordering system. With self service capabilities, customers can change their personal information themselves. This is not only efficient but the data is much more accurate.

### Business Agility

With a single source for all of your data you achieve a high level of agility within your business. The data is managed by the correct department and stored only once. This data is then not only accurate but directly available for your customers. Changes within a specific department have little to no impact for the online channel. On the other hand, changes to your website will have little to no changes to individual business processes. This provides ultimate business agility.

### Portal integration

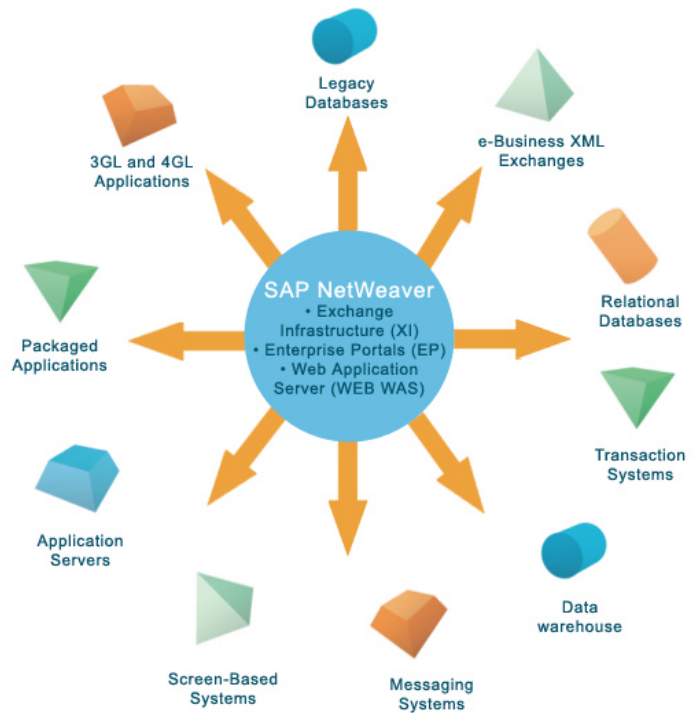
A portion of the "Powered by SAP NetWeaver®" certification includes a functional integration with SAP Enterprise Portals. It is now straightforward to:

- Directly access content managed in GX WebManager through your SAP Enterprise Portal
- View unstructured content, such as, pictures and videos that are managed in GX WebManager
- View your top 10 corporate news items from within your business dashboard
- View the product information as a website visitor sees it on the web from within your own portal
- Do standard data entry through your portal as a website visitor does it as well

### Summary

With GX WebManager you can embed the online channel in your business processes. Using GX WebManager on the SAP Application Server you can integrate your web content management system in your IT landscape. With SAP Enterprise Portal you have direct access to structured and unstructured content managed in GX WebManager. Your customer satisfaction will rise, your business processes will be more efficient and the agility of your company will increase.

The advantages are clear and the possibilities are endless.



### Contact

For more information about our vision see:

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