

## FirstSpirit™ DynamicPersonalization

In addition to general content, personalized information represents a central component particularly where intranets and extranets are concerned. Access to personalized content, media, documents, and navigation areas should only be based on defined groups of people.

For efficient personalization, in addition to management of user profiles, categorization of content plays a major role in FirstSpirit™:

- The information that will be displayed in a personalized manner, must be marked via appropriate metadata on the page of the FirstSpirit™ editorial system, so that allocation to the available user profiles is possible.
- On the other hand the user profiles must also be managed in the live system, since it is only the combination of profile information and metadata that specifies which users will have personalized information displayed to them.

In practice however only a portion of the pages in the intranet or extranet are personalized. This portion – usually a smaller portion – has dynamic components that specify which users may or may not see content. The other part of the website can continue to be statically pre-produced.

### Seamless integration

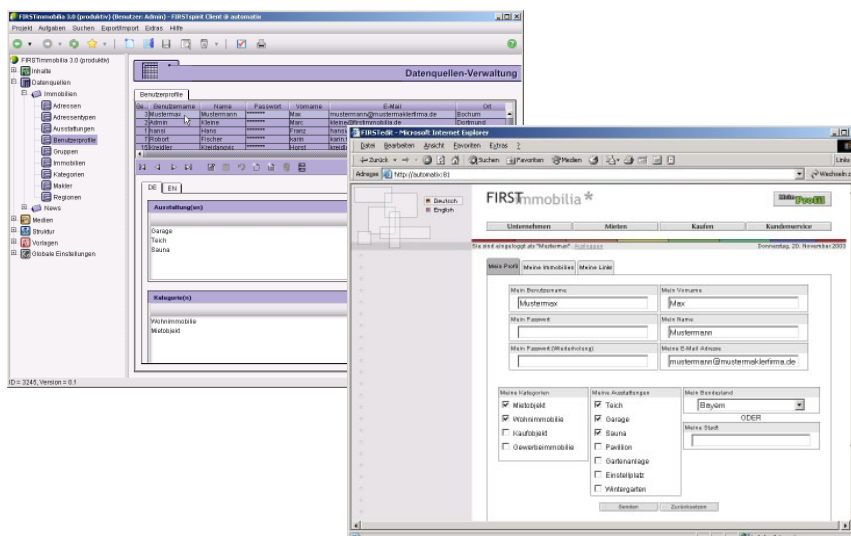
- Enables generation of personalized pages
- Direct access to user profiles and meta data that are managed in FirstSpirit™
- Editorial categorization of information for the personalization

### Personalized information

- Content
- Media and documents
- FirstSpirit™ data sources
- Navigation areas
- Optional use of secure directories
- Categorization via freely-definable metadata

### Profile management

- Use of Single-Sign-On (SSO)
- Profile filing in FirstSpirit™ data sources
- Profile entry is possible by the user via the web, and by the editor in the FirstSpirit™ client
- Authentication via NTLM, LDAP and FirstSpirit™ data sources



Sample entry of profile data in FirstSpirit™ and in the web – in this case entered in a FirstSpirit™ content section.

**The solution with FirstSpirit™ DynamicPersonalization**

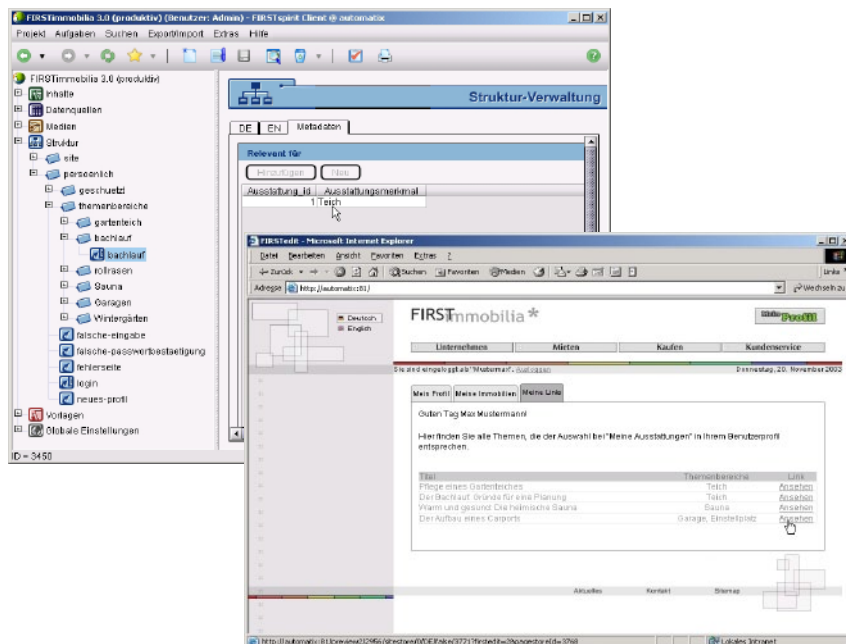
The FirstSpirit™ DynamicPersonalization module enables dynamic display of profile-specific content via a runtime component. Only those pages or page components are dynamically computed that are necessary in this regard. All other information – such as generally valid navigation areas – can continue to be statically computed, and transferred to the live system.

Using a Java tag library, FirstSpirit™ DynamicPersonalization accesses every JSP engine that is running, the defined metadata, as well as the stored profile information. The personalized content is available to the users after logon – optionally with Single-Sign-On (SSO).

Implementation of FirstSpirit™ DynamicPersonalization offers the following possibilities:

- Display and suppression of content, media, documents and navigation areas based on stored user/group information (profiles)
- Profile entry direct in FirstSpirit™ or as import from other sources
- Use of Single-Sign-On
- Authentication via LDAP, NTLM, and FirstSpirit™ content section possible
- Personalized search functions in combination with the FirstSpirit™ EnterpriseSearch module

Through the open and extensible modular character with reference to authentication and classification of the login, a variety of possibilities are available for the creation, and particularly for the utilization, of existing user accounts and hierarchies in FirstSpirit™ DynamicPersonalization. Moreover metadata for the content entered in FirstSpirit™ can be freely defined and selectively evaluated through FirstSpirit™ DynamicPersonalization.



*Through the use of metadata – in this case through the assignment of the “pond” attribute from the real estate features – the system ensures that content with this attribute is only displayed to that group of people who have expressed their interest in “ponds” in their profile.*

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