

## Managing Content with Polopoly

### The Right Information To The Right Person



#### Key Highlights

##### Company

Polopoly  
www.polopoly.com

##### ISV Overview

Leading European supplier of content management solutions.

##### Key Industry Needs

Enterprise content management systems that meet even the highest demands on business-critical systems.

##### Solution

A central content management system that supplies dynamic content to a wide range of digital devices, from the web, to the intranet, to mobile devices, tele-text, and digital television.

##### Key Business Benefits

The Polopoly system enables cost-efficient, scalable and future-proof management of all your web sites in one system including personalization with high performance.

##### Sun and Polopoly

Sun's servers, storage, and Solaris™ Operating Environment are preferred by Polopoly for high-traffic, high-performance solutions.

##### Products

Polopoly Content Manager  
Polopoly Relationship Manager  
Polopoly Community Module  
Polopoly Newsletter Server  
Polopoly Voting & Rating  
Polopoly Micro-Edition (J2ME™)  
Polopoly Web Commerce



Polopoly produced the first version of its 100% Java™ platform in 1996, and is Scandinavia's leading content management solution supplier. Polopoly is a growth company, self financed and has shown profitability since its inception. The past several years have been marked by strong international growth with new customers being acquired across Europe.

The Polopoly system is a strategic tool employed by Europe's leading media companies and higher education institutions. Today, Polopoly is in the business of delivering enterprise content management systems that meet even the highest demands on business critical systems. Their mission is to develop and deliver systems and solutions that enable companies and organizations to consolidate all content and customer management into one single Polopoly hub.

Polopoly has been established as the technological backbone of choice for high-demand digital ventures. The typical customer operates either high-traffic, personalized web sites and services, or intense back-end operations that include hundreds of content providers as well as complex administrative functions.

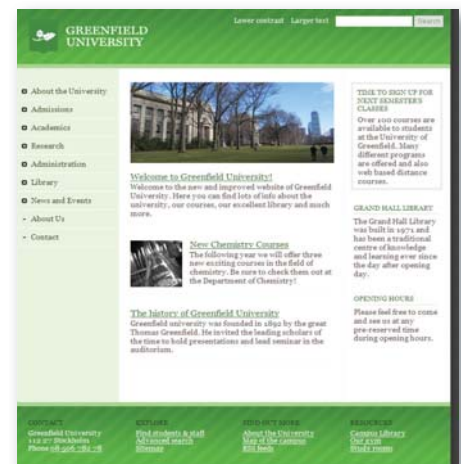
#### Solution Overview

The Polopoly platform includes the following modules:

- Polopoly Content Manager
- Polopoly Relationship Manager
- Polopoly Community Module
- Polopoly Newsletter Server
- Polopoly Voting & Rating
- Polopoly Micro-Edition (J2ME)
- Polopoly Web Commerce

The Polopoly system maximizes the benefits of its J2EE™ architecture to offer its customers a high degree of flexibility. This flexibility is demonstrated in ways such as browser- and platform-independence on both the editorial and delivery side of the transaction. Polopoly is fundamentally used as a central content management system that supplies dynamic content to a wide range of digital devices, from the web, to the intranet, to mobile devices, tele-text and digital television.

The system's open and well-documented APIs allow for integration with other business-critical university systems such as the portal, eLearning, student records, or library systems.



A production-ready university sample site is part of the package, facilitating a quick implementation via best-practice templates.

## Benefits

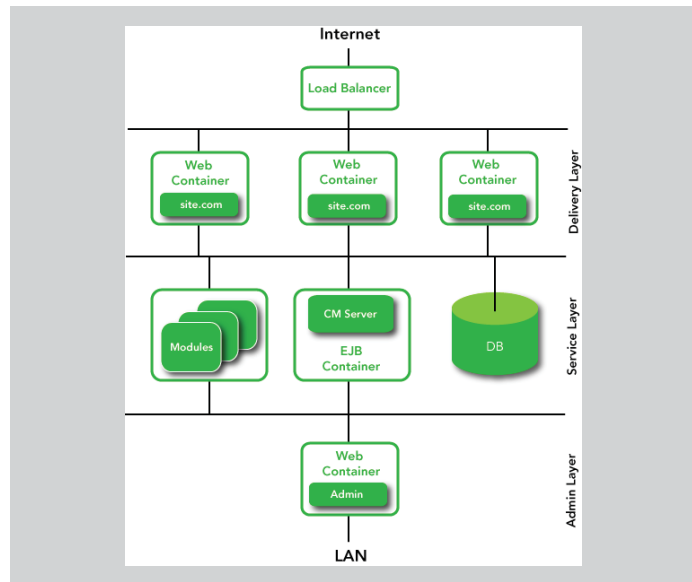
Polopoly distinguishes between information structure and form. For every information entity, section, subsection or article, there is a corresponding template which defines the visual design. Each portion of an article, such as a headline, a lead, or the body of the text, is stored separately. These components are arranged by a template that provides the basic appearance of the article. The system automatically creates all the navigation needed, including links. If you want to build an article with dynamic data, like a weather forecast, the information is retrieved asynchronously of the page rendering. The front server cache memory updates dynamic data from the database on a specified time basis, for example every 60 seconds, and not every time a visitor calls for the information. This helps to avoid database overloads and allows maximum download speed even for pages with large amounts of dynamic information.

The Polopoly system enables cost-efficient, scalable and future-proof management of all your web sites in one system, including personalization with high performance. The open APIs allow for customization and integration with external systems e.g. to retrieve live data for dynamic use such as live stock quotes and weather forecasts.

Polopoly was designed with high availability in mind. Throughout the system architecture, redundancy is provided to allow an uptime of 99.9 per cent. In an environment where digital business grows constantly, this is absolutely critical.

## Polopoly on Sun

Sun Microsystems and Polopoly enjoy a special relationship based upon their shared commitment to open systems and history with the Java programming language. Performance and openness are cornerstones of software development at Polopoly, so all Polopoly products are developed entirely in Java. Polopoly offers support for Enterprise JavaBeans™,



Typical Polopoly installation on Sun uses a multi-tiered architectural approach to optimize performance and efficiency.

(EJB), for flexibility in terms of development and implementation of new functionality. All APIs of the different customizable sections and modules of Polopoly are open, making Polopoly a truly versatile and adaptable platform.

Polopoly has a long history of success running in a Sun environment, and the majority of Polopoly's higher education customers run on Sun Solaris. In the last few years many major higher education institutions chose to implement Polopoly in the Solaris environment and on Sun hardware. Sun is the partner of choice when higher education customers decide to undertake high demand, scalable, and stable web ventures.

Notable Polopoly installations running on Sun include:

- University of East Anglia  
www.uea.ac.uk
- The University of Sheffield  
www.shf.ac.uk
- Stockholm University  
www.su.se

- The University of Edinburgh  
www.edin.ac.uk
- Linköping University  
www.liu.se
- King's College London  
www.kcl.ac.uk

## Sun Education and Research

Sun seeks to help customers build the Digital Campus, a unified campus network in which individuals can interact and collaborate in a seamless, secure personalized environment. We've dedicated ourselves to providing people with all the tools they need to participate in the environment — no matter where they are — allowing them to reap the benefits of the Participation Age.

To find out more about Sun's technology and solutions for Education and Research, visit [www.sun.com/edu](http://www.sun.com/edu)