

[ZOOMIN]



# Don't let good intentions lead you down 'that' paved road

Tips for sidestepping content tunnel vision

## What we'll talk about

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- Dynamic delivery
  - Definition
  - A quick look back
  - A new perspective
  - Metrics



## **Dynamic delivery**

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- Dynamic delivery leads to exceptional experiences
- Commercial paradigms
  - Streaming service recommendations (Netflix)
  - Online sales suggestions (Amazon)
  - Social media (Instagram)

## **Dynamic delivery**

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### Content

- Instant access to content on-demand
- The right content
- Personalized for the user
- Accessible and appropriate for the device on which its being consumed
- Accessible from all customer touchpoints in their journey

Dynamic delivery leads to **exceptional content experiences**

# A quick look back

## Looking back: Search by silo

Help and Feedback

Looking for help? We have many options to assist you. Choose one of the options below.



Customer Community

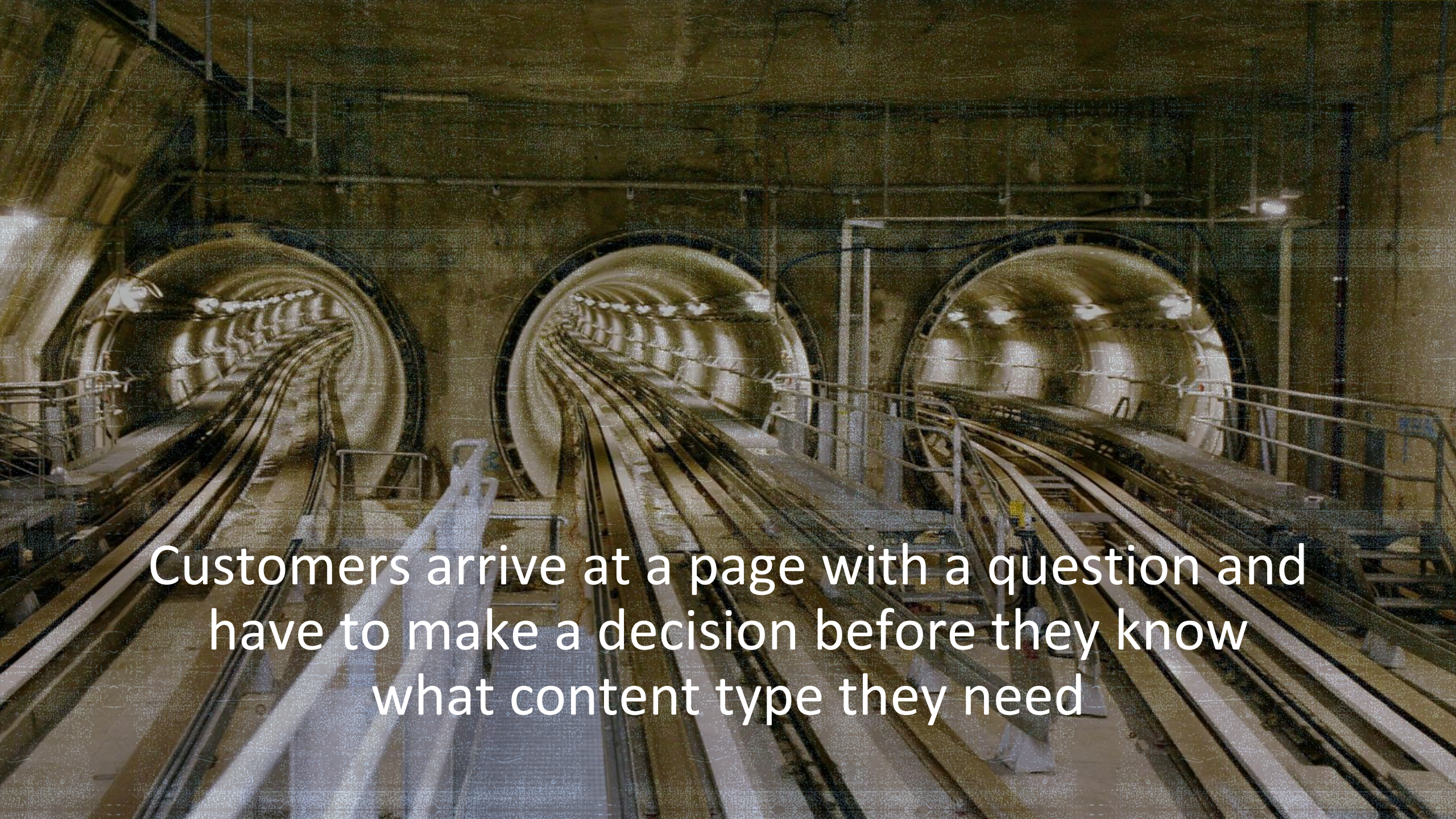


Online knowledgebase



Documentation





Customers arrive at a page with a question and have to make a decision before they know what content type they need



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**A new perspective**

## New perspective: Federated search

WHAT DO YOU NEED HELP WITH?

FILTER



## **New perspective: Federated search**

### Federated search

- Knowledgebase articles, documentation, communities, training snippets, videos, blogs ...
- No need to decide what type of information before searching
- Results are formatted based on device type
- Allows refinement using filters



# New perspective: Federated search

## Sources

- Documentation
- Community
- Knowledgebase

## Refine results

- + Application Security
- + Data Security
- + On-Premises Version
- + Data Risk Analytics Version
- + Hypervisor Installation
- + Document Type
- + Public Cloud
- . Community Content

## You searched for "security"

3495 results found

Results per page 10 ▾

### ☰ Top 10 Tasks for Locking Down and Securing your Databases

Updated Jan 20, 2021

Introduction This article lists the top ten tasks with links to videos for each tasks recommended for locking down and **securing** databases.Ten important tasks recommended to lock down and **secure** databases include: Configuring and Running a Service Discovery ScanInstalling Agents Defining

Database Activity Monitoring Version 12.6 Version 13.6 Version 14.1 Version 14.2 Version 14.3 Customer  
Agents Assessment Auditing Data Discovery Server Discovery

Additional Versions: [Version 12.6](#), [Version 13.6](#), [Version 14.1](#), [Version 14.3](#)

### ☰ Security Enhanced Linux (SELinux)

Updated May 30, 2021 Part of: [v14.3 Upgrade Guide](#)

**Security** Enhanced Linux (SELinux) **Security**-Enhanced Linux (SELinux) is a Linux kernel **security** module of the operating system that provides a mechanism for supporting access control **security** policies, including mandatory access controls (MAC).



A single pane of glass

## **New perspective: Curate**

### Curate

- Define the taxonomy
- Enrich your content with semantic tagging
- Better findability and searchability

#### – **Data Security**

- Cloud Data Security
- Database Activity Monitoring
- Data Masking
- Data Risk Analytics
- File Activity Monitoring
- Management Server Manager
- Imperva Agent
- Sonar
- Security for SharePoint
- zOS Agent

#### – **On-Premises Version**

- Version 12.6
- Version 13.6
- Version 14.3
- Version 14.4
- Version 14.5

#### + **Data Risk Analytics Version**

#### – **Hypervisor Installation**

- Linux KVM
- Microsoft Hyper-V
- VMWare

# New perspective: Curate

## Sources

- Documentation
- Community
- Knowledgebase

## Refine results

### + Application Security

### - Data Security

- Cloud Data Security
- Database Activity Monitoring
- Data Masking
- Data Risk Analytics
- File Activity Monitoring
- Management Server Manager
- Imperva Agent
- Sonar
- Security for SharePoint
- zOS Agent

### + On-Premises Version

## You searched for "security"

79 results found

Results per page 10

### Introduction to Cloud Data Security (CDS)

Updated Mar 26, 2020 Part of: [Cloud Data Security](#)

Introduction to Cloud Data **Security** (CDS) Cloud Data **Security** (CDS) is a SaaS solution for **security** and compliance of managed databases in the cloud, such as Amazon Web Services' RDS.

[Cloud Data Security](#) [User Guide](#) [Public](#)

### Understanding the CDS Database Cloud Security Posture

Updated Jul 05, 2021 Part of: [Cloud Data Security](#)

Understanding the CDS Database Cloud **Security** Posture CDS displays the database cloud **security** posture of your protected assets. ... These problems concern **security** vulnerabilities of those assets.

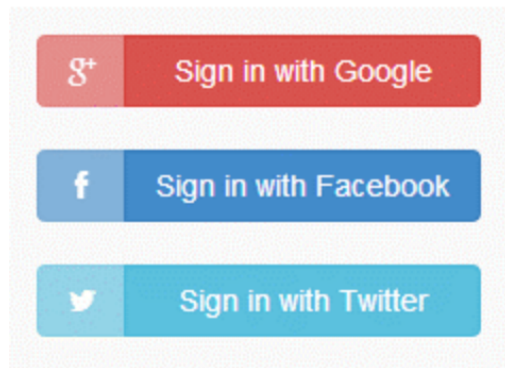
[Cloud Data Security](#) [User Guide](#) [Public](#)

### Sending Security Incident Alerts to Amazon SNS

Updated Jul 05, 2021 Part of: [Cloud Data Security](#)



# New perspective: Personalization



## Search preferences

Set your search preferences by selecting one or more products.  
This will allow you to see search results based on the products you have selected.

Clear all    Select all    Apply

### Application Security

- Account Takeover Protection
- Advanced Bot Protection
- API Security
- Attack Analytics

### Data Security

- Cloud Data Security
- Database Activity Monitoring
- Data Masking
- Data Risk Analytics

### On-Premises Version

- Version 12.6
- Version 13.6
- Version 14.1
- Version 14.2

### Data Risk Analytics Version

- Version 3.0
- Version 3.1
- Version 3.2
- Version 4.0

## **New perspective: Personalization**

Personalization: Show users the most relevant content and provide proactive recommendations based on:

- User profile
- Past activity
- Past activity of users like them
- Role-based personalization (authentication & CRGs)
- User preferences
- Locale

# New perspective: Personalization

The screenshot displays the Progress OpenEdge documentation website. The top navigation bar includes the Progress OpenEdge logo, a search bar, and navigation icons. A left sidebar contains a table of contents with the following items:

- Getting Started
- Progress Application Server for OpenEdge
  - Introducing PAS for OpenEdge
  - Configuration Guide
  - Administration Guide
  - Application Migration and Development Guide
    - Preface
    - Migrating AppServer and WebSpeed Applications
    - Introduction**
    - ABL application code migration
    - Migrating server configuration and management
    - WebSpeed
    - Application Development with PAS for OpenEdge
- OpenEdge Business Process Management
- OpenEdge Business Rules
- Data Management
- Multi-tenancy
- OpenEdge Management and OpenEdge Explorer
- Application Server
- ABL
- Development Tools
- OpenEdge GUI for .NET
- Integration and General Business Interfaces
- Open Client

The main content area is titled "Application Migration and Development Guide" and "Migrating AppServer and WebSpeed Applications : Introduction". It features a "Try OpenEdge Now" button and a printer icon. The "Introduction" section contains the following text:

Migrating an application from the classic OpenEdge AppServer or the WebSpeed Transaction Server to the Progress Application Server for OpenEdge (PAS for OpenEdge) should involve minimal changes to ABL application code. However, an OpenEdge application may encompass many distributed components including AppServers, Adapters, various types of OpenEdge and non-OpenEdge clients, NameServers, and so forth. In fact, an application may actually be composed of multiple ABL applications, where an ABL application is identified by a unique ABL code base, AppServer, and database.

Therefore, the process of migrating an application to use PAS for OpenEdge instead of the classic OpenEdge AppServer or WebSpeed Transaction Server can be more involved than just moving the ABL code base and database configurations. PAS for OpenEdge is based on a server platform that is entirely different from the classic OpenEdge AppServer. PAS for OpenEdge is, however, designed for use with both current and future applications, with backwards compatibility to ease the burden of migrating current applications.

**OpenEdge AppServer**

When migrating an ABL application from the OpenEdge AppServer to PAS for OpenEdge, changes to the application should be minimal. However, it is helpful to be aware of the following considerations:

- **PAS for OpenEdge installation compared to the AppServer** — Unlike the classic AppServer, OpenEdge business applications do not run in the PAS for OpenEdge that you install as part of the OpenEdge installation. Instead, applications run in one or more *PAS for OpenEdge instances* that you create from your OpenEdge PAS for OpenEdge installation as a template. Among other benefits, this means that when you upgrade OpenEdge, you do not lose your previous PAS for OpenEdge instances, as you do any local AppServer instances that you must restore from backup after upgrading.
- **Migrating to PAS for OpenEdge development and production servers** — OpenEdge supports two different types of PAS for OpenEdge installation, a development server where you develop ABL business applications, and a production server where you can deploy business applications that are ready for release. You can develop ABL business applications in a PAS for OpenEdge project that you create in Progress Developer Studio for OpenEdge much as you do in an AppServer project for the classic AppServer. However, unlike the classic AppServer, you cannot deploy non-compiled ABL source code to a PAS for OpenEdge production instance, because, as a security feature, the PAS for OpenEdge production server has no ABL compiler. Therefore, to a PAS for OpenEdge production server you can only deploy compiled r-code.
- **Client connections compared to the AppServer** — There is no direct or "native mode" connection to PAS for OpenEdge from an ABL client (and a Java or .NET Open Client) as there is to the classic AppServer. Because PAS for OpenEdge is a Web server, all clients of PAS for OpenEdge are Web clients and must connect using an HTTP or HTTPS URL to a PAS for OpenEdge Web application (an *OE ABL Web application*). This connected OE ABL Web application then manages the execution of all server ABL code on behalf of all supported OpenEdge clients.
- **Supported client types and transports in PAS for OpenEdge** — For PAS for OpenEdge, there are no separate adapters (like the WSA or the AIA for the classic AppServer) to allow different types of OpenEdge clients to access an OE ABL Web application over the Internet. Instead, every OE ABL Web application supports up to three separate transports that provide access for the following types of PAS for OpenEdge clients:
  - **ABL clients (and Java or .NET Open Clients)** — Using the OpenEdge APSV transport
  - **SOAP Web service clients** — Using the OpenEdge SOAP transport

## New perspective: Personalization

**My Information Hub**

Wendy Wow'ed  
OE DBA

Search

All products

- My Videos**
  - Tune your database
  - High availability
  - New and noteworthy
- My Docs**
  - My saved docs
  - Exciting database topics
  - Database reference
- My Learning Path**
  - Suggested modules
  - My badges
  - My certifications
- My Success**
  - Events near me
  - Newsletter
  - Communities
  - CVP
- My Products**
  - Renewals
  - Upgrades
  - Evals
- My Tech Support**
  - My support cases
  - Top 10 kbases
  - Open a case

Personalized for each user:

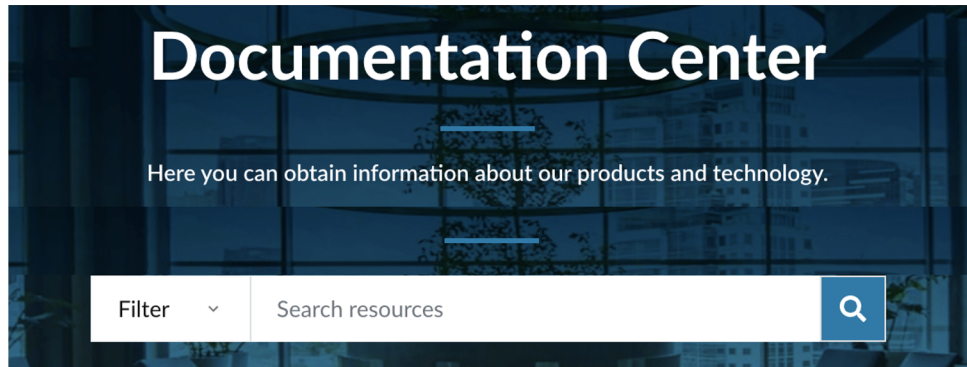
- SSO
- Access only content defined for my persona
- Based on machine learning, site recommends content for my persona



## New perspective: Optimize the experience



# New perspective: Optimize the experience



# Metrics

# Analytics: Traffic Overview

[ZOOMIN]

Analytics Pulse

1. Traffic Overview Mar 2, 2021 12:30:03 AM

PDF

Analytics V3

- 1. Traffic
  - 1. Traffic Overview
  - 2. Traffic Breakdown
- 2. Search
  - 1. Search Overview
  - 2. Search Breakdown
- 3. Content
  - 1. Content Overview
- 4. KPI Notification
  - 1. Traffic Notifications
  - 2. Search Notifications
  - 3. Content Notifications

## Traffic Overview

Last 6 Months

106,...

Total sessions

63,6...

Unique users

2.39

Average pages p...

3.20..

Average session .

Widget Details

Mar 2, 2021 12:30:03 AM

Bounce rate is the percentage of visitors who navigated away from the site after viewing only one page, without browsing any further.

# Analytics: Search Overview

[ZOOMIN]

Analytics

Pulse



Dashboards



Analytics V3

1. Traffic

1. Traffic Overview

2. Traffic Breakdown

2. Search

1. Search Overview

2. Search Breakdown

3. Content

1. Content Overview

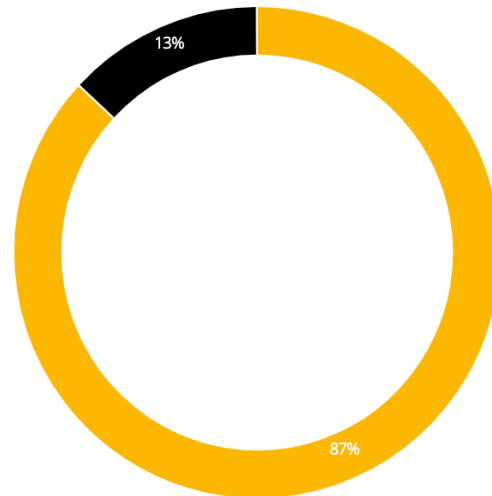
4. KPI Notification

1. Traffic Notifications

2. Search Notifications

3. Content Notifications

## Search queries without results



## Top 10 queries without results



### What does this mean?

Your users are performing searches that do not return any results. It may be that they are searching for strange things, or that you do not have the content that they would like to see.

### Solutions



Add synonyms for terms that came up in these searches.



Create new content that matches these terms.

[ZOOMIN]

# Analytics: Content Overview



Analytics

Pulse



Dashboards



1.Content Overview

Feb 28, 2021 11:00:03 PM



Analytics V3

1.Traffic

1. Traffic Overview

2. Traffic Breakdown

2.Search

1. Search Overview

2. Search Breakdown

3.Content

1.Content Overview

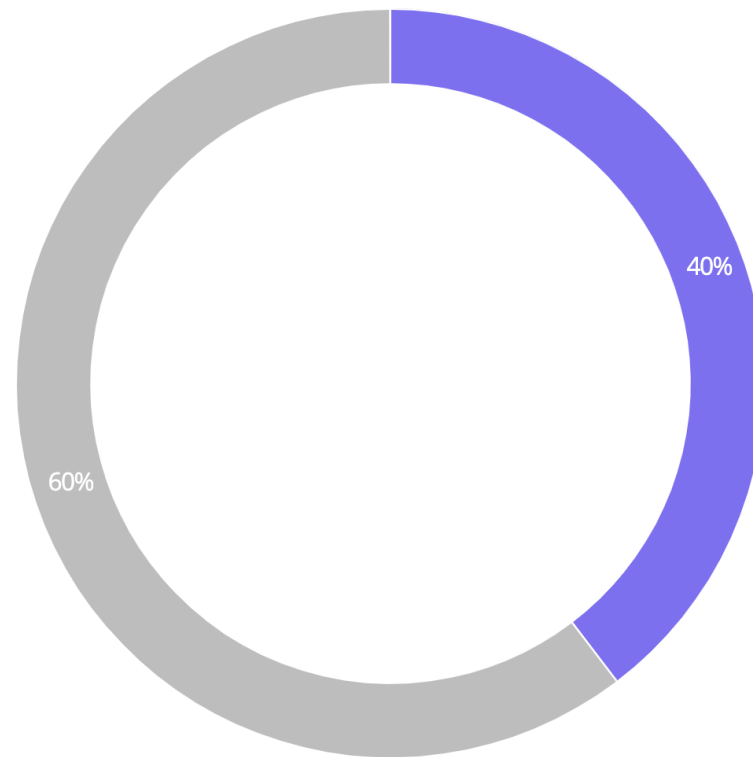
4. KPI Notification

1. Traffic Notifications

2. Search Notifications

3. Content Notifications

## Content pages viewed (overview)



## Publications viewed (breakdown)

Clear Selection

Publication

Views

openedge-abl-reference-117

17,935

datadirect-connect-jdbc-51

15,691

openedge-database-management-117

4,809

pas-for-openedge-management

4,295

openedge-sql-reference-117

3,827

openedge-install-117

3,215

datadirect-hybrid-data-pipeline-46

2,989



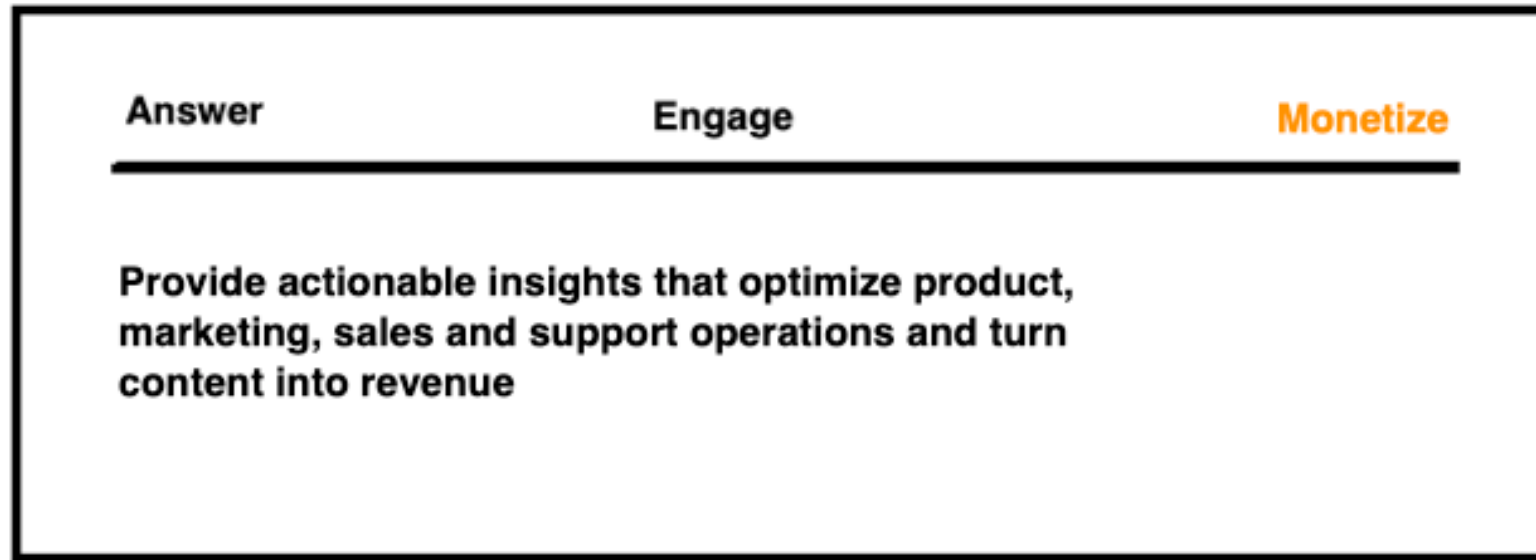
# Analytics

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- Allows you to
  - Make content decisions using real-time data
  - See what your users are reading - or not reading
  - See what your users are searching for and find – or not find
  - Show the value of your content solution



## **Dynamic delivery: Digital experience**



Dynamic content is no longer a nice to have  
It's a business imperative



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**Thank you!**