The OASIS international consortium has launched a new open standards initiative to define a simple domain model for delivering aggregated content into a total Web Experience. The OASIS Web Experience Management Interoperability (WEMI) Technical Committee will describe an abstract features set that will enable organizations to optimize and manage online engagement with their users. WEMI also will make it easier to extend the reach of experiences beyond the web site into social networks and end-user device optimized visualization.

"Web Content Management (WCM) systems are now the center of digital engagement ecosystems that combine a variety of tools and technologies for interacting with global audiences," said Mary Laplante, Vice President and Lead Analyst with Outsell’s Gilbane Services. "The OASIS WEMI project couldn?t be more timely, with its goal of defining an open standard that will extend WCM capabilities, allowing them to deliver dynamic, specific content and consistent service interactions across a variety of online consumer touch points."

"It's not enough for web sites to simply present information anymore. Sites must enable visitors to engage with companies in much more personalized, flexible, and meaningful ways," said Cedric Huesler of Adobe Systems, Incorporated, chair of the OASIS WEMI Technical Committee. "As a widely implemented, open standard, WEMI will improve the state of web experience management tools and enable a more positive experience for web users everywhere."

The WEMI Committee intends to use existing systems as starting points of reference, but it also will look forward and identify features that are needed but not available today. Beyond the domain model and the features set, the TC plans to specify a default binding as a lightweight, resource-oriented, HTTP-based protocol that will focus on ease-of-consumption from modern web browsers (and web browser-like systems) as well as server-sided integration technologies. Recognizing the evolution of WEM into the mobile space, WEMI will incorporate a focus on small processing and network overhead.

The OASIS WEMI Technical Committee was launched by more than 35 members from around the world. Participation is open to all interested parties, and new members are encouraged to join at any time. Archives of the Committee’s work are accessible to both members and non-members, and OASIS invites public review and comment on the work.

Support for WEMI

Adobe [1]

"Adobe welcomes this initiative by OASIS, and we look forward to participating in and chairing the WEMI
standardization activity. This effort mirrors Adobe's tradition of standardizing activities of high interest to both users and consumers, and we believe it will help coalesce and grow the market for web experience management technology. We also congratulate OASIS for undertaking this initiative and continuing their growing presence in user-focused web standards.” --Carl Cargill, principal scientist, Adobe

**DotNetNuke** [2]
"Businesses everywhere are challenged with the explosion of web content and the demand by their customers, partners and employees to engage in multiple channels. We are excited to be part of the effort to create the next generation of open interoperability standards that will simplify how businesses can adapt quickly and demonstrate greater agility in the future." --Shaun Walker, CTO and co-founder

**Ektron** [3]
"Customer experience has become a top priority for CEOs and CMOs. Ektron is thrilled to see the industry come together to deliver interoperability among the ?systems of experience? that connect content and context to customers. The formation of the WEMI Technical Committee is a milestone event in the WCM/WEM industry." --Alpesh Patel, VP, Engineering

**Enonic** [4]
"Enonic supports the OASIS WEMI TC charter. We see WEMI as a major step in lifting the WEM/WCM industry to the next level. WEMI will help fuel the next generation of seamless and rich web solutions - WEMI is 100% aligned with our mission: Webagility for the Enterprise. We look forward to support and contribute in this effort!" --Thomas Sigdestad, Founder and Chief Technology Officer

**Jahia** [5]
"We, at Jahia, are thrilled to participate in this web experience management interoperability open standard. We think it will bring great benefits to any organization that wishes to deliver aggregated content into a total Web Experience. Congratulations to Cedric Huesler on being elected chair of the committee. We look forward to working with him and the other participants to get started on the specification." --Serge Huber, CTO and Founder

**Liferay** [6]
"Liferay constantly looks to improve the web experience through new features and new ways to use content for site owners. Liferay’s support of WEMI will allow our portal developers to not only use content in multiple backend repositories, but also be able to use content in a way that supports the web experience the user wants and the designer intends. We believe that broad industry WEMI support will improve the overall web experience for everyone." --James Falkner, Liferay Community Manager

**Magnolia** [7]
"Magnolia's unique Standard Templating Kit has shown the customer benefits of standardizing front-end components and content types in a CMS. WEMI has similar potential across systems and makes Magnolia's philosophy, 'Yes, we're open', even more tangible. Building a virtual presence that brings your business to the web, mobile and other digital channels will be even easier with Magnolia CMS once you can access third-party content in a standard way." --Boris Kraft, CTO

**Nuxeo** [8]
"At Nuxeo, we see great value in the new WEMI project and the opportunity to deliver aggregated content from various sources as a web page. We support standards that enable a more open, integrated application environment and give customers the freedom to choose the best technology for their projects." --Florent Guillaume, Director of Research and Development

**Sitecore** [9]
"WEMI was established to provide content interoperability between WCM and WEM vendors as well as provide a model to deliver aggregated content to any device, location or environment. Sitecore intends to contribute actively in this effort to give users a total digital experience." --Lars F. Nielsen, Co-Founder and Senior Corporate VP Technical Marketing

Additional information:

OASIS WEMI Technical Committee [10]

About OASIS:
OASIS (Organization for the Advancement of Structured Information Standards) is a not-for-profit, international consortium that drives the development, convergence and adoption of open standards for the global information society. OASIS promotes industry consensus and produces worldwide standards for cloud computing, content technologies, business transactions, security, privacy, SOA, the Smart Grid, emergency management, and other applications. OASIS open standards offer the potential to lower cost, stimulate innovation, grow global markets, and protect the right of free choice of technology. OASIS members broadly represent the marketplace of public and private sector technology leaders, users, and influencers. The consortium has more than 5,000 participants representing over 600 organizations and individual members in 100 countries.

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