



BroadVision Version 7 Training Catalogue

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Description Of BroadVision Training

When scheduling your training needs we recommend you adhere to our proposed *Tracks*, each of which serves to provide the required information to the appropriate groups of Business and Technical BroadVision users.

All courses are instructor-led with hands-on labs. The class time is divided between lecture and lab activities. Instructors are experienced BroadVision Business Architects or Technical Architects.

Track Summary

Track Title	Products	Track Description
Business / Marketing Track	<ul style="list-style-type: none"> ✓ Enterprise ✓ Dynamic Command Center ✓ Publishing Center ✓ BroadVision Portal ✓ BroadVision Commerce 	This track is aimed at all users of BroadVision products – both end users and development partners. Each course intends to demonstrate the features of the products. At the end of this track, participants will be able to create content, portals and to implement personalization without having written any code.
Developer Track	<ul style="list-style-type: none"> ✓ Enterprise ✓ BroadVision Portal ✓ BroadVision Commerce 	This track is aimed at developers and covers the use of BroadVision basic and product-specific API's. It also explains how to customize the BroadVision Foundation Applications. Participants should be required to complete the Business / Marketing track before taking the Developer Track.
<u>System Architect Track</u>	<ul style="list-style-type: none"> ✓ Enterprise 	This track is aimed at system architects and DBA's who will be in charge of installing and configuring the BroadVision application and the relative database.
Content Management Track	<ul style="list-style-type: none"> ✓ Dynamic Command Center ✓ Publishing Center ✓ BroadVision Content 	This track is for those who have to create and manage content to be displayed on BroadVision portals. Participants will select the course based on the CM tools used.
QuickSilver Track	<ul style="list-style-type: none"> ✓ QuickSilver 	This track is aimed at publishers wishing to create and manage documents using the QuickSilver product.

[Business / Marketing Track](#)

Introduction To BroadVision

Course duration: 0.5 day

Course Description:

This course introduces participants to the features of BroadVision products. An understanding of the concepts covered in this introduction is essential for successful completion of other BroadVision courses.

Target Audience:

- ✓ Information and Marketing Managers requiring a general overview of BroadVision concepts and products.

Prerequisite skills:

- ✓ Conceptual understanding of web applications.

Prerequisite BroadVision Courses

- ✓ None

Subjects Covered:

- ✓ General Overview
- ✓ Applications
- ✓ Content and Database
- ✓ Personalization

Dynamic Command Center and Publishing Center

Course duration: 1.5 days

Course Description:

The Dynamic Command Center portion of this course covers how to develop business logic for matching the right content to the each visitor. Participants will walk through the necessary steps to plan and create a web site including the set-up of the Dynamic Command Center, organization of the site content and creation of matching rules.

During the Publishing Center portion, the students will learn about the process for managing web site content. The training demonstrates how to assign permissions and publishing rights, create content workflow and create or edit content. This course includes hands-on lab activities with the Publishing Center.

Target Audience:

- ✓ Information and Marketing Managers involved in web content management.

Prerequisites Skills:

- ✓ Conceptual understanding of web applications.

Prerequisite BroadVision Courses

- ✓ Introduction to BroadVision

Subjects Covered:

- ✓ Command Center Setup
- ✓ Command Center Content Module
- ✓ Command Center Tools Module
- ✓ Command Center Matching Module
- ✓ Command Center Notifications Module
- ✓ Publishing Center Features and Benefits
- ✓ Publishing Center Use and Administration
- ✓ Publishing Center Working With Content

BroadVision Portal Administration

Course duration: 2 days

Course Description:

This course includes an introduction to BroadVision concepts, an overview and demonstration of the features and benefits of the BroadVision tools, web applications and BroadVision's general architecture. The course focus is on the Portal Administration tool and includes hands-on experience for information architects and information managers.

Target Audience:

- ✓ Information and Marketing Managers responsible for the overall contents and layout of a BroadVision Portal.

Prerequisite skills:

- ✓ Conceptual understanding of web applications

Prerequisite BroadVision Courses:

- ✓ Introduction to BroadVision
- ✓ Command Center
- ✓ Publishing Center

Subjects Covered:

- ✓ BroadVision Principles
- ✓ Basic Design of the BV Product Suite
- ✓ BVCare: A Sample BroadVision Portal Solution
- ✓ Configuration Basics
- ✓ Delegating Administration
- ✓ Portlets
- ✓ Microsites
- ✓ Customizing Look and Feel
- ✓ Designing the Information Architecture
- ✓ Importing Data

BroadVision Commerce Center

Course duration: 2 days

Course Description:

This course includes an overview of the Commerce Foundation Application, and a hands-on look at the features and benefits of the application. Specifically, attendees will become familiar with the Commerce Foundation Application and how to use the Commerce Center to configure and manage the application.

Target Audience:

- ✓ Marketing, eCommerce and Information Managers who will create and manage B2B and B2C Commerce Applications.

Prerequisite skills:

- ✓ Conceptual understanding of web applications
- ✓ Conceptual understanding of B2B and B2C web applications.

Prerequisite BroadVision Courses:

- ✓ Introduction to BroadVision.

Subjects Covered:

- ✓ Introduction
- ✓ Portal Foundation
- ✓ Account Management
- ✓ Catalog Management
- ✓ Sales Rep and Pricing System
- ✓ Order Management and RFQ
- ✓ Solution Request (RFS) and Microsites
- ✓ Commerce Reports

BroadVision eMarketing

Course duration: 1 day

Course Description:

This course is aimed at those individuals who have the need to create and schedule Marketing Campaigns.

Target Audience:

- ✓ Marketing Managers

Prerequisite skills:

- ✓ Conceptual understanding of web applications
- ✓ Conceptual understanding of web-based Marketing.

Prerequisite BroadVision Courses:

- ✓ Introduction to BroadVision
- ✓ BroadVision Commerce Center

Subjects Covered:

- ✓ Overview
- ✓ Campaigns
- ✓ Segments
- ✓ Offers
- ✓ Offer Execution: Emails
- ✓ Offer Execution: Web page spots

[Developer Track](#)

Technical Introduction to BroadVision

Course Duration: 1 day

Course Description:

This course introduces participants to both the functional, out of the box, and technical features of BroadVision applications. An understanding of the concepts covered in this introduction is essential for successful completion of other technical BroadVision courses.

Target Audience:

- ✓ Application Developers, Systems Architects and Project Managers.

Prerequisite skills:

- ✓ Conceptual understanding of web application development.
- ✓ Conceptual knowledge of Relational Databases
- ✓ Conceptual knowledge Java and Struts
- ✓ Conceptual knowledge Application Servers

Prerequisite BroadVision Courses

- ✓ None

Subjects Covered:

- ✓ General Overview
- ✓ Applications
- ✓ Architecture
- ✓ Content and Database
- ✓ Personalization

BroadVision Foundation for Application Development

Course duration: 3 days

Course Description:

This course covers the fundamentals of development for Struts-based BroadVision Applications. It includes samples for calling BroadVision components which address the major functional areas of BroadVision applications: the database schema, visitor management, content retrieval, personalization, moment-to-moment targeting, observations, and notifications. The course includes advanced topics like best practices, Quality of Service, Request Cache, IM threading model, bookmark-friendly applications, and the new Rules API.

Target Audience:

- ✓ Application Developers

Prerequisite skills:

- ✓ Java
- ✓ Struts
- ✓ J2EE concepts
- ✓ Basic knowledge of relational databases

Prerequisite BroadVision Courses:

- ✓ Technical Introduction to BroadVision

Subjects Covered:

- ✓ Introduction and Architecture Review
- ✓ Database Fundamentals
- ✓ Scripting Fundamentals
- ✓ Introduction to Struts
- ✓ Visitor Tasks
- ✓ Content Tasks
- ✓ Session Profile
- ✓ Notifications
- ✓ Advanced Topics

BroadVision Portal Developer Workshop

Course duration: 3 days

Course Description:

This course provides developers with hands-on experience using the BroadVision components to build personalized self-service applications that extend an enterprise's information and resources to employees, partners, and customers. The labs are based on the customization and the extension of BroadVision Portal's Foundation Application.

Target Audience:

- ✓ Application Developers and Project Managers

Prerequisite skills:

- ✓ Java
- ✓ Struts
- ✓ J2EE concepts

Prerequisite BroadVision Courses

- ✓ Technical Introduction to BroadVision
- ✓ BroadVision Foundation for Application Development.
- ✓ Portal Administration

Subjects Covered:

- ✓ Portal Overview
- ✓ Struts Overview
- ✓ Portal Architecture Overview
- ✓ Global Customizations
- ✓ Customizing the Navigation Bar
- ✓ Customizing Top Level Pages
- ✓ Customizing Microsites
- ✓ Implementing Portlets
- ✓ Web Services Portlet
- ✓ LDAP Integration

BroadVision Commerce Developer Workshop

Course duration: 4 days

Course Description:

This course provides developers with hands-on experience using the Commerce Center and components to build personalized B2B and B2C applications. The labs are based on the customization and the extension of BroadVision Commerce's Foundation Application.

Target Audience:

- ✓ Application Developers and Project Managers

Prerequisite skills:

- ✓ Java
- ✓ Struts
- ✓ J2EE concepts

Prerequisite BroadVision Courses

- ✓ Technical Introduction to BroadVision
- ✓ BroadVision Foundation for Application Development.
- ✓ Commerce Center

Subjects Covered:

- ✓ Introduction
- ✓ UI Framework
- ✓ Portal Foundation
- ✓ Account Management
- ✓ Catalog Management
- ✓ Sales Rep and Pricing System
- ✓ Order Management
- ✓ Sales Collaboration Workspace
- ✓ Reporting and Analytics
- ✓ Commerce Integration Services
- ✓ Migration

[System Architect Track](#)

Technical Introduction to BroadVision

Course Duration: 1 day

Course Description:

This course introduces participants to both the functional, out of the box, and technical features of BroadVision applications. An understanding of the concepts covered in this introduction is essential for successful completion of other technical BroadVision courses.

Target Audience:

- ✓ Application Developers and Project Managers

Prerequisite skills:

- ✓ Conceptual understanding of web application development.
- ✓ Conceptual knowledge of Relational Databases
- ✓ Conceptual knowledge Java and Struts
- ✓ Conceptual knowledge Application Servers

Prerequisite BroadVision Courses

- ✓ None

Subjects Covered:

- ✓ General Overview
- ✓ Applications
- ✓ Architecture
- ✓ Content and Database
- ✓ Personalization

System Administration

Course duration: 2 days

Course Description:

This course covers the requirements, setup, configuration, and system management of a BroadVision Application. . It details the steps of migrating to version 6.0 from earlier versions, configuring application services for a specific database server, distributing application services across multiple hosts, configuring an Interaction Manager and connecting it to a Web server, and troubleshooting.

Target Audience:

- ✓ System Architects and Project Managers

Prerequisite skills:

- ✓ Knowledge of Unix / NT Operating Systems and Commands
- ✓ Knowledge of Relational Databases

Prerequisite BroadVision Courses

- ✓ Technical Introduction to BroadVision

Subjects Covered:

- ✓ Introduction to System Administration
- ✓ Requirements and Software Installation
- ✓ Site Setup and Configuration
- ✓ Customizing and Extending your system
- ✓ Maintenance of your system
- ✓ Upgrading from previous releases

Database Administration for BroadVision Applications

Course duration: 1 day

Course Description:

This course focuses on the needs of database administrators using BroadVision Products. The course covers designing a BroadVision database schema, creating and modifying content types, incorporating external data sources, uploading data, troubleshooting, and staging a BroadVision application from a development server to a production server. The course includes the Schema Center tool, a graphical user interface for viewing and generating BroadVision database schemas.

Target Audience:

- ✓ Database Administrators, System Architects and Project Managers.

Prerequisite skills:

- ✓ Knowledge of Relational Databases

Prerequisite BroadVision Courses

- ✓ Technical Introduction to BroadVision

Subjects Covered:

- ✓ Introduction to BroadVision Overview
- ✓ Database Concepts
- ✓ BroadVision default Schema
- ✓ Modifying the Schema
- ✓ Setting up external database access
- ✓ Staging Content
- ✓ Purging and dbcheck utility
- ✓ Schema Center Overview

Performance Analysis for BroadVision Applications

Course duration: 1 day

Course Description:

This course provides participants with the technical skills required to analyze and tune the performance of a BroadVision Application. It covers best practices for developing efficient and powerful BroadVision-powered Web sites through proper system configuration and the gathering and analysis of performance data.

Target Audience:

- ✓ System Architects, Project Managers, Application Developers

Prerequisite skills:

- ✓ Knowledge of Unix / NT Operating Systems and Commands
- ✓ Knowledge of Relational Databases

Prerequisite BroadVision Courses

- ✓ Technical Introduction to BroadVision
- ✓ System Administration for BroadVision Enterprise

Subjects Covered:

- ✓ Overview of Queuing Systems and Performance Strategy
- ✓ Sizing and Configuration
- ✓ Performance Testing
- ✓ Performance Tuning

[Content Management Track](#)

Introduction To BroadVision

Course duration: 0.5 day

Course Description:

This course introduces participants to the features of BroadVision products. An understanding of the concepts covered in this introduction is essential for successful completion of other BroadVision courses.

Target Audience:

- ✓ Information and Marketing Managers requiring a general overview of BroadVision concepts and products.

Prerequisite skills:

- ✓ Conceptual understanding of web applications.

Prerequisite BroadVision Courses

- ✓ None

Subjects Covered:

- ✓ General Overview
- ✓ Applications
- ✓ Content and Database
- ✓ Personalization

Dynamic Command Center and Publishing Center

Course duration: 1.5 days

Course Description:

The Dynamic Command Center portion of this course covers how to develop business logic for matching the right content to the each visitor. Participants will walk through the necessary steps to plan and create a web site including the set-up of the Dynamic Command Center, organization of the site content and creation of matching rules.

During the Publishing Center portion, the students will learn about the process for managing web site content. The training demonstrates how to assign permissions and publishing rights, create content workflow and create or edit content. This course includes hands-on lab activities with the Publishing Center.

Target Audience:

- ✓ Information and Marketing Managers involved in web content management.

Prerequisites Skills:

- ✓ Conceptual understanding of web applications.

Prerequisite BroadVision Courses

- ✓ Introduction to BroadVision

Subjects Covered:

- ✓ Dynamic Command Center Setup
- ✓ Dynamic Command Center Content Module
- ✓ Dynamic Command Center Tools Module
- ✓ Dynamic Command Center Matching Module
- ✓ Dynamic Command Center Notifications Module
- ✓ Publishing Center Features and Benefits
- ✓ Publishing Center Use and Administration
- ✓ Publishing Center Working With Content
- ✓ Publishing Center Use and Administration
- ✓ Working With Content

Introduction to BroadVision Content

Course duration: 2 days

Course Description:

This course is designed to give participants detailed knowledge and hands-on experience with BroadVision Content. The target audience for this course includes Content Authors and Reviewers and Business Managers.

Target Audience:

- ✓ Business Analysts, Content Analysts/Authors/Reviewers, Documentation Developers, and Technical Architects

Prerequisite skills:

- ✓ Conceptual understanding of web applications
- ✓ Working knowledge of web content management
- ✓ Working knowledge of XML

Prerequisite BroadVision Courses

- ✓ Introduction To BroadVision

Subjects Covered:

- ✓ XML Basics
- ✓ Introduction
- ✓ Design Considerations
- ✓ Using Content
- ✓ Using Client Tools
- ✓ Publishing
- ✓ Performing Work Queue Tasks
- ✓ Content Catalyst
- ✓ Content Adapter
- ✓ Workflow Tasks

BroadVision Content Administration

Course duration: 3 days

Course Description:

The target audience for this course includes Content Administrators and Developers and Technical Architects. The focus of this course is content administration, including using the content catalyst and the content adapter. There is also a section dedicated to content workflows. The course is designed to provide a solid foundation in content management administration.

Target Audience:

- ✓ Content Administrators, Business Analysts, Content Analysts/Authors/Reviewers, Documentation Developers, and Technical Architects

Prerequisite skills:

- ✓ Conceptual understanding of web applications
- ✓ Working knowledge of web content management
- ✓ Working knowledge of XML

Prerequisite BroadVision Courses

- ✓ Introduction To BroadVision
- ✓ Introduction to BroadVision Content
- ✓

Subjects Covered:

- ✓ Projects and Users
- ✓ Loading Information
- ✓ Full-Text Indexing
- ✓ Content Catalyst
- ✓ Content Adapter
- ✓ Workflow

QuickSilver Track

Publishing with QuickSilver

Course duration: 3 days

Course Description:

Publishing with QuickSilver is a three-day interactive course that was designed specifically for beginners with the need of understanding and obtaining knowledge of basic and advanced features of QuickSilver publishing features. This course takes students through the total publishing system of quicksilver allowing them to become familiar with the complete arsenal of publishing tools available. Students will also benefit from coverage of quicksilver graphic tools and how to use them on various applications.

Target Audience:

Individuals who need a complete understanding of QuickSilver and want overall knowledge of the QuickSilver graphics capabilities

Prerequisite skills:

- ✓ None

Prerequisite BroadVision Courses

- ✓ None

Subjects Covered:

- ✓ The QuickSilver Desktop
- ✓ Working with Structured Documents
- ✓ Getting the Most Out of Components
- ✓ Basic Text Filtering and Editing
- ✓ Advanced Text Editing Techniques
- ✓ Hyphenation and Spelling
- ✓ Using Tabs
- ✓ Introducing Autonumbers
- ✓ Creating Cross References
- ✓ Advanced Page Layout
- ✓ Working With Page Numbers
- ✓ Adding Graphics to Documents
- ✓ Adding Text to Graphics
- ✓ Book Basics
- ✓ Conditional Assembly of a Document

QuickSilver Masters

Course duration: 2 days

Course Description:

The QuickSilver Masters Class is a two-day lecture/lab course that teaches students how to assemble complex books using tables, indexes, and catalogs to control document style and content.

Target Audience:

Documentation professionals who are responsible for advanced book/document management and have taken Publishing with QuickSilver

- ✓ Experienced Interleaf 6 Users who have taken Moving from Interleaf to QuickSilver
- ✓ Experienced Interleaf 5 users who have taken Moving from Interleaf 5 to QuickSilver

Prerequisite skills:

- ✓ None

Prerequisite BroadVision Courses

- ✓ Publishing with QuickSilver

Subjects Covered:

- ✓ Working with QuickSilver Tables
- ✓ Advanced Table Techniques
- ✓ Creating and Using Catalogs
- ✓ Creating Tables of Contents
- ✓ Working with Indexes

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