

# publisuisse Bridges Content Between eDOCS and SharePoint

With SeeUnity's Echo Content Synchronization



The leading marketer of electronic media in Switzerland

publisuisse is the leading marketer of electronic media in Switzerland. It is the commercial partner to SRG SSR and has the exclusive right to market the latter's publicity-related products. The electronic media products of SRG enable publisuisse to offer Swiss advertisers a complete range of services covering classic TV commercials, TV and radio sponsorship, Teletext advertising and cross communication. publisuisse employs over 110 people. Its management is based in Berne, while the principal sales office is in Zurich. In addition, publisuisse has regional sales offices in Geneva, Lausanne and Lugano.

## Connecting Enterprise Content to Users Through a Custom Portal

publisuisse has long depended on OpenText eDOCS to protect and manage their information assets. Over the years, publisuisse has accumulated over 200,000 objects in their eDOCS library including annual reports, newsletters, and internal project documentation. The custom portal and the publishing mechanism were built by ImageWare, a content management services organization also based in Switzerland.

The portal met the company's needs for publishing, but had limited scope as a custom solution. As Microsoft SharePoint 2013 was being marketed and released, the IT team at publisuisse began to research the potential benefits and effort required to transition away from the custom portal.

## SharePoint 2013 - Features and Flexibility

The extensibility of SharePoint's web parts and display templates would allow the organization much more flexibility to rely on the intranet to provide additional services and features. The team-oriented organization of content and collaboration would also enhance publisuisse's virtual teamwork and increase productivity, allowing content to be more easily associated and segmented. Previews, notifications, and sharing all improved the user experience. SharePoint would allow publisuisse to expand the portal to serve additional functions beyond a publishing destination for intranet users.

The transition was not without concern. ImageWare had provided a durable, reliable engine for making content available on the custom portal. Moving to SharePoint would mean starting over from scratch. In addition, because both eDOCS and SharePoint each have their own native APIs, it would mean a more complex connection, rather than simply pointing the custom portal to eDOCS.

## ImageWare Discovers the SeeUnity Solution

Initially, the customer requested that ImageWare rewrite a connector that would publish from eDOCS to SharePoint. ImageWare performed an analysis to explore developing a custom integration, as well as researching existing products that would connect SharePoint and eDOCS to preserve the publishing functionality. SeeUnity quickly emerged as the obvious choice, as the OEM

## Industry

Media/Advertising

## About the Project

- Systems Used: eDOCS and SharePoint 2013
- eDOCS Profile: 130 Users and 260,000 Objects
- SeeUnity Products Used: Echo Content Synchronization

## Challenges

- Wanted to transition from their custom intranet portal
- Integrating eDOCS with SharePoint 2013
- Users spending a lot of time going back and forth between systems

“

*“Users can publish an Excel sales report directly to SharePoint, without having it stored previously to eDOCS. Like this, users are saving time by removing a step in the work process, as the published document is transferred automatically to eDOCS.”*

- Marc Frischkopf,  
IT Product Manager,  
publisuisse

”



# publisuisse Bridges Content Between eDOCS and SharePoint

developer behind OpenText's own product for bridging eDOCS and SharePoint.

SeeUnity offers several products that could enable a SharePoint end-user experience for browsing and accessing documents that reside within eDOCS. With a common underlying platform, SeeUnity's modular software can be configured and combined to tailor-fit solutions to any number of customer requirements. After exploring several SeeUnity product options - including an integrated search product for querying and retrieving eDOCS content from SharePoint, and Echo Content Synchronization, a robust engine for automated bidirectional synchronization - ImageWare proposed Archiving and Distribution Services. ADS provides a user-driven mechanism for publishing content with push-button simplicity. "Users can publish an Excel sales report directly to SharePoint, without having it stored previously to eDOCS. Like this, users are saving time by removing a step in the work process, as the published document is transferred automatically to eDOCS," according to Marc Frischkopf, IT Product Manager at publisuisse.

## Implementation

ImageWare worked with SeeUnity's professional services to build a proof of concept, troubleshoot and deploy a production version of the publishing solution, taking less than two months to deliver the finished product. Configured to publisuisse's requirements, content delivery would occur in two ways. Both methods rely on eDOCS content owners working with eDOCS content from within SharePoint.

The first method relies on integration web parts from SeeUnity, with power users navigating eDOCS native content from SharePoint. Once selected, users can publish to SharePoint with the click of a mouse.

Alternatively, SeeUnity's ADS was configured to enable new content to be created and viewable from SharePoint, but stored within eDOCS. eDOCS content owners, navigating through SharePoint, create new documents with a specific "content type" (a way of associating rules and templates to a new document). These content types, through ADS, are stored in eDOCS, but remain visible in SharePoint.

In both methods, the publishing comes in the form of link stubs. To conserve storage, performance, and database overhead, links to the eDOCS content are published to SharePoint. SharePoint users can then request the documents via the links.

## Working with SharePoint and eDOCS

publisuisse has been working with the live integrated system, and find the results exceed expectation. The integrated SharePoint experience enables power users to easily navigate the protected eDOCS content. Publishing existing content is as easy as clicking a single menu action from a SharePoint context menu. Publishing new content is just as easy - through assigning a content type to the new content from a drop-down list.



Content integration experts providing in-depth solutions to connect, sync, or migrate data across on-premise or cloud-based ECM solutions with external business applications. We're dedicated to improving workflow and business processes by extending applications and connecting people with content. SeeUnity supports a growing list of 30 connectors and provides comprehensive migration and synchronization tools to 500+ customers and 30+ partners worldwide. We proudly serve customers of all sizes, including Fortune 500 businesses, Am Law 100 and 200 firms, and government entities.

[sales@seeunity.com](mailto:sales@seeunity.com) | +1 970.776.8300 | [www.seeunity.com](http://www.seeunity.com)

© Copyright 2021 Anaqua, Inc. | All rights reserved

## Solution

### Echo Content Synchronization

- Seamlessly bridge the use of eDOCS and SharePoint together
- Enable end users to access and search their eDOCS content from SharePoint
- Echo Content Synchronization saves time by eliminating intermediate steps for users



ImageWare AG since 1994 is one of the leading Swiss integrators for Enterprise Content Management (ECM) solutions. Besides consulting we are offering analysis, design and the conception of modern solutions as well as technical integration into existing IT-environments. With our know-how and the experience of innovative technologies of our long standing partners, we actively engage in the growth and maintenance of both of these components which are absolutely essential to guaranteeing high quality IT solutions.

Beside the conventional documents, records management and workflow solutions ImageWare is successfully active in the areas of office content & template management and enhanced scanning and data extraction. The template and content management as well as the associated automation of the creation of documents in the accordance with Corporate Identity are of greater importance for today's organisations and enterprises.

January 2015