

Evaluating Your Content Management Needs

Bill Trippe

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THE
GILBANE
REPORT

The Gilbane Report

- Widely read newsletter covering content/information technology
 - Tens of thousands of regular readers worldwide
 - 10 years of vendor neutral/hype-free news & analysis
 - “trusted source”
- Organizers of Content Management & XML events in North America & Europe
- More info at www.gilbane.com

Outline

- Broad Statement of the Problem
- Understanding Your Requirements
- One Approach to the Problem
 - Some Resources

Content management

- A *structured* data problem
- An *unstructured* data problem
 - Content Applications
 - Document Management
 - Publishing, Archiving
 - Image Management
 - Web Content Management
 - E-commerce
- “Enterprise Content Management”
 - Everything

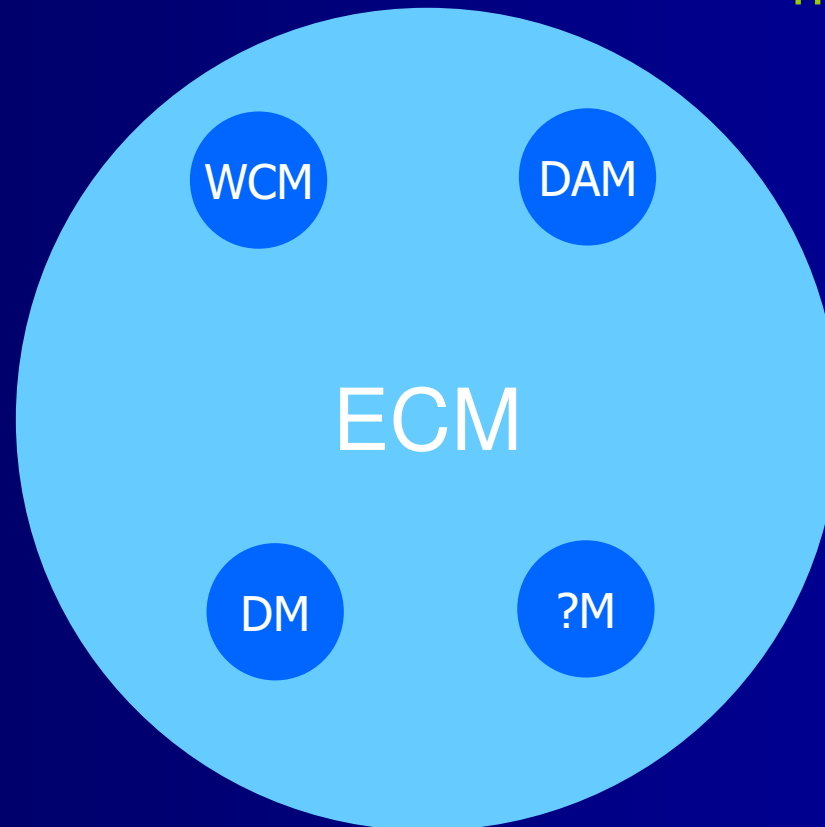
Database/repository
growth



Content integration - ECM

Partially integrated content

Partially integrated metadata



Why is CM Needed?

- The “towers of Babel”
- People create more than an exabyte (10^{18} bytes) of unique digital information each year
 - Equal to a billion gigabytes
 - Source: <http://www.sims.berkeley.edu/how-much-info/summary.html>
- Content management is the organization’s toolbox in attempting to bring order to this chaos

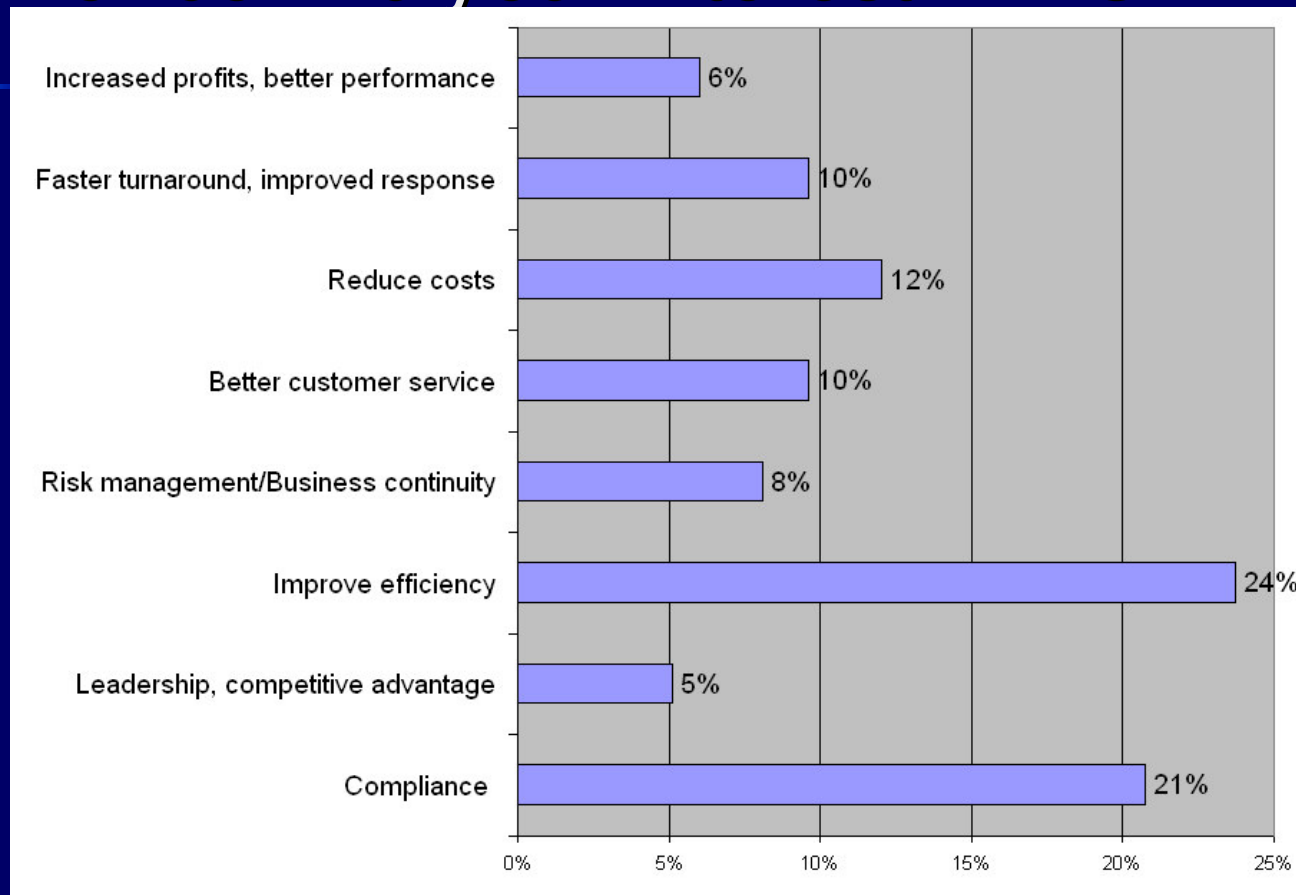
This also applies to the small scale

- If an MD specializing in certain diseases took time out each night to read one journal article in her field, by the end of one year she would be eight years behind
- CM helps to bring organization, editorial control, finding aids, and more complex “mediation” such as abstracting, relevance, linking, and context

Other Concerns

- Compliance, transparency
 - Sarbanes-Oxley
- Web presence is increasingly the organization's interface to its customers and other constituents
 - Thus, quality and consistency are paramount

What is the most important business driver behind your interest in ECM?



Understanding Your Needs

- Look at your business requirements
- Look at your technical infrastructure requirements
- Look at your specific content creation, management, and distribution requirements

Business Requirements

- Should drive everything else
- Should be the basis of any ROI analysis
- Should represent the many stakeholders in the organization
- Should be formally stated

Example Business Requirements

- Broad—conduct all customer correspondence via the Web
- Then drill down to the specific
 - Allow customers to establish accounts
 - Allow them to update profile information
 - Allow them to access documents and update specific correspondence
- Document the specifics

Auditing your Content

- What do you have?
- Content types, volumes
- In process versus complete
- Need for archival or historical versions
- Particular complex or demanding types of content
 - Tabular, equations, graphical

Requirements: Content Creation

- Concentrate on a key application
 - Based on business requirement
- Articulate the details of how the work is done
- Model roles, tools, processes
 - Inside and outside the enterprise
- Map these to a workflow model
 - Don't overcomplicate it

Requirements: Distribution

- Related to auditing the content
- Focus on high volume, automated delivery
- Electronic distribution also means...
 - Search
 - Navigation
 - Linking
 - Application integration

Requirements: IT Infrastructure

- Can help narrow the vendor field considerably
- Understand core technical strategies and standards of your IT organization
- Understand your core competencies and architectural approach and how these map to the vendor offerings

Build, Buy or Borrow?

- So many options
 - Commercial and open source solutions
- All systems require some integration
 - Vendor can do it, you can do it, partner can do it
 - Or all of the above!
- Can outsource development and hosting
- Can even have this run as an Application Service Provider (ASP)

How to Proceed?

- Engage the stakeholders
- Document your requirements
- Begin to look at vendors and solutions
- Choose a pilot application
- Decide on metrics and basis of ROI
- Measure twice, cut once!

Resources

- The Gilbane Report (www.gilbane.com)
 - More technical, managerial
- Transform Magazine
 - www.transformmagazine.com
- Seybold Report and Conferences
- www.cmswatch.com

Thank you!

bill@gilbane.com

781 662 6672