

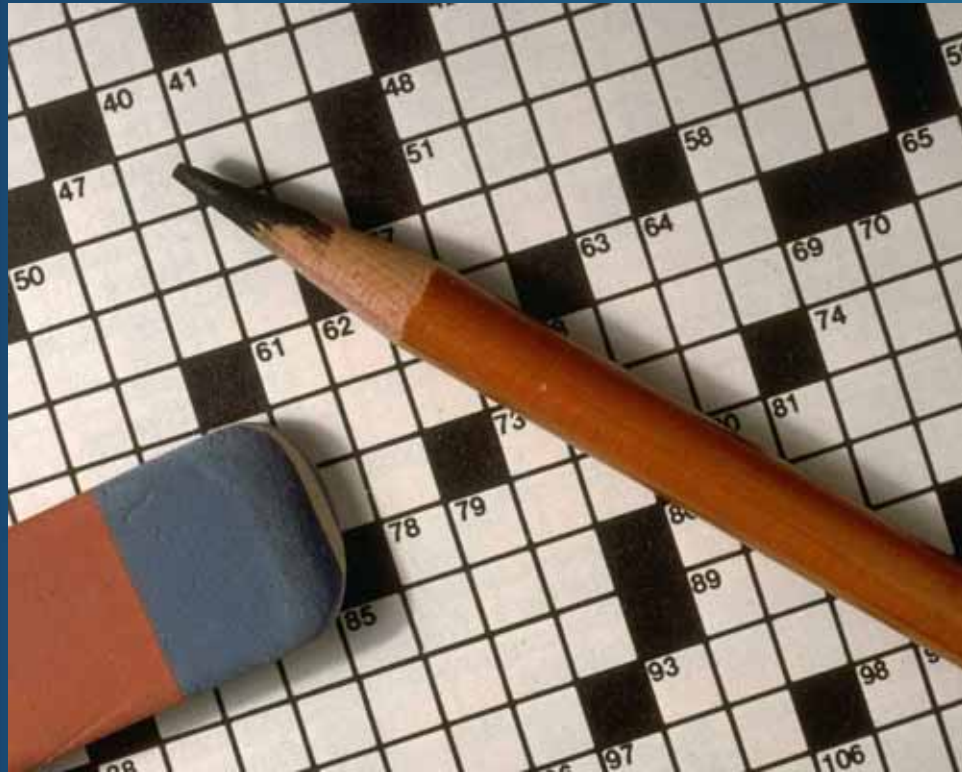
HOW TO GET STARTED WITH A CONTENT MANAGEMENT PROJECT



Hans van de Rakt
MarketShare

- Based in the Netherlands
- Benelux market
- CMS focused
- 3 product lines: Consultancy, Events & Publications
- Partnerships: NewMediaSales.com, Cap Gemini etc.

CMS - a puzzle?



CMS - hype or necessity?

- 56 % is planning to buy a CMS within 12 months
- 24 % is planning to buy a CMS within 24 months
- 18 % is NOT planning or interested in a CMS
- 2 % does not know

WHY, TELL ME WHY

- 46 % improving marketing channels
- 43 % (technical) functionality
- 8 % better ROI
- 2 % restructuring
- 1 % other

YOUR VACATION



YOUR CMS TRIP

1. DESTINATION
2. ROADMAP
3. TRAVEL COMPANIONS
4. THE LANDSCAPE
5. GET PACKED
6. EVALUATION

DESTINATION - based on

- Present situation
 - Information overload
 - Inconsistent look and feel
 - limited system capabilities
- Future wishes
 - Business demands
 - More channels, languages, versions
 - More functionality, versioning, workflow

DESTINATION - set target

- Marketing
 - Better usage of information, smarter marketing, consistent look & feel
- Business
 - More revenue/less costs, control, better workflow
- Technical
 - Application integration, standards

ROADMAP

- Target
- Timeline
- Project team
- Budget
- Change
- Knowledge



TRAVEL COMPANIONS

- Internal
 - Department level:
 - Financial, Business, Marketing, ICT
 - User level
 - DTP, content users, text-editors
- External
 - Vendors, consultants
 - Partners, external editors, image bank, etc.
- CLIENTS!

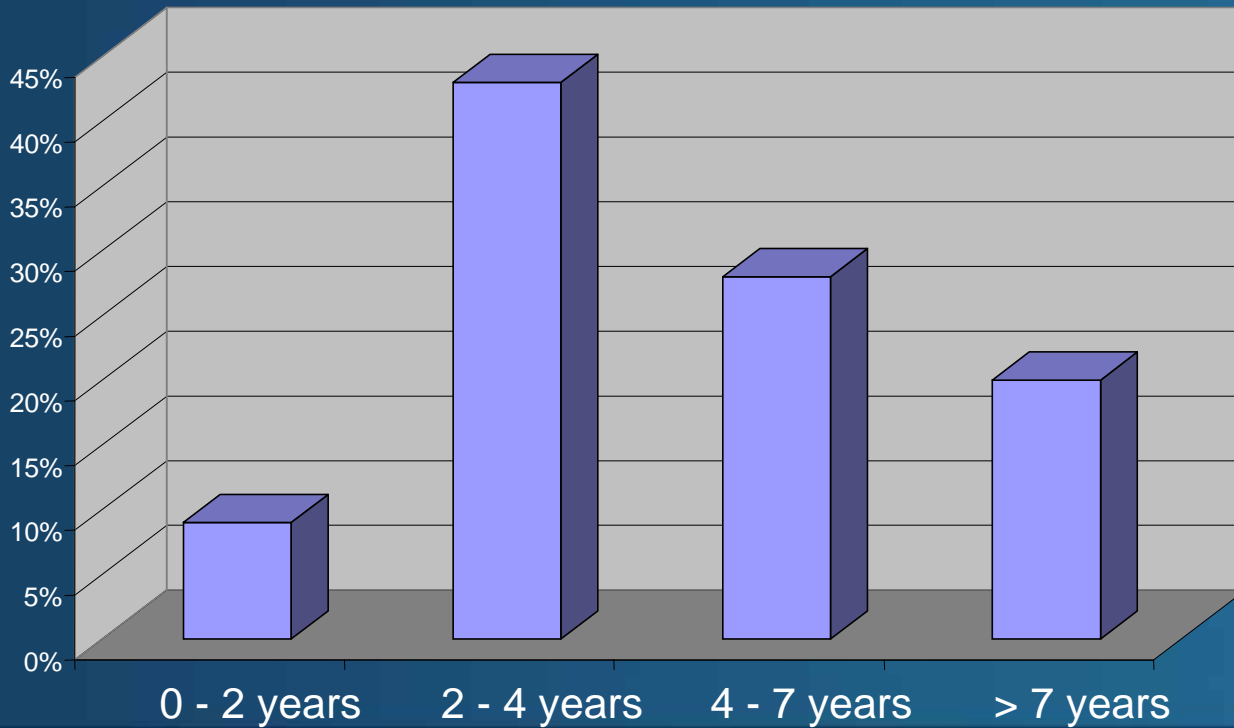
THE LANDSCAPE - vendors

- Vendors/resellers
 - Benelux > 500
 - All are beautiful
 - Get help if...



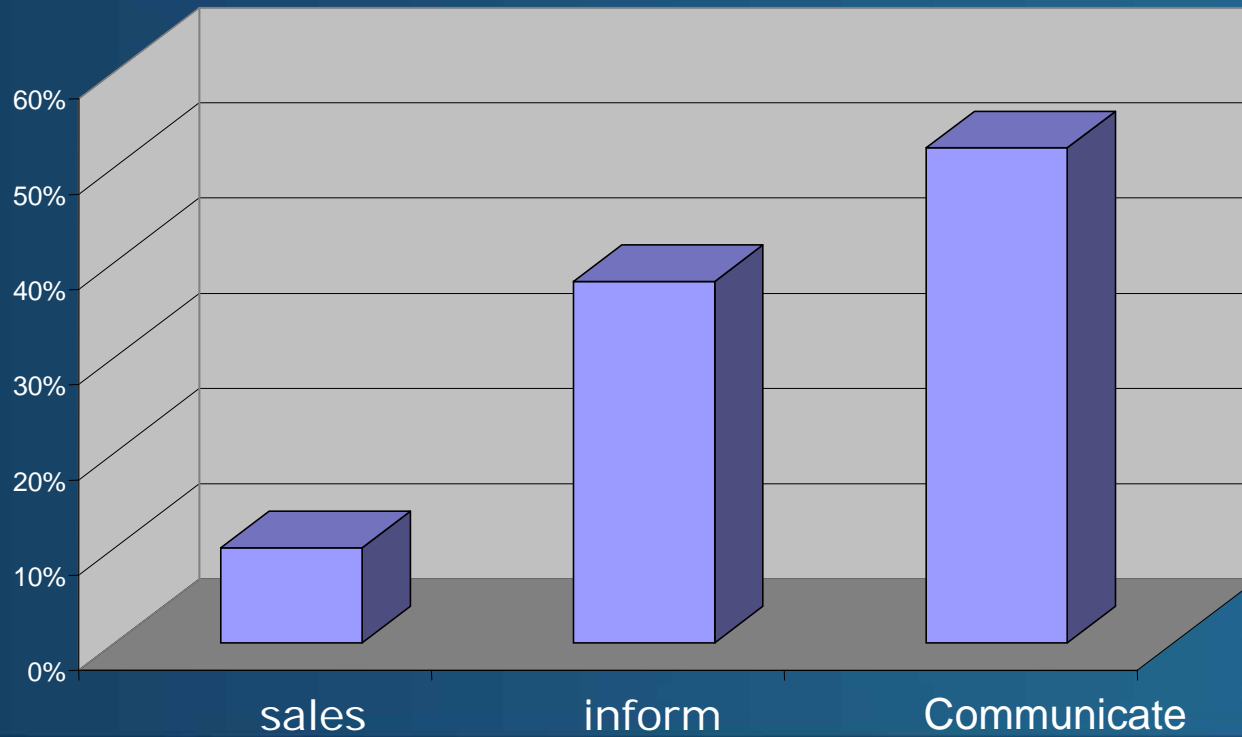
POLL - CMS vendors

Years active as a CMS vendor



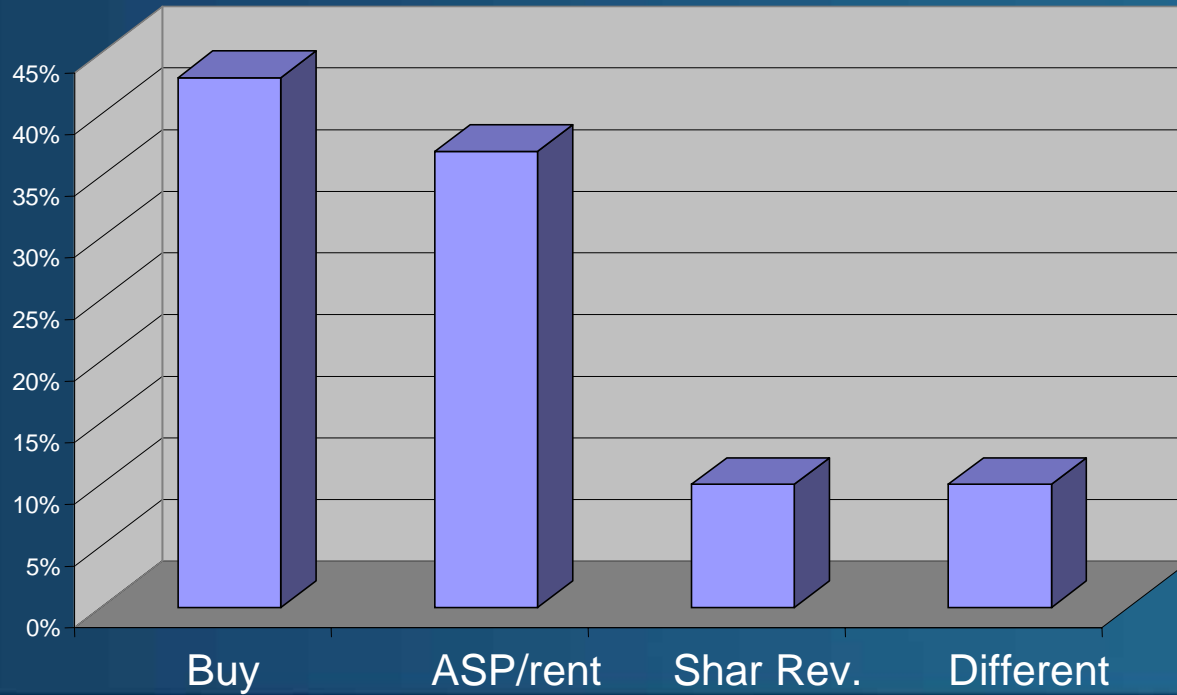
POLL - CMS vendors

Most used for



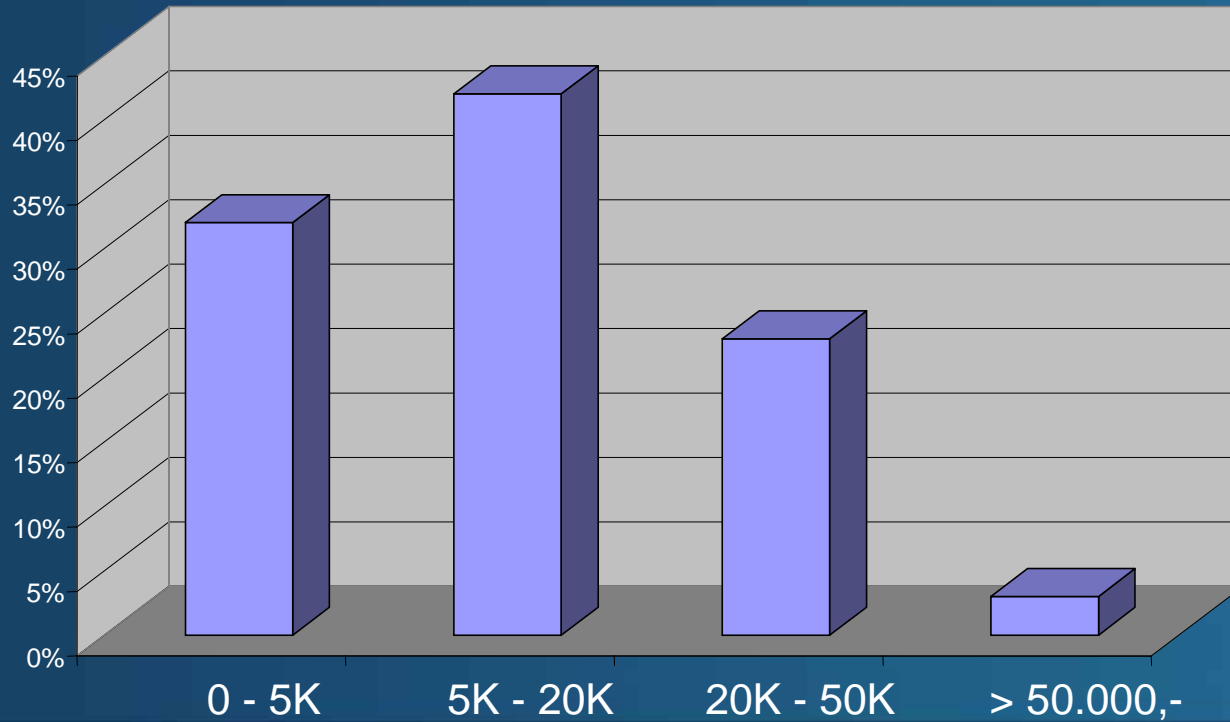
POLL - CMS vendors

Pricing Models

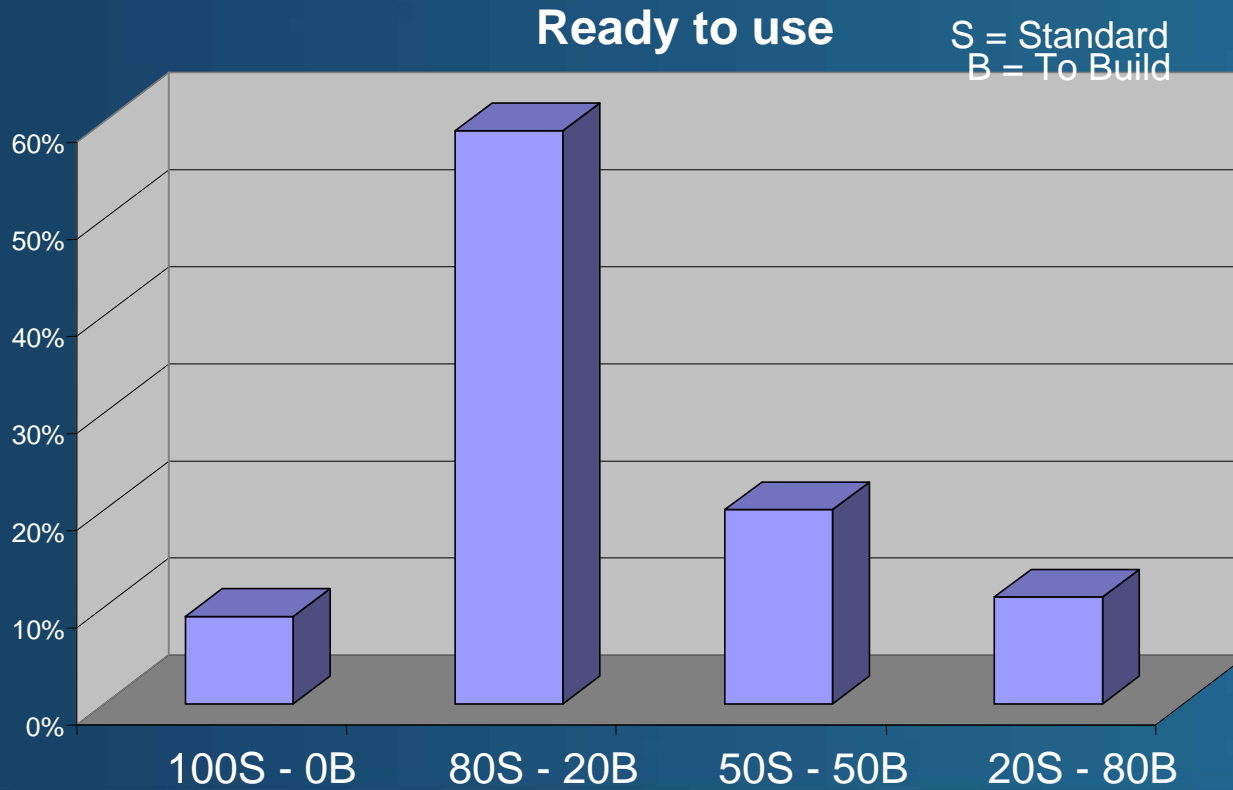


POLL - CMS vendors

Price range



POLL - CMS vendors



HOW FAR WILL YOU GO?

- Do you have the
 - Time
 - Dedication
 - Back up plan
 - Full approval of your Manager

EVALUATION

- Evaluate during the process
- Did you reach your Goal's
- What changes occurred
- Compare old & new situation
 - Financial, workflow, team spirit

FINALLY...



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