



Everything You Wanted to Know About Content Management*

* But were afraid to ask

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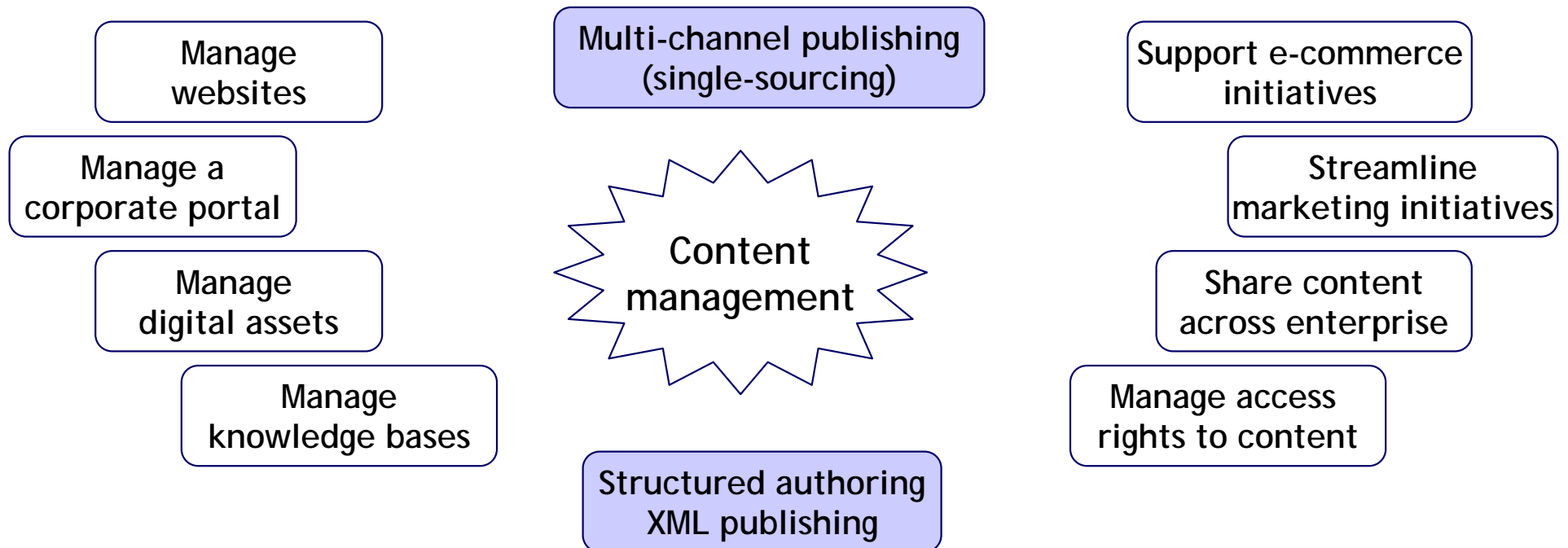
What is content management?

- ✦ Technology that controls content at various stages through the content lifecycle to support a business goal



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Many flavours within CM

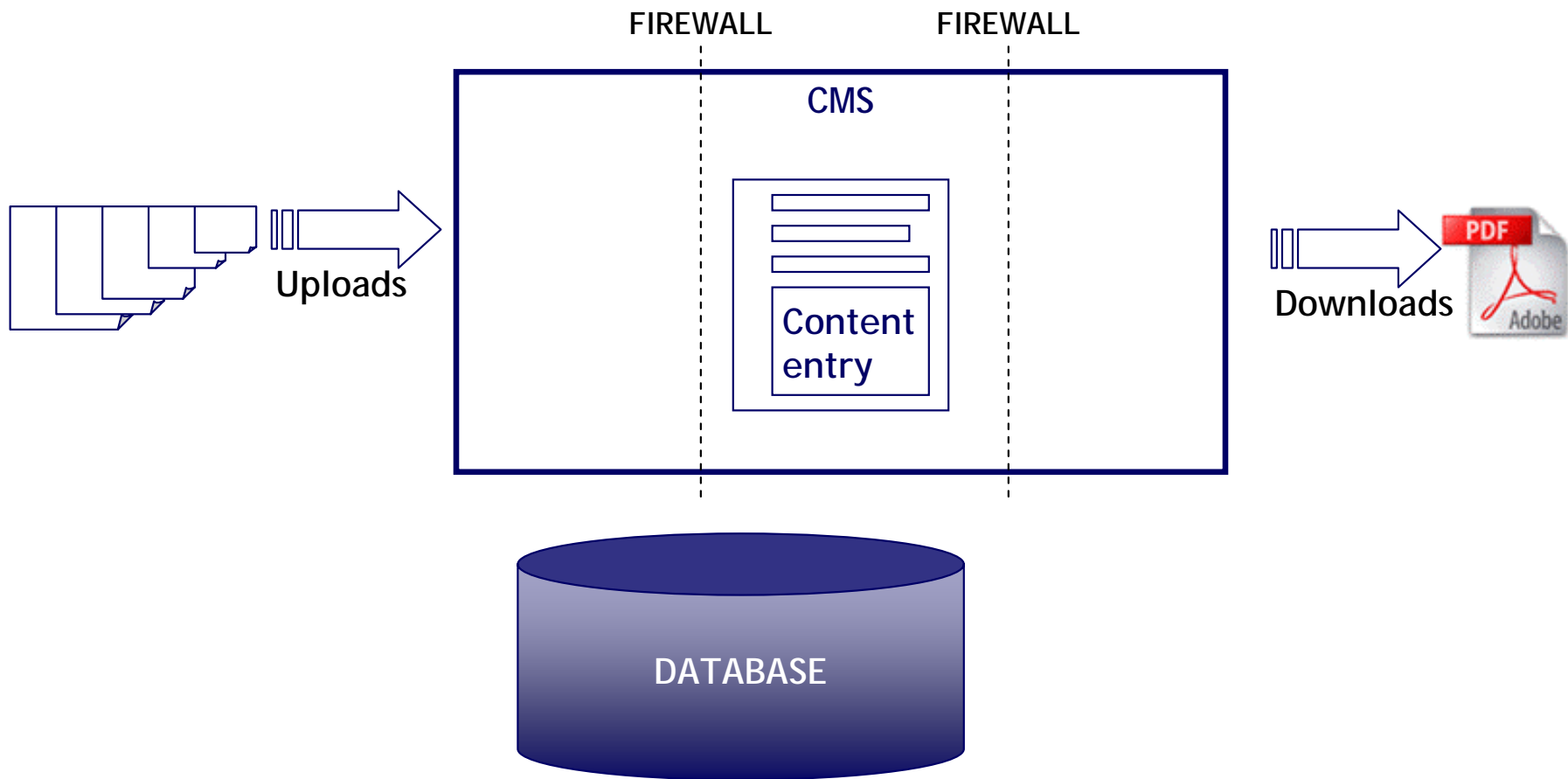
DM	Documents
WCM	Web content
DAM	Rich media
LM	Online courses
PIM	Catalogue data
RM	Records
KM	Business intelligence
ECM	Structured and unstructured docs
CRM	Customer data
XCM	XML structured content (technical publishing)



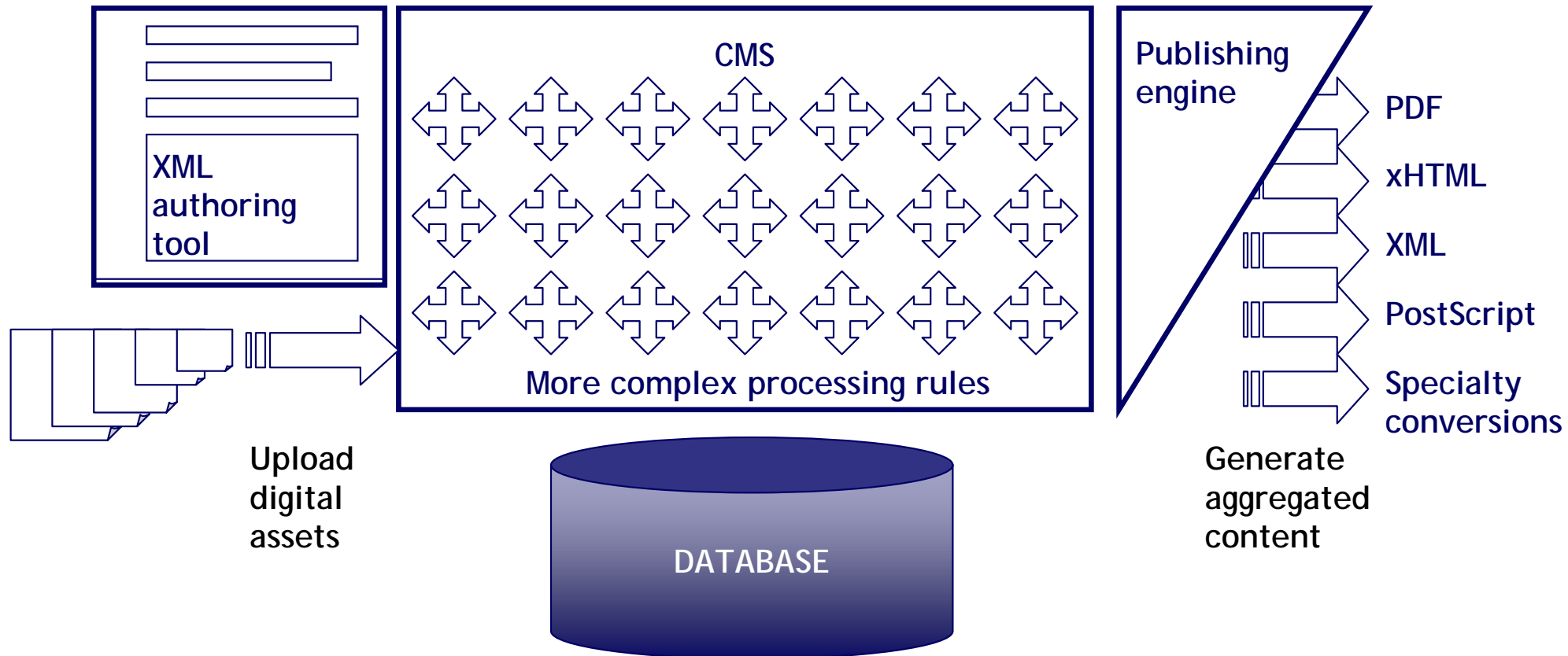
Where do we fit in the CM picture?

- ◆ CMS suitable for technical documentation is considered a niche market
 - At last count, thousands of WCM vendors
 - About a dozen vendors for ...
- ◆ “Segment with no name”: XCMS
 - Structured content software
 - Dynamic publishing software
 - Multi-channel publishing software
 - Globalization solutions software
 - Content component management

WCMS components



XCMS components

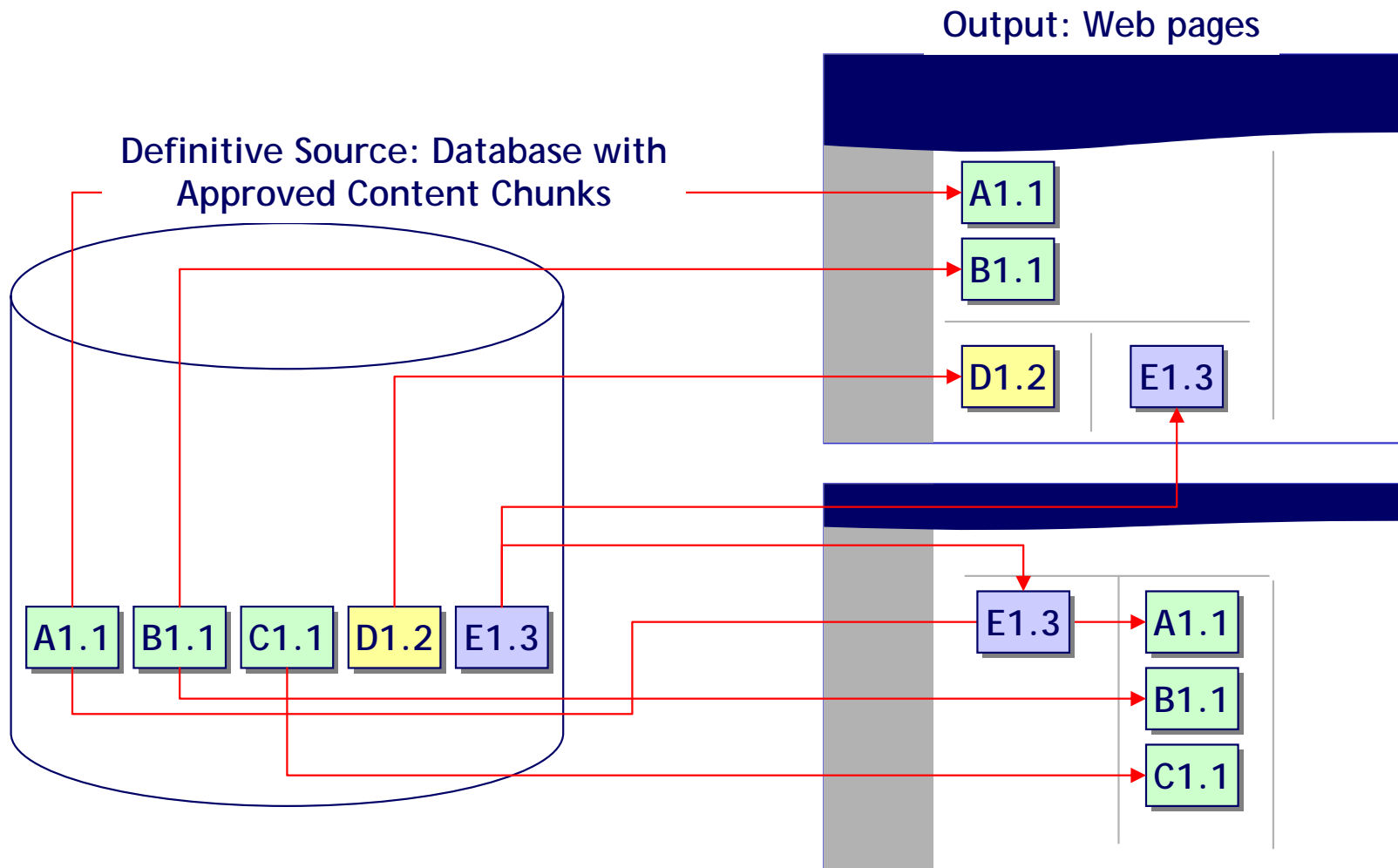




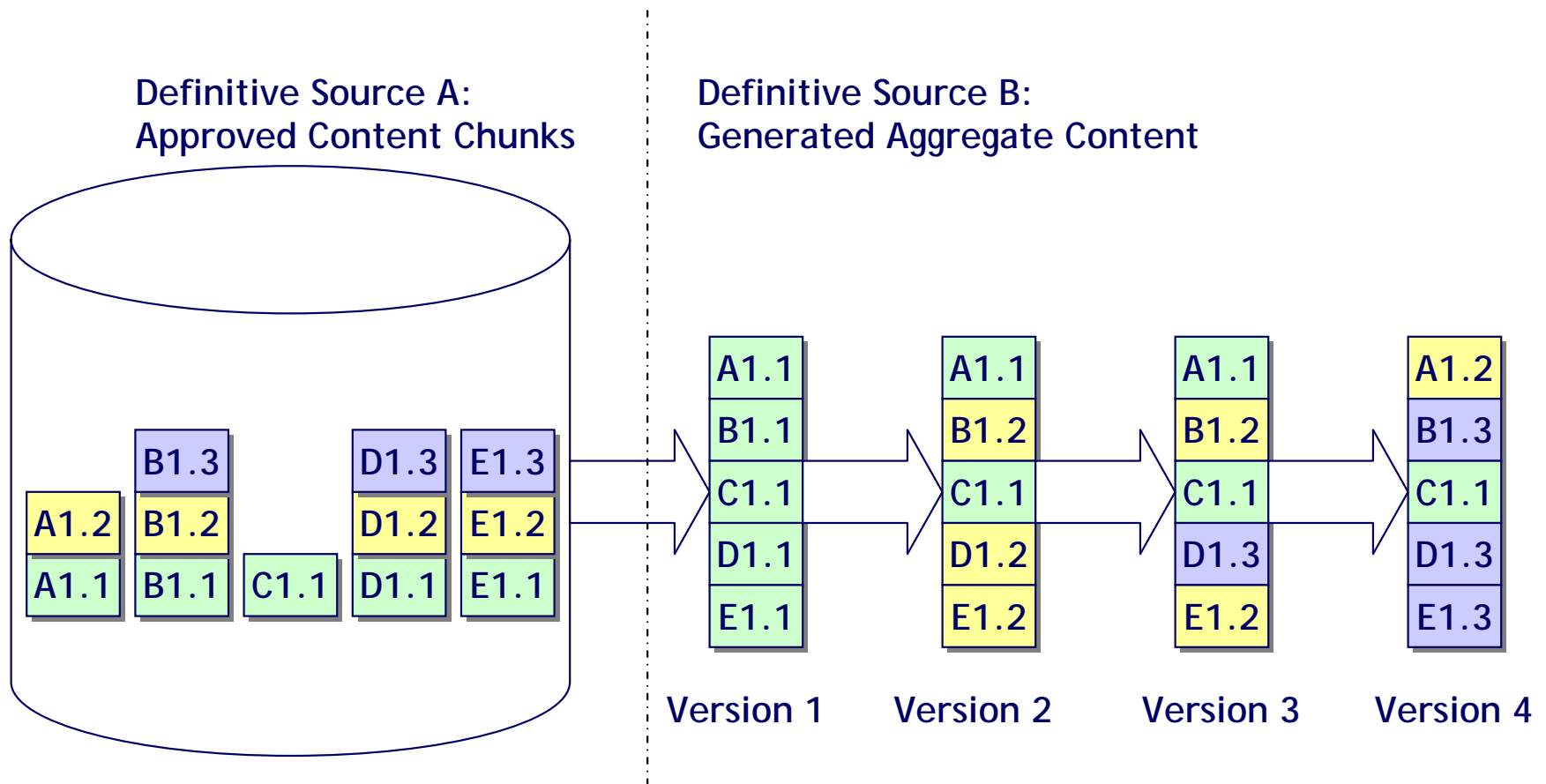
Role of publishing engine

- ✦ Download peripheral tasks:
 - Font assignment
 - Pagination
 - Table of authorities
 - Formatting
 - Graphics manipulation
 - ...and much, much more

WCMS as “definitive source”



XCMS as “definitive source”





Choosing a CMS

- ✦ Basic framework
 - Contextual choice
 - Meet requirements
 - Strategic adoption



Contextual choice

Which vehicle is best?



What is the purpose?

- ✦ Taking children to school
- ✦ Taking flowers to the neighbors
- ✦ Taking workers to an offshore oil rig

Contextual choice

✦ “Best” really means “best of class”





Meet requirements

1. Business analysis
 - Business needs analysis
 - Process analysis
2. Content analysis
 - Content audit
 - Content architecture
 - Metadata and taxonomy
3. Technology analysis



Strategic adoption

- ✦ Unified content strategy*
 - Adopt standard content format
 - Structure content
- ✦ Strategic decisions
 - Turn costs into assets
 - Examine total cost of ownership
 - Fit into future corporate strategy



Common mistakes #1

- ✦ Project-level mistakes
 - Buying the tool before setting requirements
 - Mistaking features for requirements
 - Deciding based on price
 - Not getting professional help
 - Understanding budget implications



Common mistakes #2

- ✦ Content-level mistakes
 - Skipping or skimping on process
 - Lack of content standardization
 - Underestimating content migration efforts
 - Keeping old work-arounds



Resources

- Strategy A articles and podcasts
www.strategya.ca and www.intentionaldesign.ca
- CM Professionals
www.cmprofessionals.org
- CMS Watch
ww.cmswatch.com/
- The Rockley Report
www.rockley.com/
- Blog post on Astoria site
www.astoriablogs.com/blog/2007/01/post.html
- Malcontents podcast
<http://themaalcontents.blogspot.com/2007/01/episode-5-xml-publishing.html>
- rahelab
<http://del.icio.us>



Questions?

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