

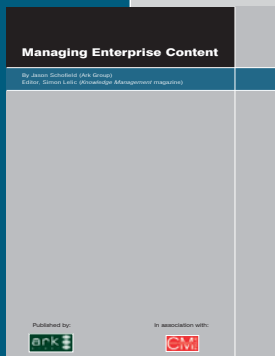
# Managing Enterprise Content

A practical guide to selecting and implementing content-management solutions

By Martin White, managing director, Intranet Focus Ltd  
Edited by Jason Schofield, editorial director, Ark Group

“Sixty-two per cent of content professionals that are planning to implement a content-management system cite the difficulty in choosing the right solution as their biggest challenge. Forty-three per cent of organisations have yet to establish a comprehensive content strategy.”

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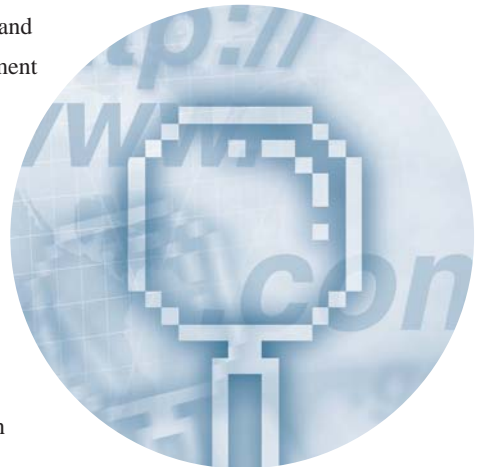
A practical guide to selecting and implementing content-management solutions

IN THE world of website and intranet development, standing still is not an option. The increasing complexity of technology and the constant demand for fresh and up-to-date information mean that the need to manage your content effectively has never been greater. Content-management systems (CMS) are the solution to these critical issues, but, as many organisations have already found, without the foundations of a solid business case and carefully selected technology, these investments and initiatives will fail. The value of independent research and information to guide a content strategy cannot be underestimated.

The selection and implementation of a content-management system is a process that must not be rushed. Too many war stories already exist of ill-informed technology choices based on an incomplete understanding of the organisation's content needs. The repercussions of investing in the wrong technology are far reaching and extend further than simply wasting resources and effort; customers and employees alike may be alienated and lose trust in the reliability and usability of your published information and core data. To ensure you realise the business benefits of a CMS and avoid the risks, *Managing Enterprise Content* lays a path through the crowded and often confusing content-management landscape of countless strategy and technology options.

Written by Martin White, internationally renowned content-management expert, and edited by Jason Schofield, editorial director of Ark Group, publishers of *CM Focus* magazine, this report takes a step-by-step and objective approach to establishing a content-management strategy that meets your specific needs.

This report not only offers an unbiased perspective of the technology options currently available but also provides website, intranet and content professionals with a comprehensive roadmap to the entire process. Through real-world case-study articles and independent research, *Managing Enterprise Content* is the complete information source and guide to implementation of an effective content-management strategy.



# CONTENTS

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Detailed below is a rundown of the key themes covered in *Managing Enterprise Content*. The report also features case studies and a comprehensive list of industry resources.

## 1. Introduction

Objectives and scope  
Relationship of content, document and records management  
Digital-asset management  
Collaboration and knowledge management  
Is an 'enterprise' approach achievable?

## 2. Content-management functionality

A basic introduction to CM  
Templates  
Separation of content and design  
The impact of XML

## 3. Making the business case

Can an ROI be made for a CMS?  
What are the organisational impacts?  
Is the organisation ready for a CMS?  
What are the likely costs and timescales?  
Culture and change management  
What is the outline schedule for a CMS implementation?

## 4. Developing a CM strategy

Use of an information/technology/governance framework  
Identifying document types and work flows  
Carrying out a content audit

## 5. Information architecture and metadata

The importance of information architecture  
Why a CMS needs a metadata structure, Dublin Core, etc

## 6. Technology options

A review of the options: build; purchase a commercial product; use an open source solution; or use a portal  
Search solutions

Taxonomy creation  
Total cost of implementation

## 7. The CMS business

An outline of the CMS-vendor industry – leading players, etc

## 8. Open-source software

What is it, when does it make sense to use it, when should it not be considered?

## 9. Writing a statement of requirements

How business and functionality requirements should be presented, using the SoR as a means of evaluating vendors

## 10. Selecting a CMS

Developing a vendor shortlist (including open source)  
Setting up vendor demos  
Understanding proposals  
Conducting a formal evaluation

## 11. Implementation

The importance of project management  
Roll-out strategies  
Training and support issues  
Working with vendors/integrators  
Communicating project progress  
Change management

## 12. Migration

Strategies for migration, prioritisation and software approaches

## 13. Useful resources

Websites, books, etc

