XML AND CONTENT MANAGEMENT SYSTEMS

ABOUT CMSWATCH

- CMS consulting, training, product selection help.
- Tony: tbyrne@cmswatch.com
- 13-year Internet services veteran
AGENDA

- Content Mgmt Systems: Automation vs. Re-use, and the Case for XML
- Siren Song of Structure
- Authoring & Editing Tools
- Trade-offs and Advice
TWO BUSINESS CASES . . .

- Business Goals for implementing a new system:
  1) Automate Web Publishing Process -- More, Better, Faster
     - Devolve, authority, accountability, control to actual content experts; separate content / presentation.
  2) Maximize the Value of Structured Content
     - Re-use atomic content chunks across sites, channels, media.

AUTOMATION: GATEKEEPER MODEL

CONTENT OWNERS WEBMASTER/WEBSITE ONE-OFF PAGES

Internal Costs:
- Inefficiency
- Delays to market
- Workflow/approval confusion

External Costs:
- Outdated & disconnected content
- Brand identity inconsistencies
- Lost sales
- Member confusion
AUTOMATION: THE DISTRIBUTED MODEL

**CONTENT OWNERS**
- Content owners as publishers
- Speed to market
- Site looks and works the way you do

**PRODUCT/MEMBER/CONTENT DATABASES**

**EXTERNAL BENEFITS**
- Updated/integrated content
- Creative control through templates
- Syndication possibilities
- Personalization opportunities
- Cross-selling
- Greater sickness

**OTHER WEBSITES**

**INTEGRATED PRESENTATION**

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AUTOMATION: TOOLS FOR AUTHORS

[XML & Content Management Diagram]

**Content Management Tools**

- [Tool 1]
- [Tool 2]
- [Tool 3]

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April 30th, 2003
WHAT IS STRUCTURE?

- Something superimposed over content
  - Consistent organization
  - Addressability
  - Predictability
- A lot of desktop content is actually structured or at least semi-structured…
IDEV Redesigns Website for Health Industry Group Purchasing Association

Redesigned Website Intended to Expand the Resources of the Association Staff

Silver Spring, MD – May 15, 2001 – IDEV, a full-service web development and consulting agency in metro-D.C., launched the redesign of the Health Industry Group Purchasing Association (HIGPA) website today.

HIGPA, a broad-based trade association that represents group purchasing organizations (GPOs) and their trading partners, has maintained a web presence for the past two years. However, their current website was no longer accurately communicating their mission. “Initially we were very pleased with the web site,” Sandy Gold, Operation Manager at HIGPA stated of their former web presence, “but it was no longer meeting our goals.” HIGPA’s initial goals for the project were to improve site organization and user interface. “We did that and more without losing respect for the constraints of their budget” said Sarah Tricha, Associate Producer on the project.

Founded in 1993 and headquartered in Silver Spring, Maryland, IDEV provides clients with full-cycle services including online strategy, design and user-interface, applications development, e-commerce and online marketing services. IDEV has brought together technical as well as creative talent under a single roof to provide a complete, organic e-service offering. For more information please visit http://www.idev.com
CONTENT MANAGEMENT REVISITED

Content in / out... Using XML Abstraction

- Source Content
- Single bydr between source and management
- Structured Documents
- Single display paradigm
- End-user Content
- PDF Files
- Web Pages
- Wireless Devices

 April 30th, 2003
WHY XML AND CMS?

- Separates Content / Layout / Structure
- “eXtensible” means it can be more flexible and adaptable, especially for hierarchical content, vs. catalog-type data
- Self-describing tags make it more suited for metadata, more search-friendly
- Open standard based on common syntax, but infinitely variable semantics. Some protection from vendor lock-in
- Particularly useful for “content in motion.” (Hint: putting content in motion helps you get more value from it…)
  - Syndication
  - Wireless and other interesting devices
  - Partners of all kinds

MICROSOFT CMS2002
PERCUSSION RHYTHMYX

PAPERTHIN COMMONSPOT
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A FEW BEST PRACTICES

• Figure out What, Where, Why, How, When you want to use XML.
• Standards adherence is a relative thing
  - So ask “how.”
• XML is a way of life, not a “feature.”
• Re-usability is challenging
• What is good for the enterprise can mean more work for its employees

1. Analytical Challenge
2. Developer’s challenge:
   - XML is easy…
   - XSL is hard…
   - CMS packages mature?
3. Structured Authoring/Editing
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AUTHORING CHALLENGE: XML EDITORS

ScreenView Delivers Style without Cables

Wireless LCD delivers Professional Performance without the Clutter

Press Release
FARGO — Nov. 13, 2001 — ScreenView® Inc., (ScreenView), a manufacturer of video and audio equipment, today announced the release of their new wireless LCD display. The Freedom PV provides users with the following features:

Advanced Features
• The Freedom PV provides digital, color, and 1280x1024 resolution.
• User-friendly interface makes it easy to use.
• Battery life: up to 8 hours.

Price and Availability
The Freedom PV is available now, and can be purchased online at www.ScreenView.com.

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AUTHORING: MS WORD REVISITED

XML & Content Management

AUTHORING: BROWSER-BASED
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SOME TRADEOFFS

• Greater structure will help some workgroups
• But it will mean more work for others…who will provide resources?
• “New Covenants” between enterprise and employee about maximizing content value
SUPPORTING STRUCTURED PUBLISHING

• Be proactive about managing change
• Recognize fluidity of content structures
• Some is more structured than others
• Align added responsibility with added value
• Remember that XML is a means to an end