



**CONFIGURATION
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Whitepaper

Driving Revenue with Web Content Management

Managing Change for Growing Companies

Whitepaper

Driving Revenue with Web Content Management
by
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Effective management of web-content across the enterprise is one of the most significant challenges facing organizations in both private and public sectors. Establishing an enterprise web infrastructure, then enabling efficient, on-going content changes can be a costly and ongoing task. Repetitive and time-consuming manual processes, prone to human error, eat up the time and talent of technical and communications teams.

As the Web has evolved, it has become advantageous to automate the work done previously and repeatedly piece by piece. Just as software development processes have adopted Configuration Management® tools to automate and increase efficiency & quality development, now web teams are finding similar advantages in web content management systems.

“The emphasis of web development management products is less about the development tools and more about integrating the contributions of a large number of diverse contributors to a website, and the constant flow of changes to that website.”

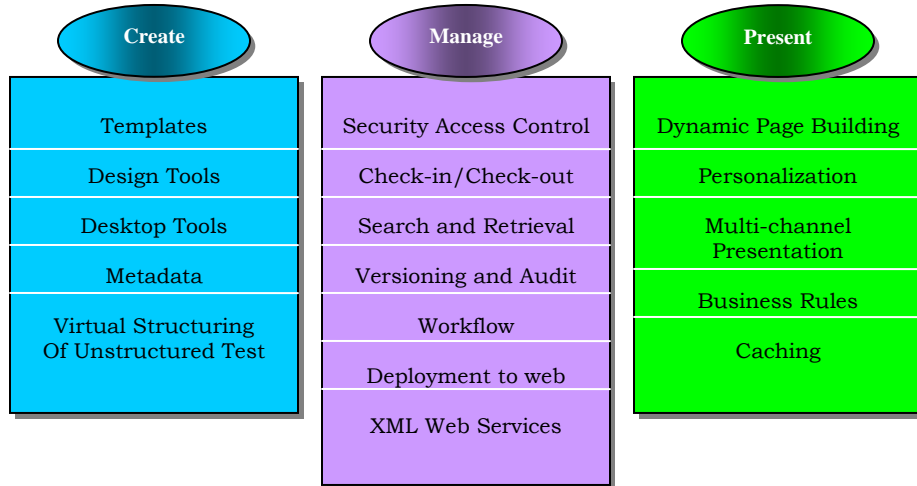
-- International Data Corporation

Speed of implementation, quality of the results, and control of content and changes are mandatory for web content management systems. It needs to be fast and easy, allowing for a rapid infrastructure build, and intuitive for contributors to provide content with a short process.

Today, the “webmaster” or other IT professional is typically in charge of organizing and implementing the flow of change, distributed contributions and ongoing updates that happen in a web-enabled business, all while attempting to ensure the **security** of the site and its contents. **Security** concerns are paramount when building a web content management system. Process focus should provide automatic encryption of content when put into the repository; it should then be decrypted when retrieved. The process should also allow for digital signatures especially to meet any Federal regulations applying to Electronic records and Electronic Signature Rule standards.

Yet, WCM tools are only as good as the processes that are built around them. Creating, describing, managing, and presenting this content is a large and important task.

Content Life Cycle



Source: the Yankee Group, 2002

Whichever kind of Return on Investment you are after - direct cost savings or indirect new opportunities; a well selected and implemented WCM system can quickly pay for itself, allowing you to realize ongoing cost savings. With an onslaught of WCM tools hitting the market, CMI can blow through the maze and recommend the best tool for your needs tactically as well as strategically, then, help build the machine around your culture and tool.

About Configuration Management, Inc.

Configuration Management, Inc. is a leading provider of Enterprise Change Management and Software Configuration Management services. Founded in 1992, its standards-based methodology helps organizations manage change across all their digital assets, including software code, software packages, web content and documentation. These services streamline the development process to increase ROI and compress time-to-market. Headquartered in Red Bank NJ, Configuration Management, Inc. has offices worldwide.

For additional copies of this whitepaper, or to explore partnership opportunities with CMI, please contact us as follows.

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