

What's new on the CMS market?

Efficient Information Management With The Help Of Specific Content Management Systems

Second, extended edition

Dr. Daniela Straub

tekom – Gesellschaft für technische Kommunikation e.V –
Association for Technical Communication
TC and more GmbH

Dr. Michael Fritz

tekom – Gesellschaft für technische Kommunikation e.V –
Association for Technical Communication
TC and more GmbH

Introduction

- Concept and realization of the study
- Samples and statistical basis of the user survey 2008
- Participants of the system provider survey 2008
- Content of the survey report 2008

Introduction: Concept and realization of the study

1. Expert workshop 2005
2. User survey (2005 and 2008)
 - General conditions in information development
 - Requirements and IT environment
 - Use of CMS and experiences
 - Tips from users for users
3. System provider survey (2005 and 2008)
 - Details on system producer
 - More than 100 features and interfaces
 - Use cases about system use
 - Reports from reference customers
4. Revision of the survey report (2005 and 2008)
 - Part A: Content Management Systems and information development
 - Part B: Steps for system implementation
 - Part C: Overview of Content Management Systems

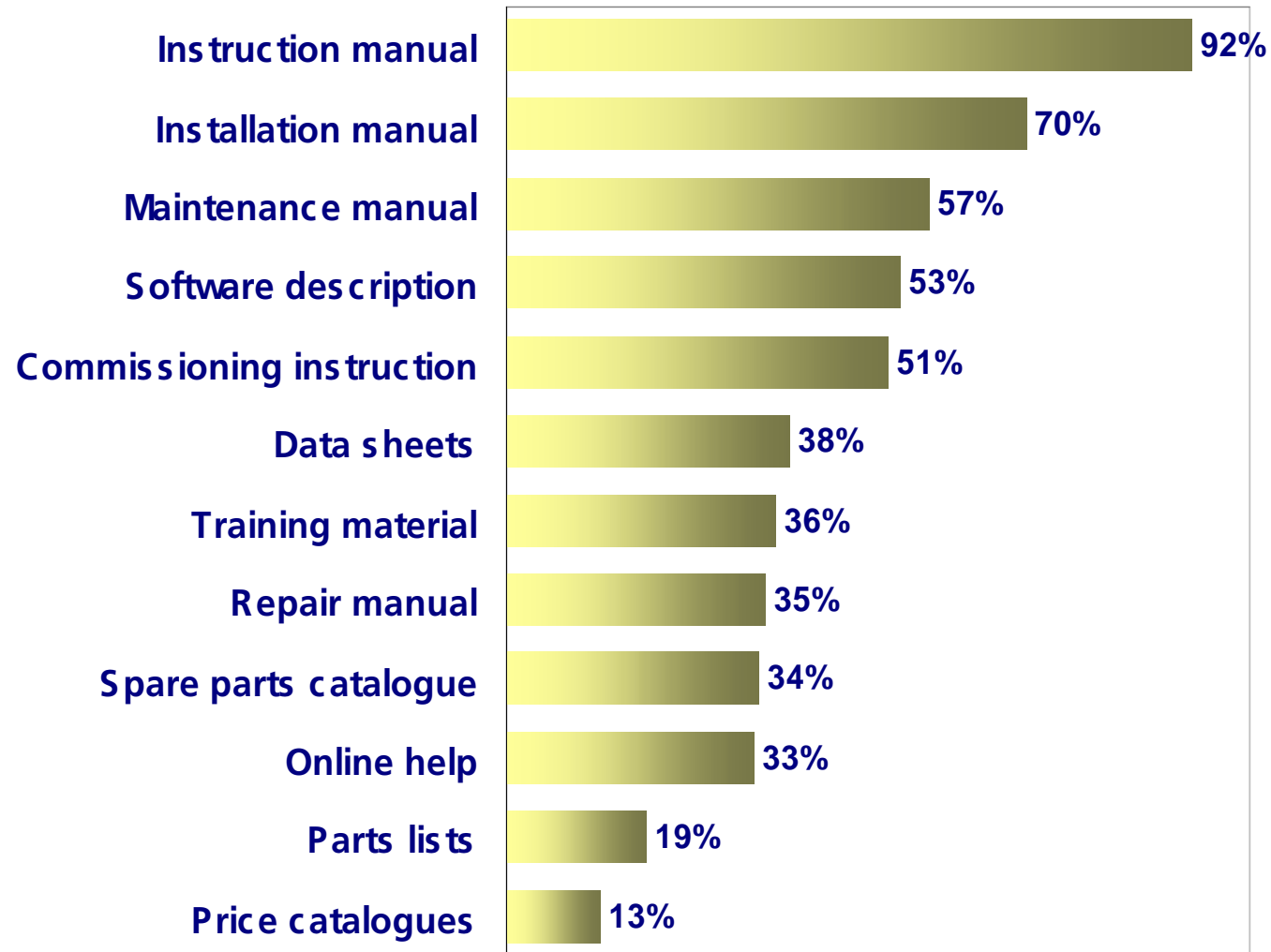
Introduction: Participants of the system provider survey 2008

1. 4ST GmbH (HelpServer)
2. Acolada GmbH (Sirius CMS)
3. ASC/Comet Communication GmbH (AuthorIT)
4. docufy GmbH (COSIMA)
5. Dokuwerk KG/ Stolz IT-Consulting (SAP Knowledge Warehouse)
6. Corena Deutschland GmbH (Life*CMS)
7. D.O.G-GmbH (DocMill)
8. Druckhaus Waiblingen GmbH (ASIM)
9. EMC Deutschland GmbH (ECM Suite – Enterprise Content Management Suite)
10. ESG Elektroniksystem- und Logistik-GmbH (QULLS Redaktionssystem)
11. empolis GmbH (e:CLS – empolis Content Lifecycle Suite)
12. FISCHER COMPUTERTECHNIK GMBH (TIM-RS)
13. GFT (XML Redaktionssystem)
14. instinctools GmbH ([go:xDoc])
15. IXIASOFT/bds-sysko (Dita-CMS / IXIASOFT)
16. Noxum GmbH (Noxum Publishing Studio)
17. Ovidius GmbH (TCToolbox)
18. PTC - Parametric Technology GmbH (DPS – Dynamic Publishing System)
19. Rohde & Schwarz GmbH & Co. KG (Rohde & Schwarz RedaktionsSystem)
20. SCHEMA GmbH (SCHEMA ST4)
21. Siemens AG (HyBrix)
22. Star AG (GRIPS)
23. Tanner AG (Astoria)
24. technotrans AG / global document solutions (docuglobe)
25. Trisoft NV (Trisoft CMS)
26. XyEnterprise Limited/Systec GmbH (Content@ CMS)

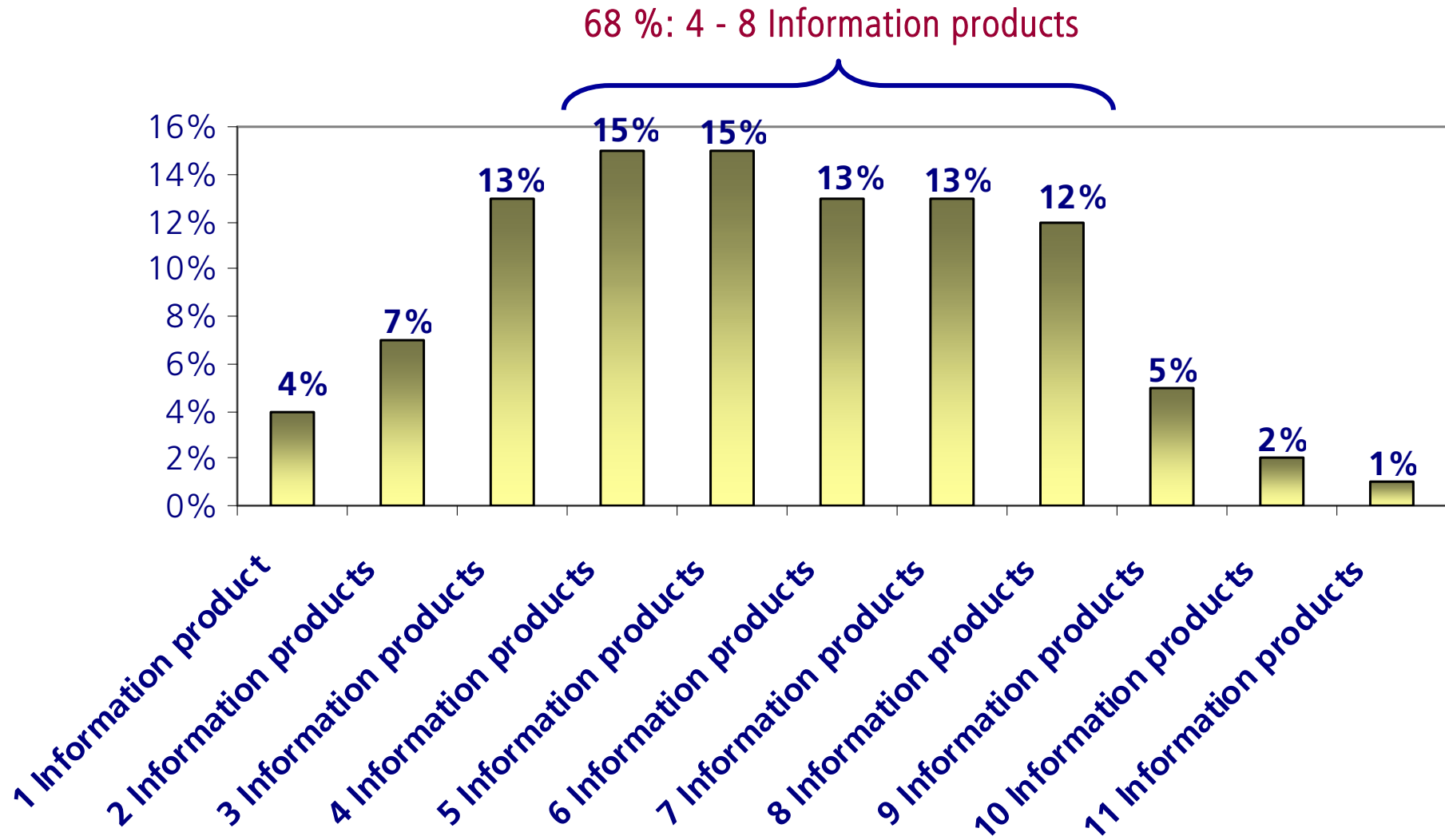
The scenery

- Requirements regarding information products and media
- Requirements concerning translation management
- Requirements concerning structuring and modularization
- Current distribution and application of specific Content Management Systems
- Change of the system environment through the implementation of Content Management Systems
- Used functions for process support

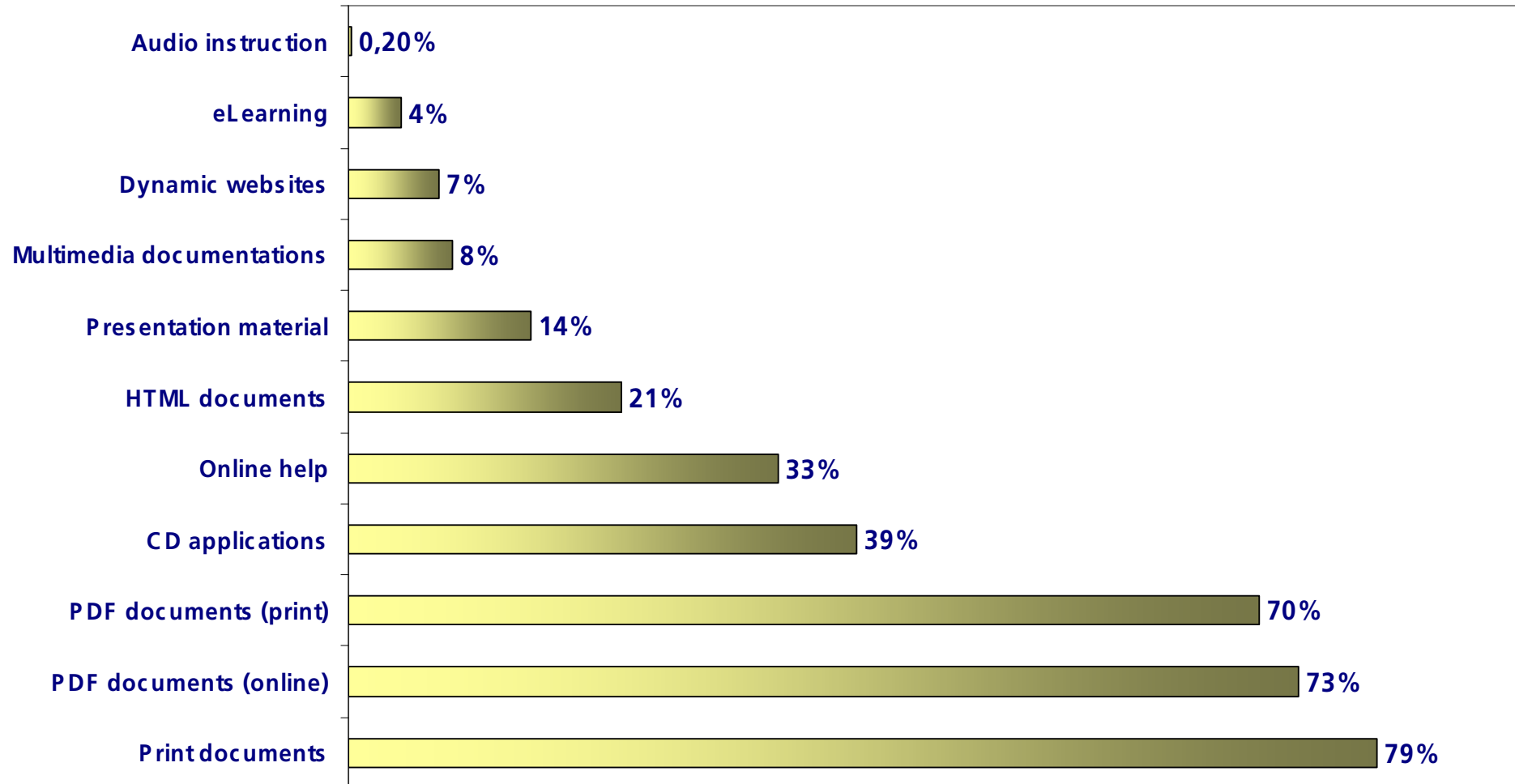
Requirements: Type of information products in Technical Communication



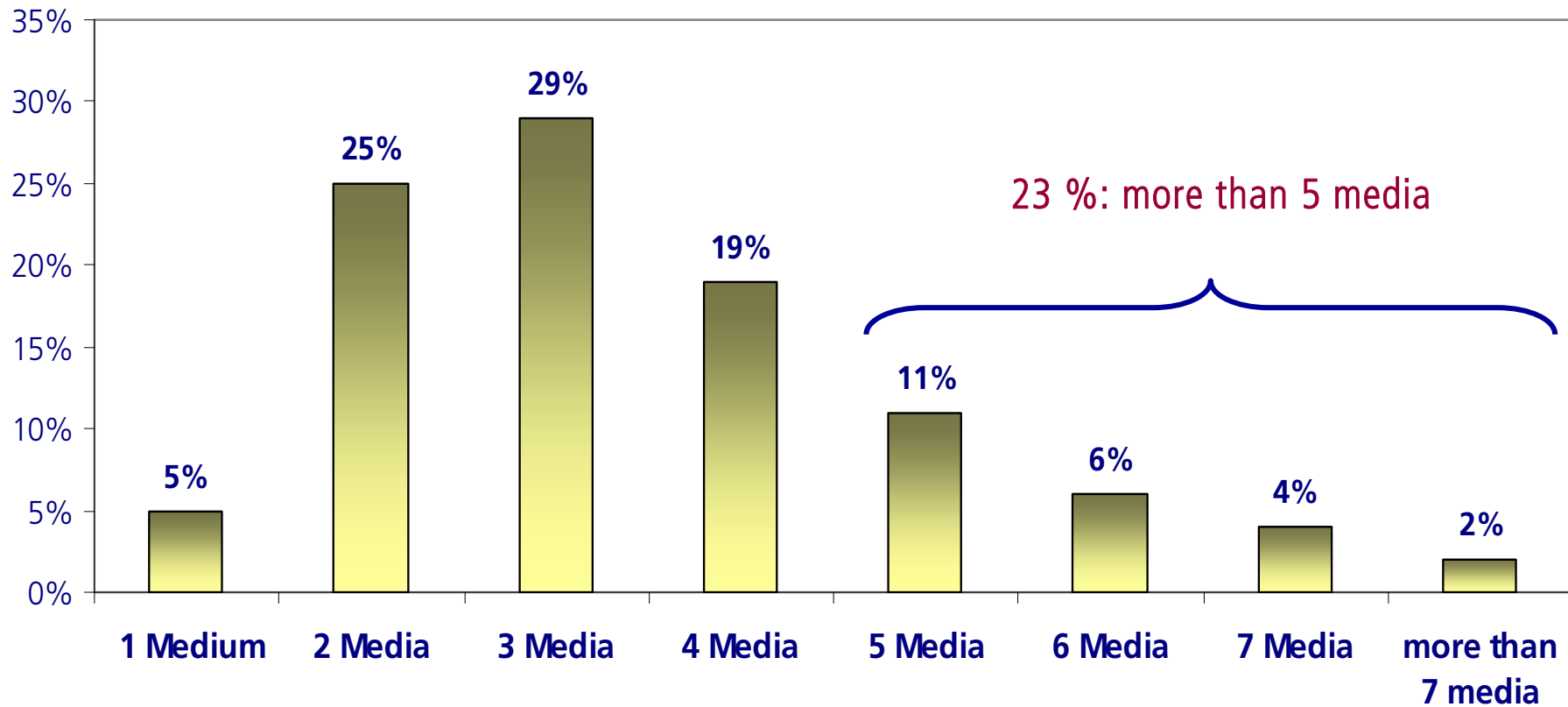
Requirements: Number of information products in Technical Communication



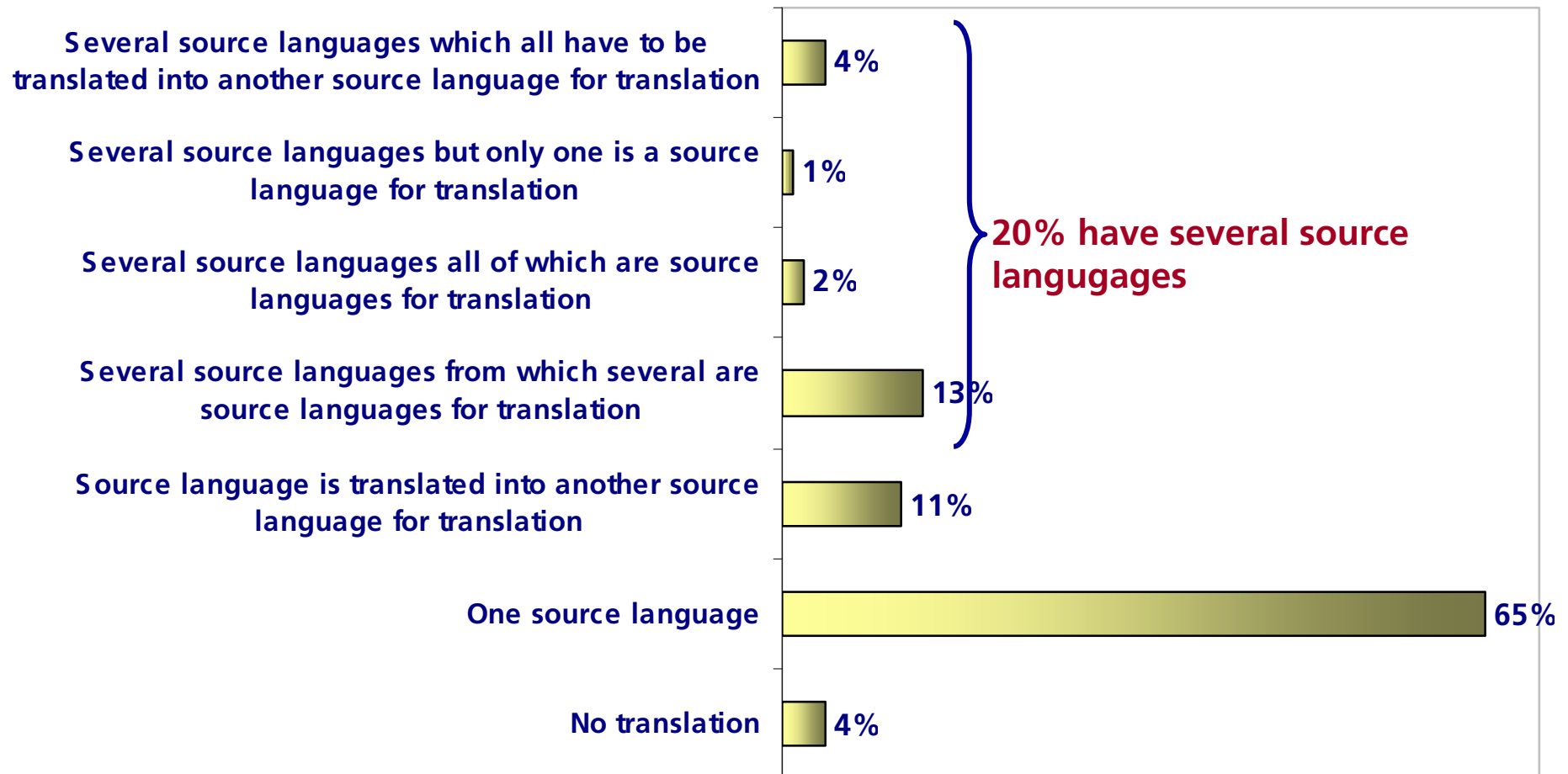
Requirements: Type of media in Technical Communication



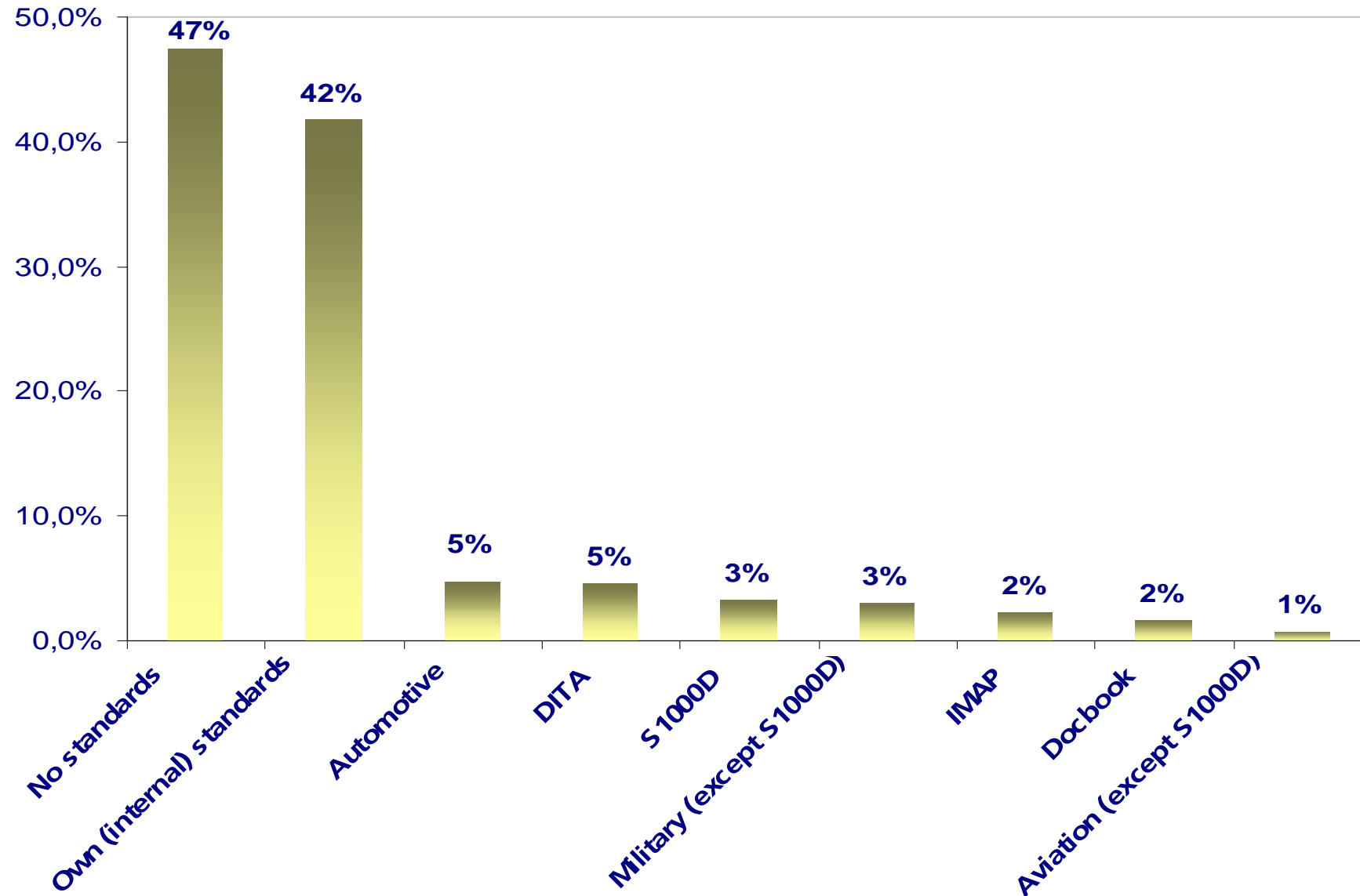
Requirements: Number of media in Technical Communication



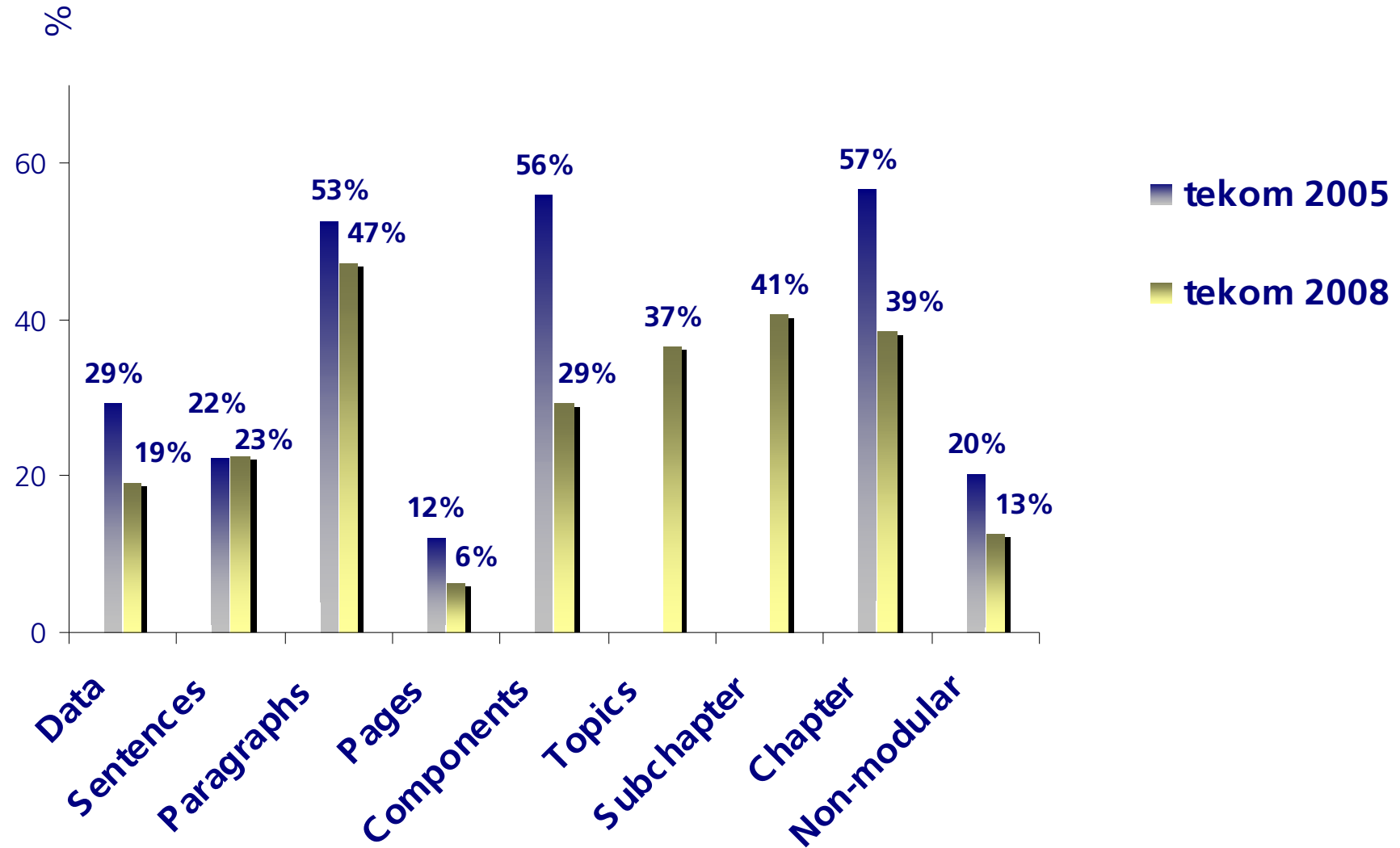
Requirements: Translation Management



Requirements: Standards for structure and layout



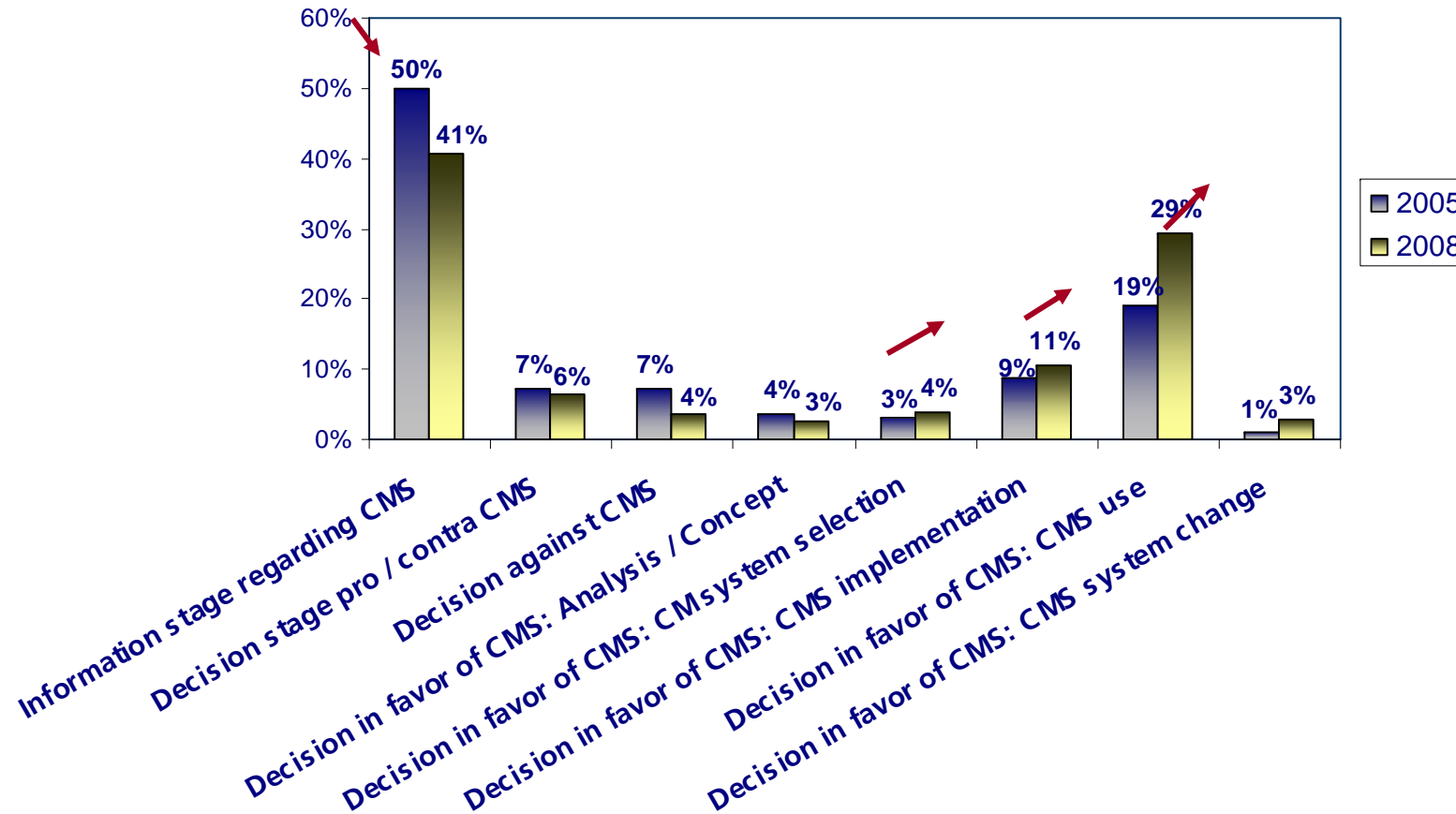
Size distribution of modules



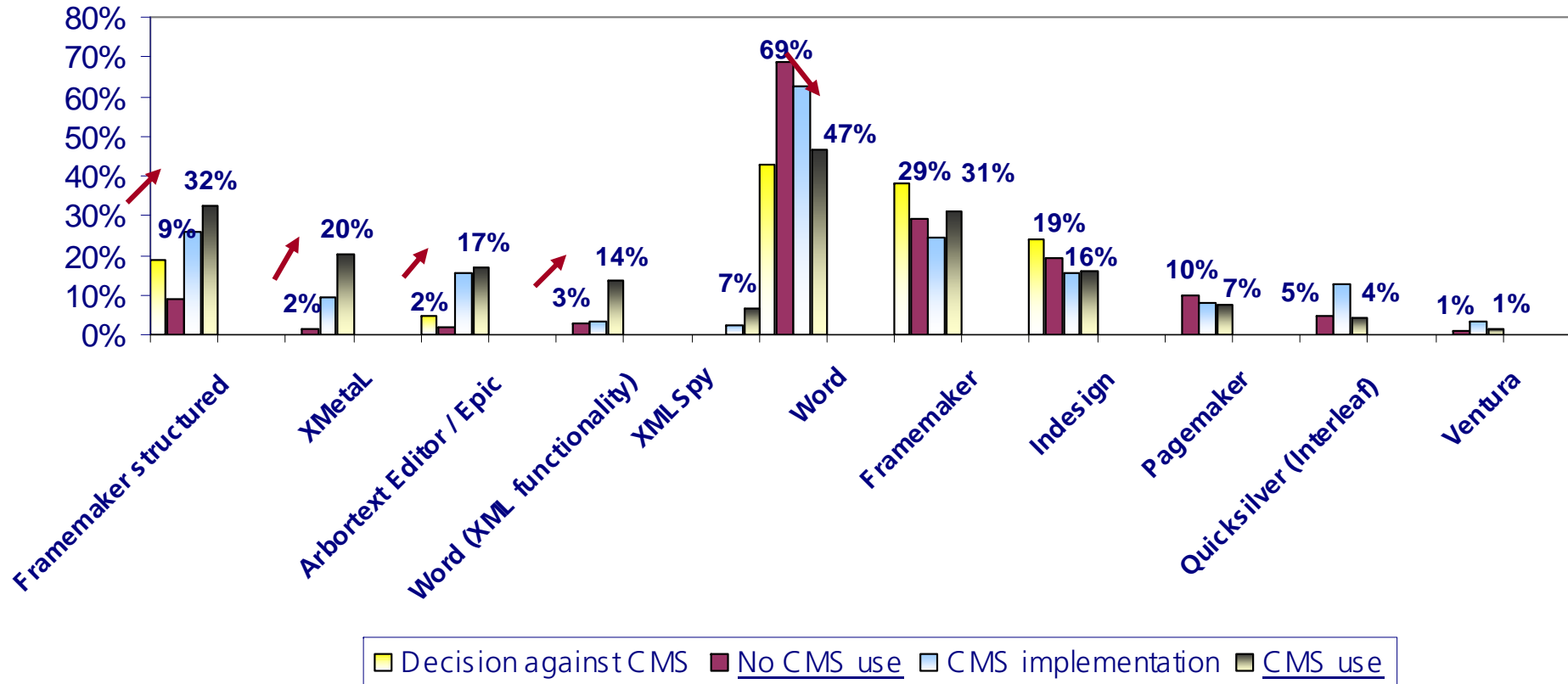
Data about the use of CMSs in companies

- blubb

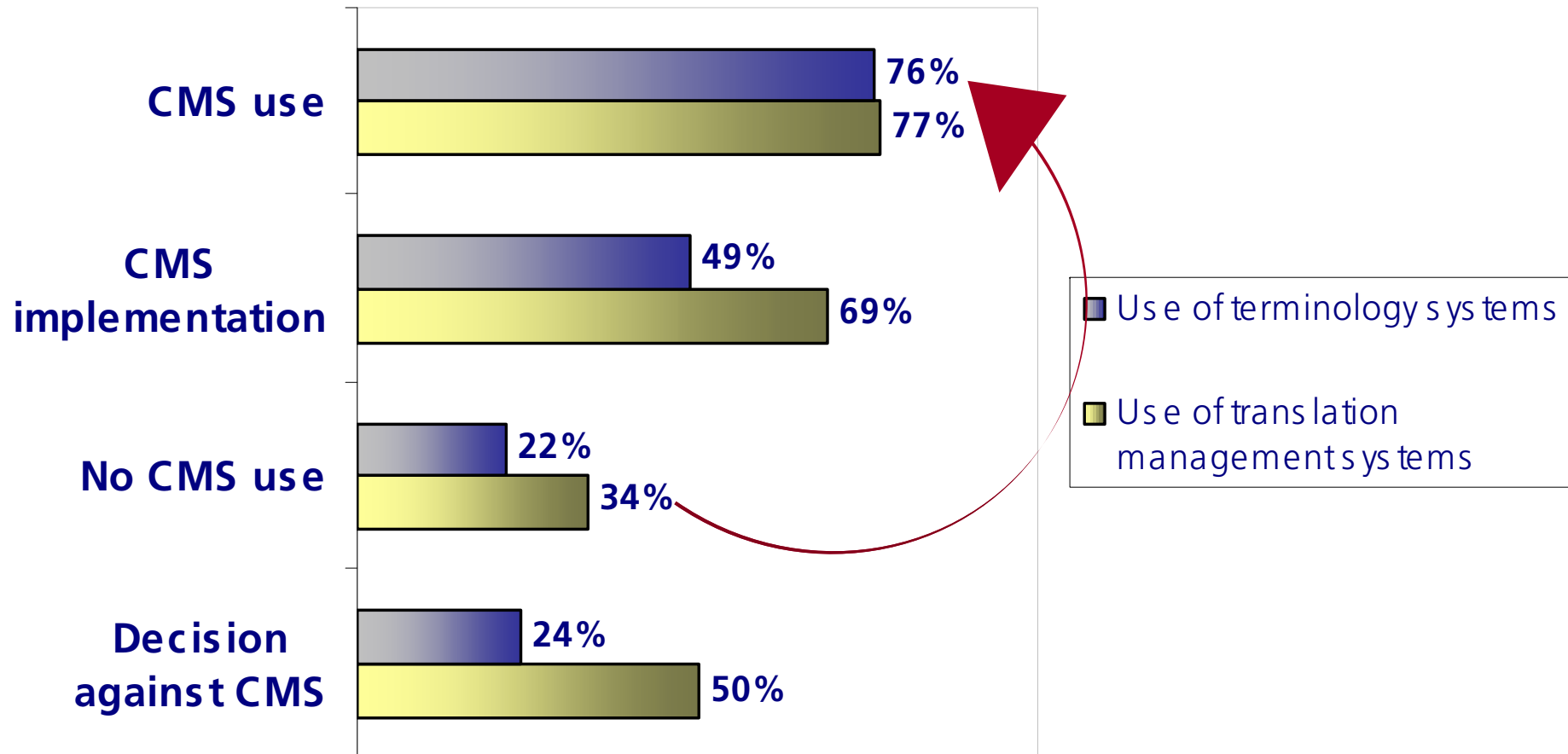
Distribution: CMS Use 2005 and 2008



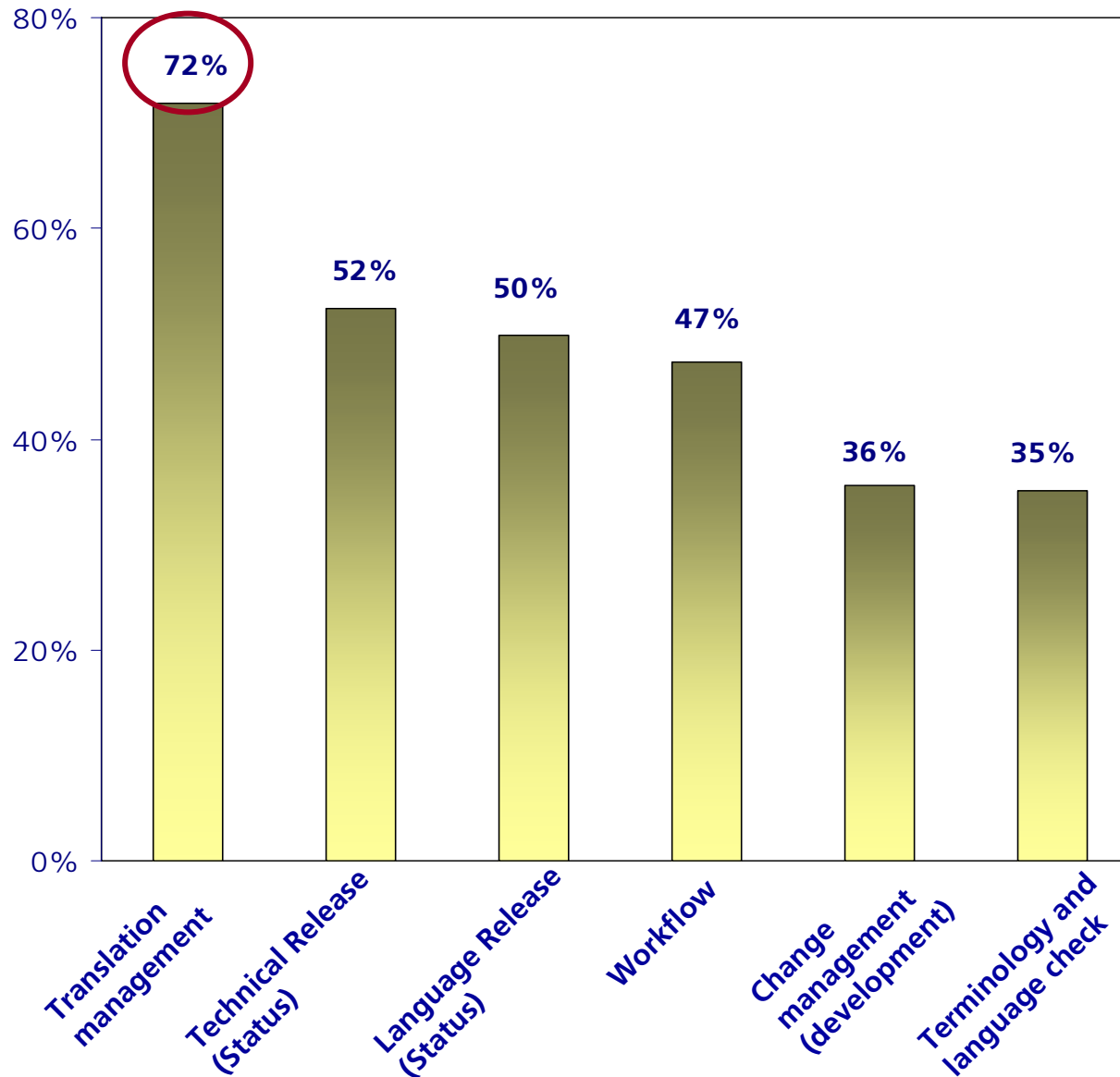
Change of System Environment: Implementation of CMSs and editors



Change of System Environment : Use of TMS and Terminology Systems



Used Process Support



A professional process model

- Process model for CMS implementation
- Necessary preparations for the introduction of a content management system from the perspective of the manufacturers
- Empirical values of users regarding the effort
- Empirical values of users regarding the cost
- Experience report of the users concerning the implementation: What exactly would you do differently if you would implement a CMS again?
- Further development of CMS

Estimated efforts

Task	very high	high	average	low	not done
Legacy data migration	18,1 %	31,6 %	20,0 %	9,3 %	14,9 %
Text standardization	16,7 %	31,6 %	30,7 %	11,2 %	4,2 %
Structuring and XML information modeling	13,0 %	36,7 %	32,6 %	8,4 %	3,3 %
Modularization and variants concept	12,6 %	34,4 %	34,4 %	8,8 %	3,7 %
Terminology extraction and maintenance	10,2 %	21,9 %	29,8 %	9,8 %	16,7 %
Metadata modeling	6,0 %	21,9 %	42,3 %	8,4 %	10,2 %
Process modeling	6,0 %	17,7 %	43,7 %	11,6 %	5,1 %
Publication concept	5,6 %	16,3 %	41,9 %	27,0 %	3,7 %
Editorial guide	5,1 %	24,2 %	39,1 %	16,7 %	6,0 %
Graphics concept	2,8 %	11,2 %	34,9 %	39,1 %	6,0 %
Test system	1,4 %	15,8 %	41,4 %	17,2 %	12,6 %

Estimated costs

Total investment for the CMS in EUR	Number of employees in the company				
	50 - 250 employees	250 -500 employees	500- 1000 employees	1000 - 5000 employees	More than 5000 employees
Up to 10 000 Euro	16,1 %	6,7 %	4,3 %	2,2 %	
10 000 - 50 000 Euro	48,4 %	33,3 %	30,4 %	8,7 %	11,4 %
50 000 - 100 000 Euro	12,9 %	40,0 %	8,7 %	17,4 %	25,7 %
100 000 - 250 000 Euro	16,1 %	20,0 %	30,4 %	34,8 %	14,3 %
250 000 - 500 000 Euro	6,5 %		13,0 %	34,8 %	22,9 %
500 000 up to 1 million Euro			4,3 %		8,6 %

Experiences of users concerning the implementation

Conception stage

- Extended external support
- Conception stage was much too short!
- We would create a more specific concept of how the documentation should look like afterwards and would record the documentation process more precisely.

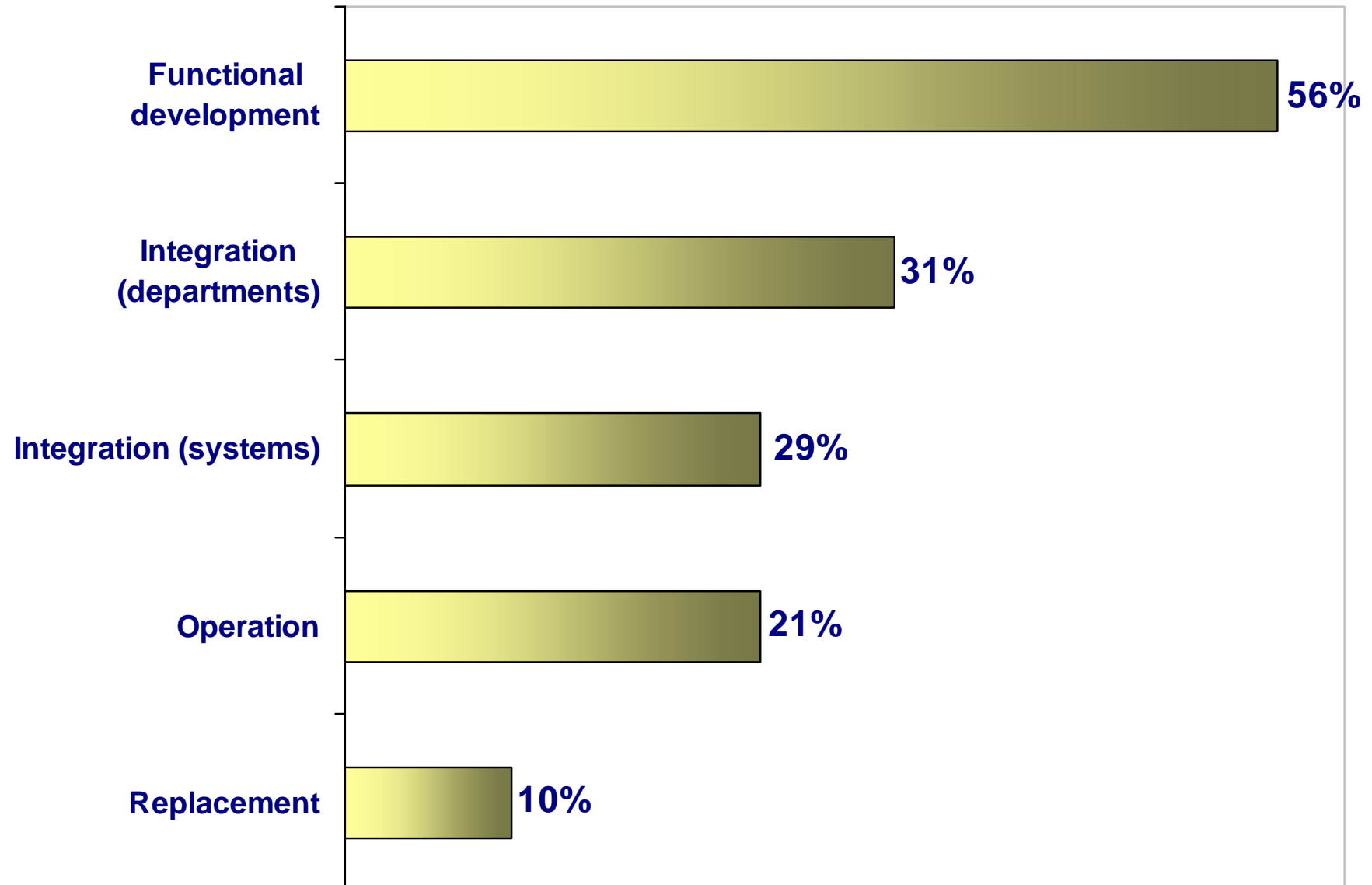
Provider selection

- More detailed requirement specification and specification.
- Provider with more references/project experience
- Foster clear understanding between system provider and customer
- Exact specification of customization effort (cost and time) beforehand

Implementation stage

- Change Management should be considered much more
- To consult an experienced project manager from the start
- To demand an absolute, irrevocable „Yes“ from upper management,
- so that the implementation stage is not prolonged by
- constant justifications regarding budget and personnel

Further development of CMSs



System provider survey: Criteria to distinguish between the systems

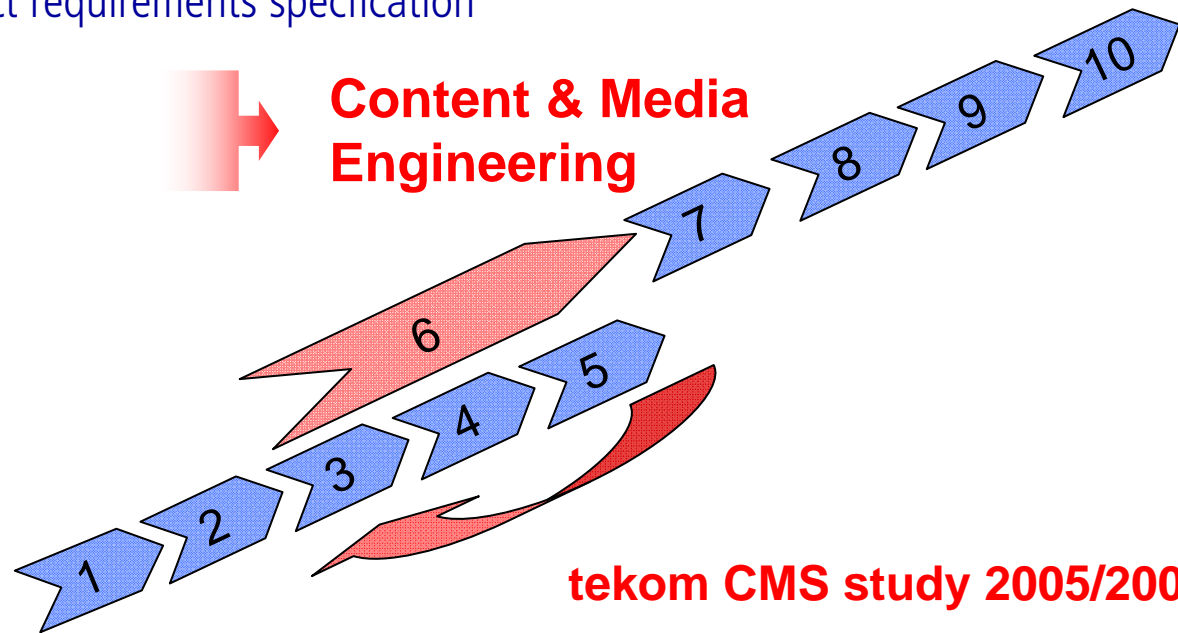
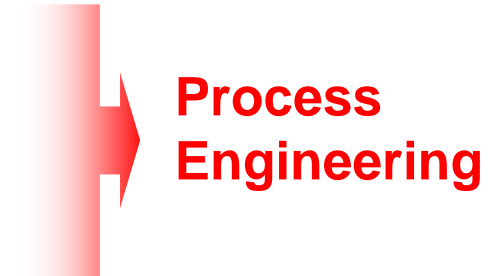
Teil C – Systemüberblick

3.6.2 Unterstützung für XML	Import von DTP-Formaten und Mappingkonvertierung auf XML-Strukturelemente	Individuell definiertes Mapping (z. B. Tabellen) von importierten DTP-Formaten auf XML-Strukturelemente	Automatisches Mapping beim Import von DTP-Formaten auf XML-Strukturelemente	Automatisches Zerlegen von Dokumenten beim Import von DTP-Formaten	Import von XML-Modulen und Mappingkonvertierung auf Formatvorlagen/ Absatzformate	Individuell definiertes Mapping von importierten XML-Elementen auf DTP-Formatvorlagen/ Absatzformate	Automatisches Mapping von XML-Elementen auf Formatvorlagen/ Absatzformate
ASIM	●	x	●	x	●	●	●
Astoria	●**	●**	●**	●	●	●	●
Author-it	●	●	●	●	●	●	●
Contenta CMS	x	○	○	○	●	●	●
COSIMA	● ●** ○**	● ○**	●	● ○**	●	● ○**	●
DITA CMS	-	-	-	-	-	-	-
DocMill	-	-	-	-	-	-	-
docuglobe	○	○	○	○	○	○	○
DPS	●	●	●	●	●	●	●
e:CLS	○**	○**	○**	○**	● ●**	● ●**	● ●**
ECM Suite	●	●	●	●	●	●	●
goxDoc	x	x	x	x	●	x	x
GRIPS	○**	● ●	○*	●* ○*	● ●**	●** ○*	● ●**
HelpServer	●	○	○	○	○	○	○
HyBrix Xportal	-	○	○	○*	●**	○*	●**
Life*CMS	○	○	○	○	○	● ○	● ○
Noxum	○*	○**	○**	○*	● ●**	● ●**	● ●**
Quills Redaktionssystem	x	x	x	x	x	x	x
R&S Redaktionssystem	x	x	x	x	●	●	●
RedaktionsSystem XML	○	○	○	○	○	●	●
SAP Knowledge Warehouse	x	x	x	x	x	x	x
SCHEMA ST4	●	●	●	●	●	●	●
Sirius CMS	● ●* ●*	●*	● ●*	● ●* ○	●	○	●
TCtoolbox	○**	● ○	● ○	●	●	○**	○**
TIM-RS	● ●**	● ●**	● ●*	● ●**	● ●**	● ●**	● ●**
Trisoft CMS	○	○	○	○	○	○	○

3.7.1 Standardisierte Erfassungsstrukturen und Methoden	DocBook	DITA	S1000D	XML-Struktur des Anbieters	Individuelle XML-Struktur des Kunden	Automotive
ASIM	●	●	●	●	●	-
Astoria	●	●	●	●	●	●
Author-it	○	●	○	○	○	-
Contenta CMS	● ○	●	●	x	○	●
COSIMA	●*	●*	●	● ●**	● ●**	-

Process Model for CMS Implementation

1. Analysis of the current status
2. Presentation of the optimization potential
3. Definition of the target state
4. Evaluation of systems and selection
5. Preparation of product requirements specification
6. Internal preparation
7. System adjustment
8. System installation
9. Training
10. System use



tekomp CMS study 2005/2008

Thank you for your attention!

Any Questions?