SYMSFT
SOLUTIONS

Web Content Management

What should you consider?

Savita Farooqui (*savita@symsoftsolutions.com* *)*
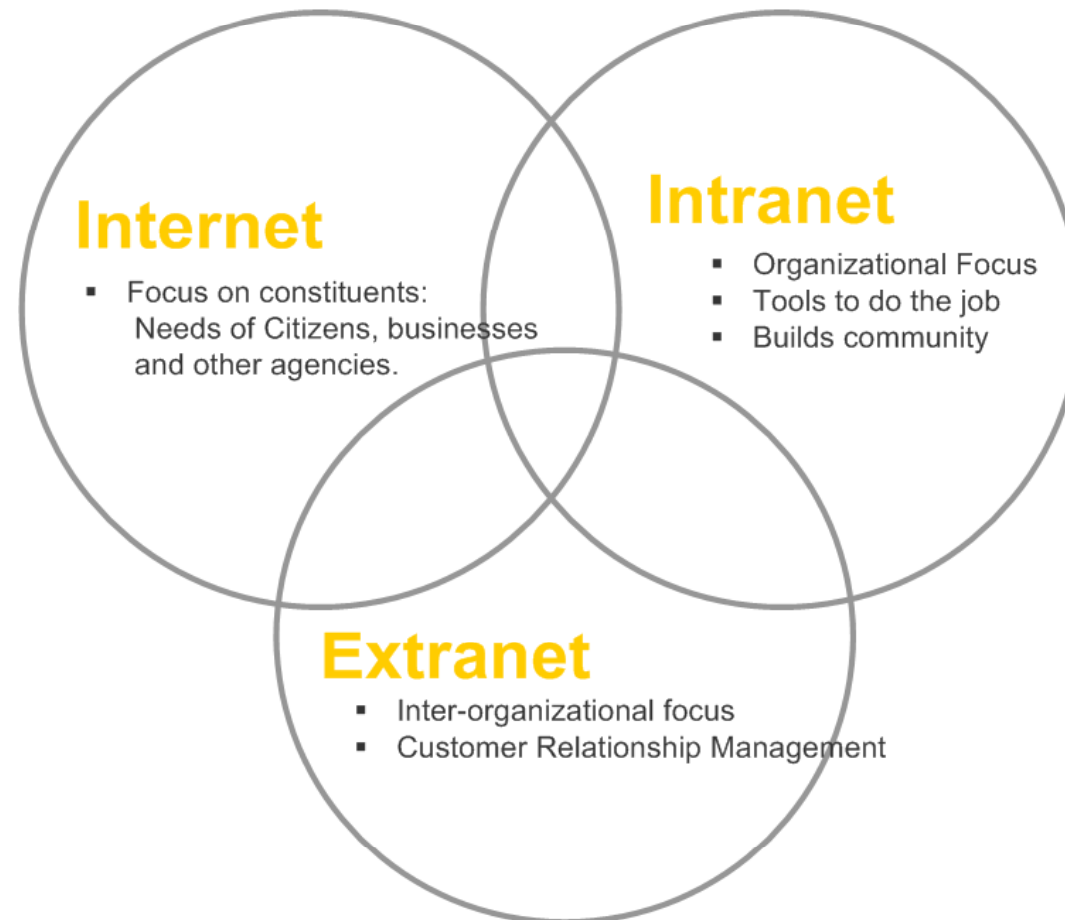
Agenda

- ► Enterprise Content Management

- ► Enterprise Web

- ► Web Content Management Systems (Web CMS)

  - ▪ Why? What? How?

- ► Web CMS

  - ▪ Requirements

  - ▪ Product Selection

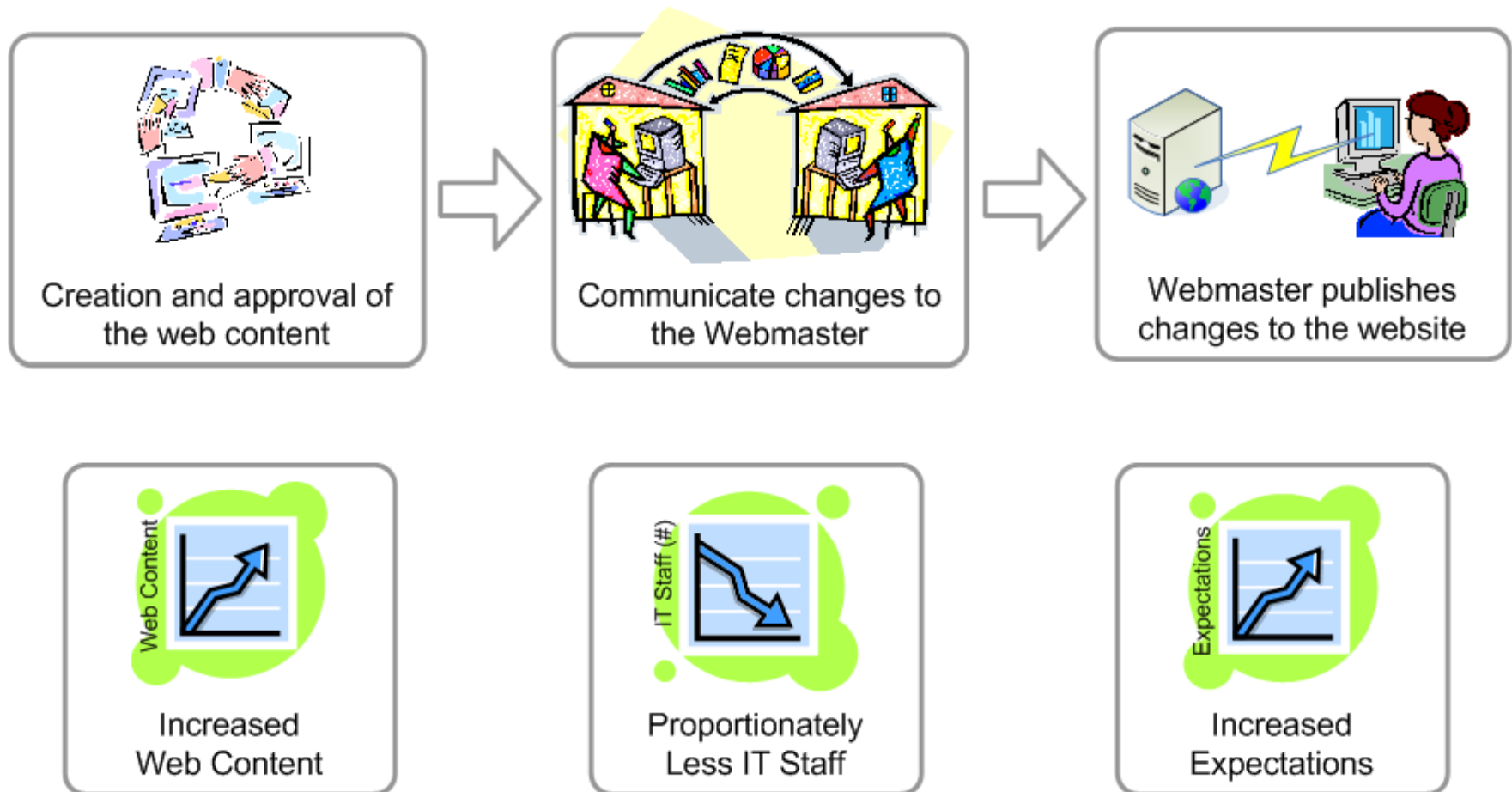 - ▪ Implementation

  - ▪ Content Migration

- ► Drupal and Plone

Enterprise Web

Internet
- Focus on constituents: Needs of Citizens, businesses and other agencies.

Intranet
- Organizational Focus
- Tools to do the job
- Builds community

Extranet
- Inter-organizational focus
- Customer Relationship Management

Web Content Management: Why?

Creation and approval of the web content

Communicate changes to the Webmaster

Webmaster publishes changes to the website

Increased Web Content

Proportionately Less IT Staff

Increased Expectations

Web Content Management – Business Goals

- ► Put business staff in control of their web content
    - ▪ Empower business people to create, manage and publish the web content to meet the business needs
- ► Improve timeliness of web publishing
- ► Achieve (internal) process efficiencies
- ► Free IT and Web resources to create online services
- ► Publish from anywhere, anytime, using a web browser

Web Content Management – Other considerations

- ► Ease of Use
    - Key factor that will influence the adoption by the business staff
- ► Standards Compliance
    - Accessibility
    - Usability
    - Branding, Look and Feel
- ► Security and Authorizations
    - Allow authorized staff to create, edit and publish content
- ► Enforce required approvals prior to publishing
    - Seek approvals where necessary

Web Content Management – What?

- ► Web Content Management Systems (CMS) are software toolkits that automate the rapid deployment of content from multiple sources. *(Anthony Freeman, deepbridge.com)*
  - ▪ Focus on Syndication
- ► Web content management systems (CMS) are collections of application programs and middleware that automatically organize the content for your web site according to rules you set up. *(Anthony Freeman, deepbridge.com)*
  - ▪ Focus on tools and taxonomy, standards, targeted content delivery
- ► A system that lets you apply management principles to Web content. *(CMS Watch)*
  - ▪ Overall management of Web Content Lifecycle
- ► Transforms the web in a read-write medium allowing content collaboration and team-sourcing or even crowd-sourcing of content.
  - ▪ Focus on Web 2.0 for content collaboration

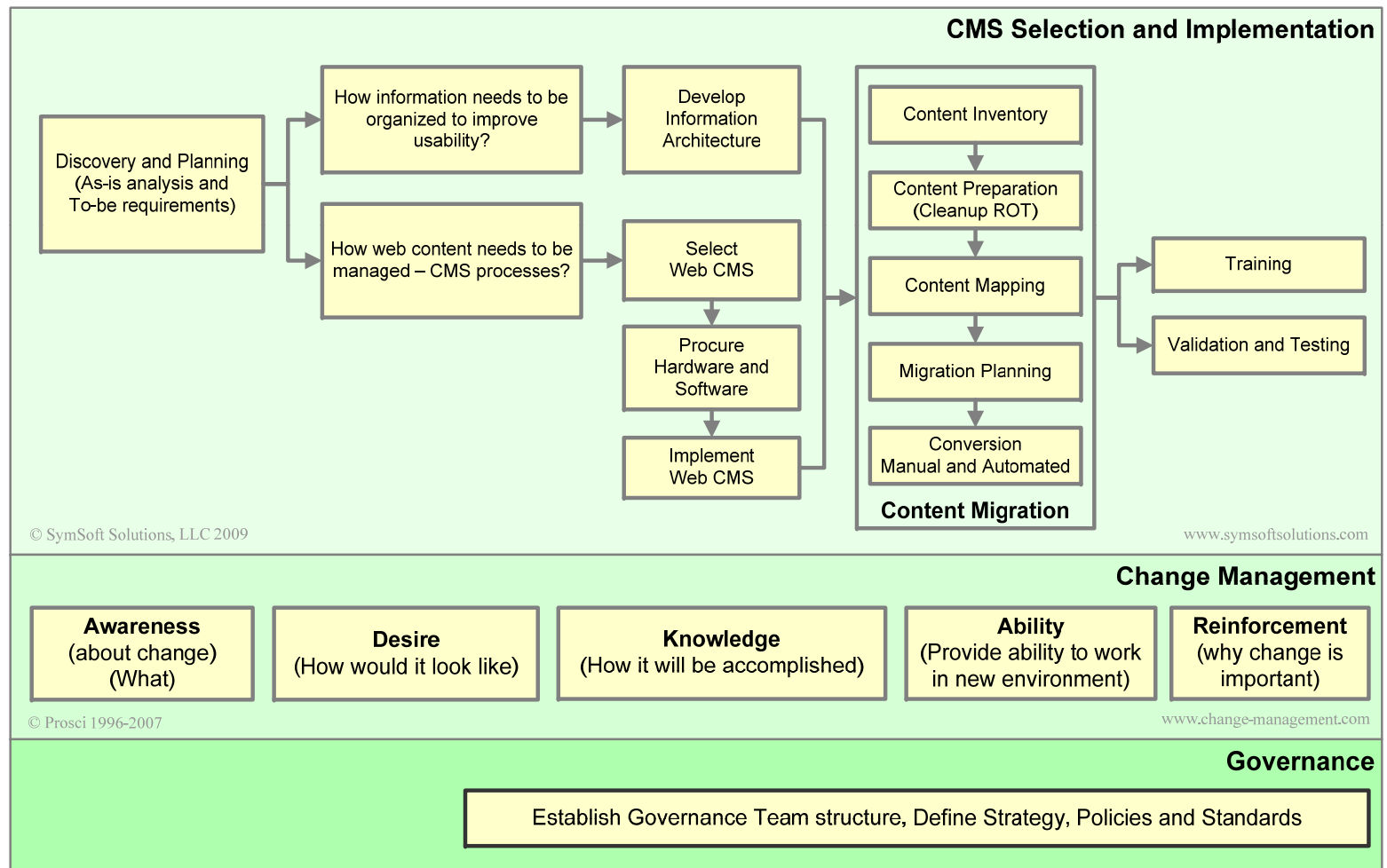*What are your Content Management needs/wants?*

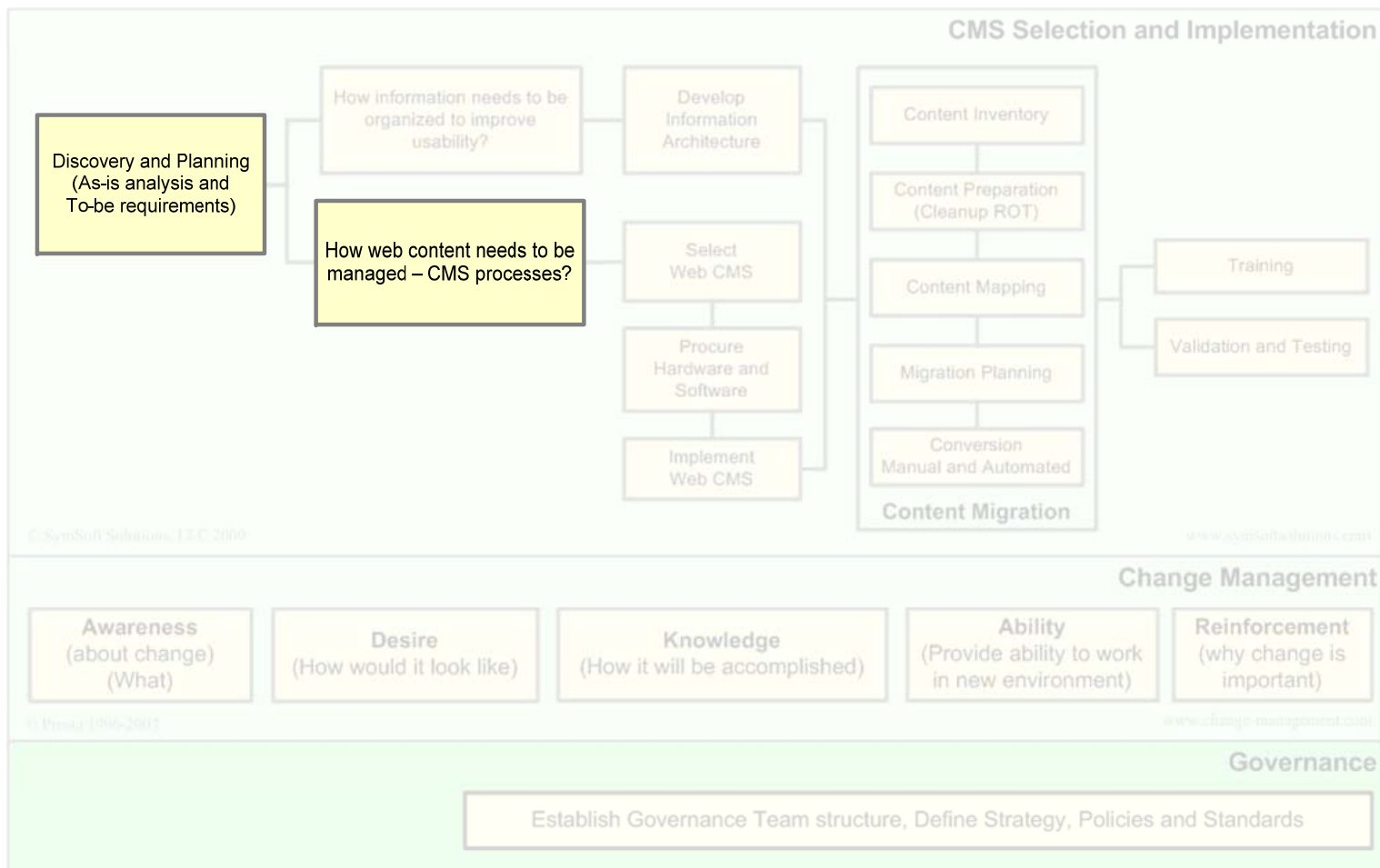## Content Management Solution is a Business Solution

- ► Business Requirements
  - Review Business Strategy, Web Strategy and Business Objectives
  - Identify and prioritize business requirements
  - Analyze "as-is" and "to-be" business processes
- ► Technology Selection
  - Identify and prioritize technical requirements
  - Review product features, technical specifications
- ► Plan for Change Management and Training
- ► Governance
  - Create a structure for ongoing maintenance of the website
  - Like a library, it has to be kept organized on an ongoing basis

Web Content Management: How?

CMS Selection and Implementation

Discovery and Planning (As-is analysis and To-be requirements)

How information needs to be organized to improve usability?

Develop Information Architecture

Content Inventory

Content Preparation (Cleanup ROT)

How web content needs to be managed – CMS processes?

Select Web CMS

Content Mapping

Training

Procure Hardware and Software

Migration Planning

Validation and Testing

Implement Web CMS

Conversion Manual and Automated

Content Migration

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Change Management

| Awareness (about change) (What) | Desire (How would it look like) | Knowledge (How it will be accomplished) | Ability (Provide ability to work in new environment) | Reinforcement (why change is important) |

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www.change-management.com

Governance

Establish Governance Team structure, Define Strategy, Policies and Standards

Business Requirements, CMS Requirements

Discovery and Planning (As-is analysis and To-be requirements)

How web content needs to be managed – CMS processes?

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Business Requirements

- ▶ Enforce web standards for visual design, branding, usability and accessibility

- ▶ Improve Communication and Transparency

- ▶ Provide access to information in multiple languages and multiple formats

- ▶ Use of Web 2.0 and social networking to Engage communities and seek their input in policy making

- ▶ Provide users with content that is relevant to them

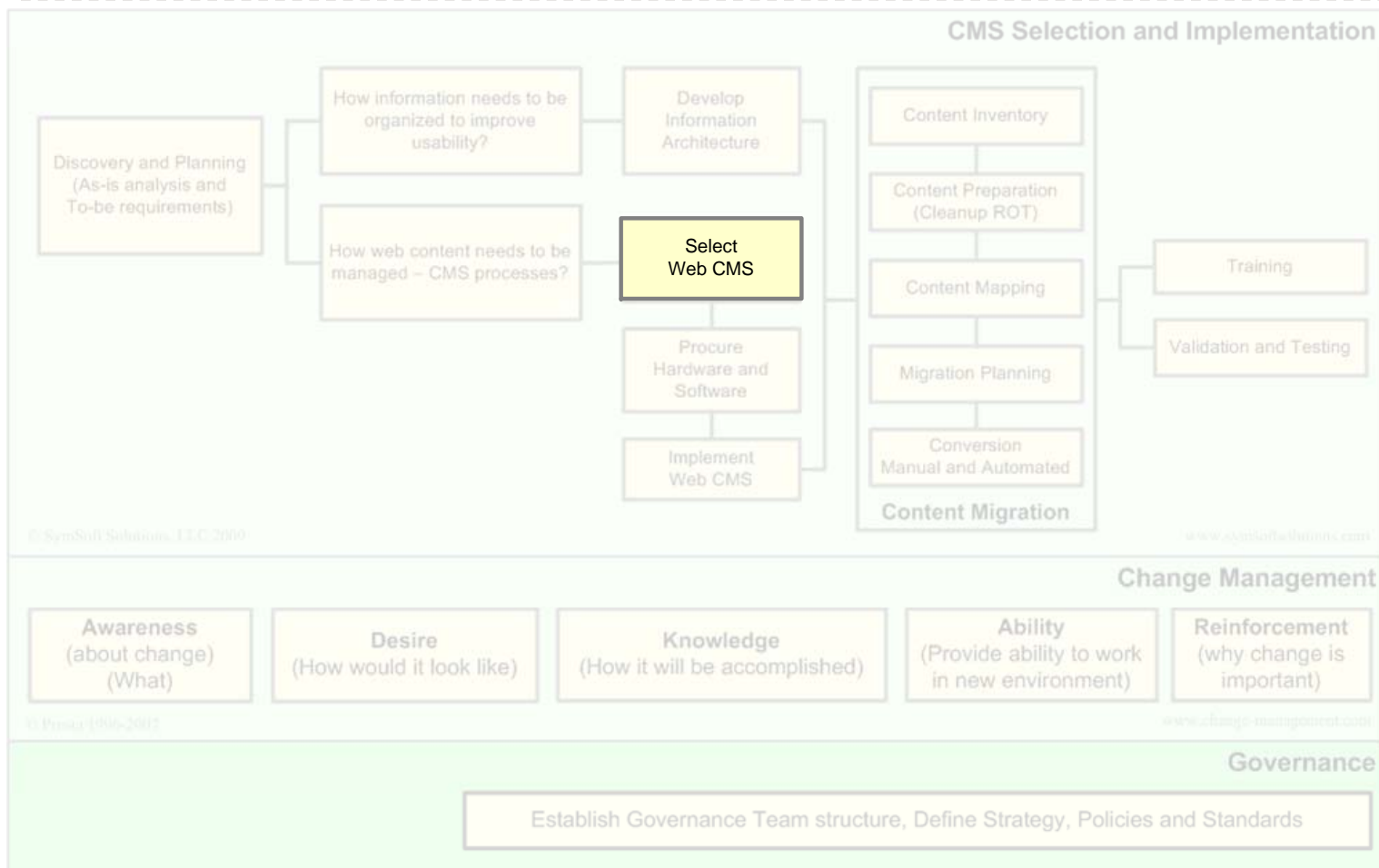- ▶ Do not allow un-authorized users to change website content

CMS Requirements

- ► Standards Compliance
  - Support for Standardized branding, look and feel
  - Can create new pages with consistent design and manage the design changes easily
  - Ensure that all the content changes comply with the web and accessibility standards
- ► Ease of use to enable business users to manage the web content
- ► CMS Processes / Workflows for content review and approval prior to publishing
- ► Security
  - User authentication and authorization – for CMS users and for the website users
- ► Support for Multiple Languages and Formats
  - "Pre-built" sites in different languages
  - One the fly translation

CMS Requirements to consider contd…

- ► Publishing model - Static vs. Dynamic
- ► Targeted content delivery
- ► Traceability/Audit requirements
- ► Version Control
- ► Archival Needs, Records Management
- ► Search
- ► Technical infrastructure and platform
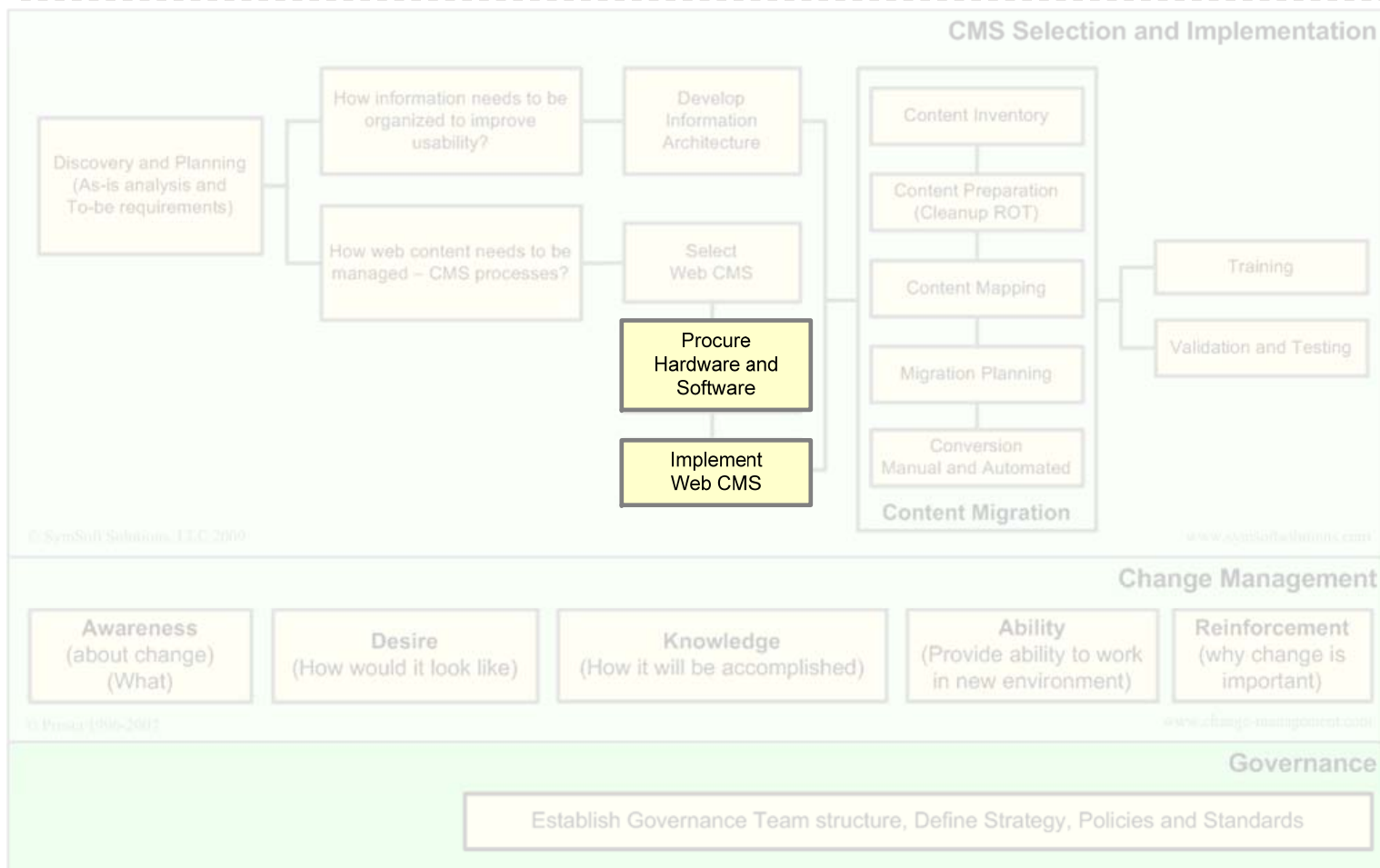- ► Web 2.0 requirements

Web CMS Product Selection

CMS Product Selection Process

- Prioritize the business and technical Requirements

- Shortlist CMS Products

- Request Demos (as applicable)

- Select CMS Product(s)

- It may take more than one product to meet all requirements effectively
    - Web CMS with focus on ease of use
    - Targeted content delivery based on user roles
    - Web 2.0 capabilities
    - Document Sharing/Collaboration
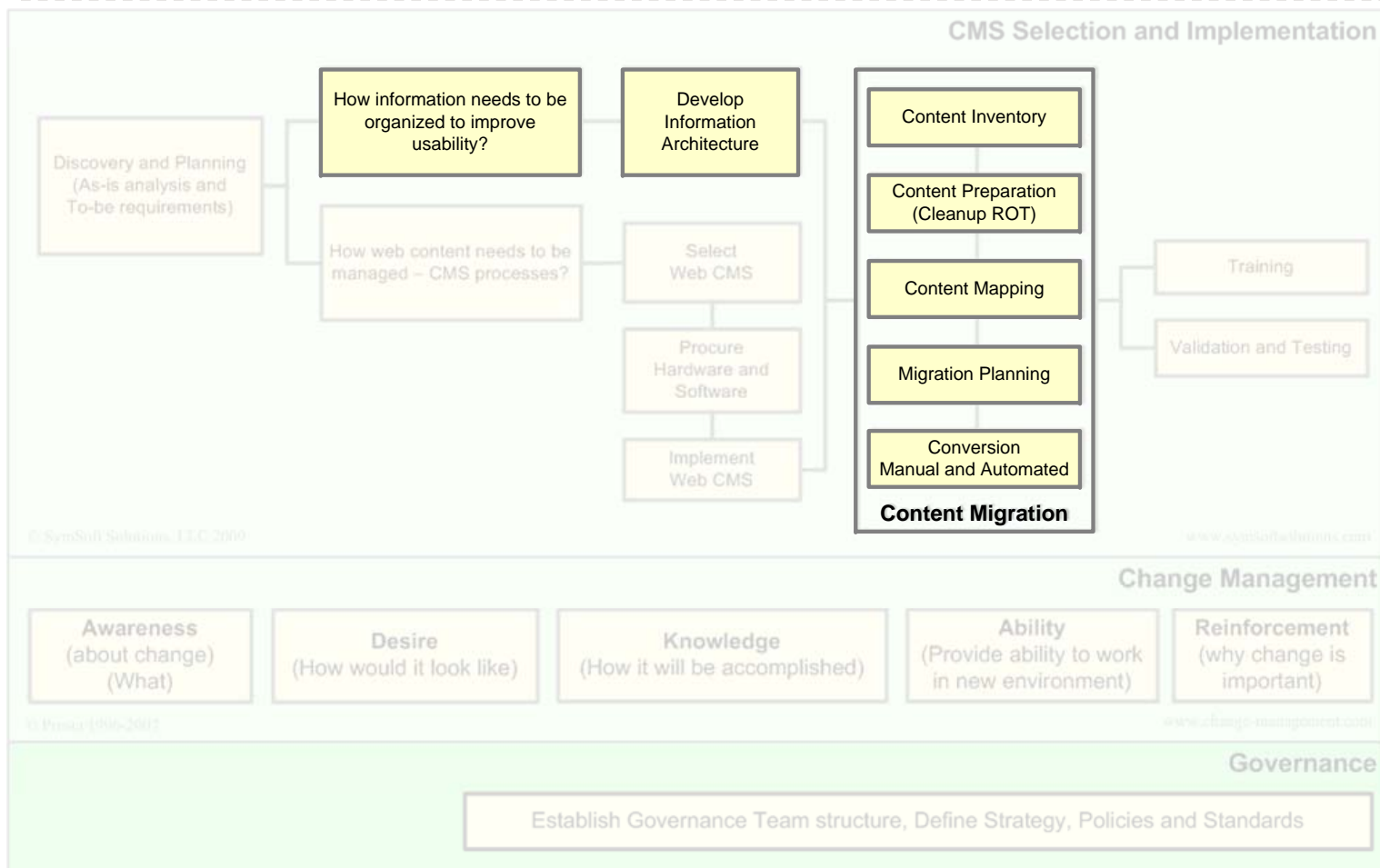   - Knowledge Management

Web CMS Product Selection

CMS Implementation

- ► All CMS Products are frameworks

- ► Installation and basic configuration is not enough

- ► Need to develop
  - Customized templates and presentation schemes
  - Navigation
  - Content Types/Classes
  - User authentication and security (for CMS authors, end users)
  - Workflows
  - Taxonomies
  - Multiple languages
  - Versioning
  - Compliance
  - Archival

It is all about the content!

It is all about the content!

- ► Information Architecture to improve website usability
  - Remove silos
  - Create user-centric, task-centric navigation
- ► Content Migration
  - These efforts are typically underestimated
  - High volume of HTML pages, pdf and other documents
  - Identify owners for content
  - Cleanup Redundant, Outdated and Trivial (ROT) content
  - Map content to new structure
  - Coordinate migration

Web 2.0

" Web 2.0 is the business revolution in the computer industry caused by the move to the Internet as a platform, and an attempt to understand the rules for success on that new platform."

- Tim O'Reilly

- ► Communication and Collaboration
- ► Online communities
- ► Democratization of content
- ► Dynamic web-based applications
- ► Rich user experience with AJAX based user interfaces, multi-media support
- ► Service Mash-ups

Web 2.0 Requirements

- ► What do you want to accomplish?
    - Collaboration?
    - Community?
    - Rich Applications?
    - Democratization of content?
- ► Tools
    - Wikis, Blogs, Forums
    - Collaborative workspaces, Groups
- ► Web 2.0 is a change in culture
    - From culture of control to culture of sharing
    - From culture of isolation to culture of community
    - From culture of distrust to culture of trust

    Needs Change Management…

Drupal

- ► Open Source Web CMS
- ► Modular Framework
  - Consists of the standard release, known as "Drupal core", containing basic features common to most CMSs
    - Ability to register and maintain individual user accounts
    - Administration menus
    - RSS-feeds
    - Customizable layout
    - Flexible account privileges, logging,
    - A blogging system, an Internet forum, and options to create a classic "brochureware" Web site or an interactive community Web site
  - Many add-on modules supporting many CMS features
- ► Technology Platform : LAMP (Linux, Apache, MySQL, PHP)

Drupal in use

► Used by

- Many large and well known organizations across the world.

- See the list at: http://drupal.org/node/242857

► In Government:

- http://www.recovery.gov

- http://www.alpinecountyca.gov/

- http://beehive.govt.nz/

- http://premier.be/

► Some Examples:

- http://le.natomascharter.org

- http://www.symsoftsolutions.com

- http://harvardscience.harvard.edu/

- http://appel.nasa.gov/

- http://news.van.fedex.com/

Plone

▶ Open source content management System

▶ Easy to use for casual contributors

▶ Standards- and accessibility-friendly interfaces, based on XHTML and CSS, which also helps search engine indexing

▶ Well-suited for collaboration portals and community websites

▶ Many optional modules, with community ratings

▶ Technology Platform

- Build on Content Management Framework (called CMF).

- Resides on Zope application server.

- Stores content in an object database (ZODB).

- Programming language used is Python

- Works across platforms: Unix, Windows, Mac

Examples

- http://www.siggraph.org/

- http://libraryportals.org/PCDL

- http://www.chicagohistory.org/

- http://www.rumseyrancheria.org

Demo

► Drupal

- Ca.gov template

- SymSoft Intranet Product: Intranet site with Web 2.0 features

► Plone

- Ca.gov template

- KidsCreo: Community website for Children

Contact Information

Savita Farooqui

Email: savita@symsoftsolutions.com

Phone: (916) 567-1740