

How To Host An Awesomeful CCMS Implementation

*What not to do
when you plan for
content management*



SPEAKER

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 - + XML trainer and consultant
 - + 22 years in the content management, publishing and data services industry



DON'T BLOW IT!

- ✘ An error in the beginning is an error indeed (Aquinas)
- ✘ Many teams make fundamental strategic errors from the outset
- ✘ These errors can add inefficiency and consume time and resources
- ✘ These can kill your XML/CCMS effort!

TO GO FAST, GO SLOW



CONTENT ANALYSIS: WHO NEEDS IT?

- ✘ Assume that one document is pretty much like another
- ✘ Assume your needs are like everyone else's
- ✘ Take the off-the-shelf application
- ✘ Don't plan a pilot to confirm your business needs



WHY YOU NEED TO KNOW YOUR DATA

- ✘ Implied structure in formatting
- ✘ Semantic information to capture
- ✘ Unique content
- ✘ Reuse potential
- ✘ Legal and regulatory requirements



OUTPUT REQUIREMENTS ARE FOR LOSERS.



- ✘ Don't identify your primary deliverables
- ✘ Don't provide specifications
- ✘ Don't worry about standards
- ✘ Don't schedule stylesheet development

WHY YOU NEED SOLID REQUIREMENTS

- ✘ Output specs are needed out of the gate
- ✘ Production must have a clear target
- ✘ Automated formatting requires testing



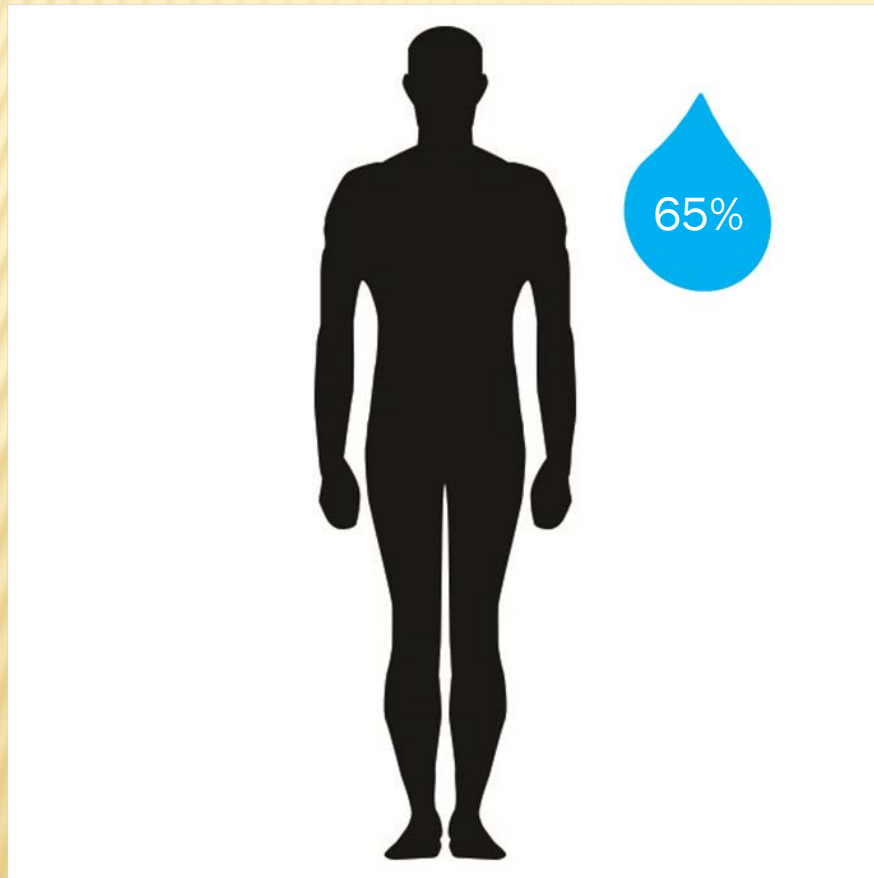
WE WANT IT ALL, AND WE WANT IT NOW.

- ✘ Convert data regardless of quality
- ✘ Don't standardize image formats or dimensions
- ✘ Implement all features of the system before determining need

WHY IT'S BETTER TO IMPLEMENT SLOWLY

- ✘ Not all content needs to be converted
- ✘ A phased approach gives room for adjustment
- ✘ You will likely not know everything your CCMS can do up front
- ✘ You may not know everything you need
- ✘ You may not need what you think you do

WHY BUILD GRASSROOTS SUPPORT?



- ✘ Put off XML training, or schedule it too early
- ✘ Don't assess current skills of team
- ✘ Don't consider corporate culture
- ✘ Dismiss team concerns
- ✘ Rely solely on external expertise

WHY CHANGE MUST BEGIN AT GROUND LEVEL

- ✘ Teams need to coordinate schedules
- ✘ Stakeholders need to know the knowledge gaps
- ✘ The project teams are better positioned for risk assessment
- ✘ Internal experts are your best advocates

LOCALIZATION? WORRY ABOUT THAT LATER.

- ✘ Don't consider language during data cleanup
Don't consider translation in reuse strategy
- ✘ Design transforms for source language only
- ✘ Don't worry about graphic design and format
- ✘ Don't plan ahead for future integrations

WHY THINK ABOUT LOCALIZATION NOW

- ✘ Quality of existing data
- ✘ Stylesheet development
- ✘ Reuse strategy
- ✘ Language support and configuration
- ✘ Future TMS integration

PRIOR PLANNING PROMOTES...

- ✘ Positive, professional performance!
- ✘ Positive process outcomes!
- ✘ Positive growth potential!
- ✘ Positive product support!