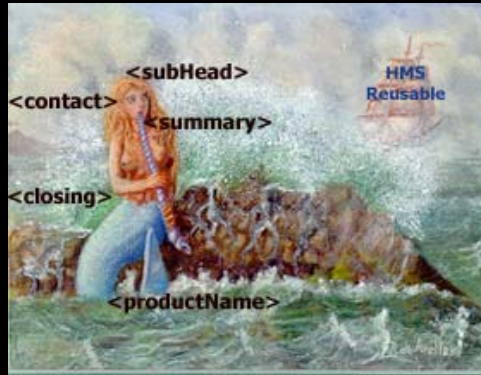


# XML AND CONTENT MANAGEMENT SYSTEMS



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April 30<sup>th</sup>, 2003

## ABOUT CMSWATCH

- CMSWatch: Industry portal for CM products and practices ([www.cmswatch.com](http://www.cmswatch.com)).
- CMS consulting, training, product selection help.
- Tony: [tbyrne@cmswatch.com](mailto:tbyrne@cmswatch.com)
- 13-year Internet services veteran



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## AGENDA

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

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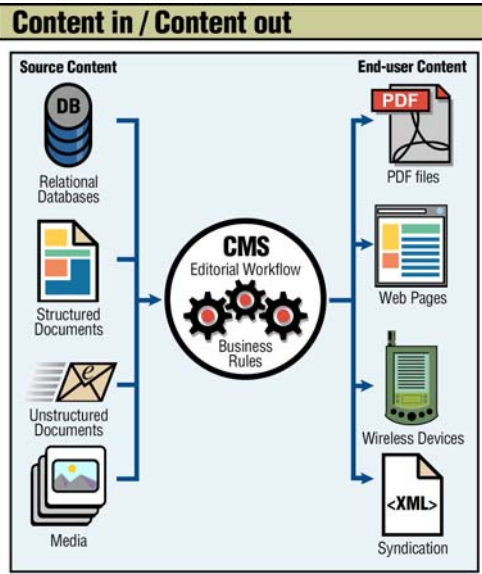


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## CONTENT MANAGEMENT *SYSTEM?*



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## 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.

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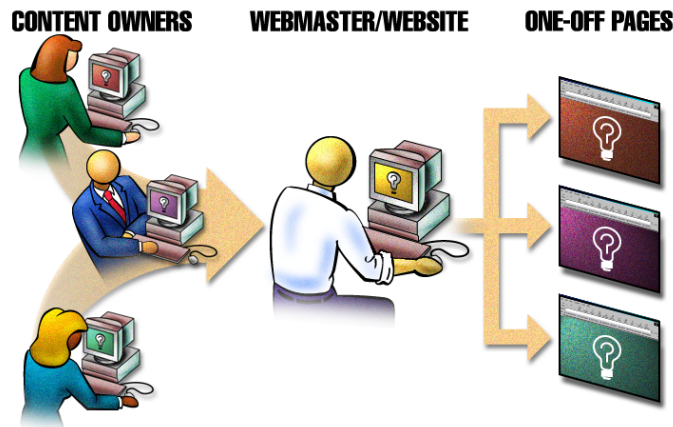


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## AUTOMATION: GATEKEEPER MODEL



### Internal Costs:

- Inefficiency
- Delays to market
- Workflow/approval confusion

### External Costs:

- Outdated & disconnected content
- Brand identity inconsistencies
- Lost sales
- Member confusion

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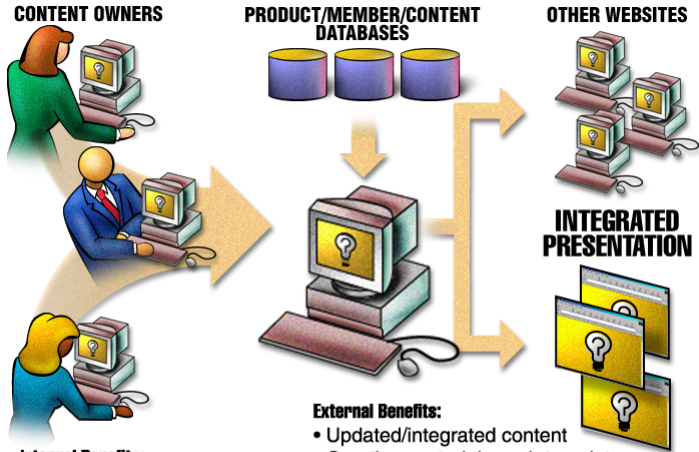


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## AUTOMATION: THE DISTRIBUTED MODEL



### Internal Benefits:

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

### External Benefits:

- Updated/integrated content
- Creative control through templates
- Syndication possibilities
- Personalization opportunities
- Cross-selling
- Greater stickiness

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## AUTOMATION: TOOLS FOR AUTHORS

The screenshot shows the 'WebPublisher' interface for Documentum. The page title is 'WebPublisher' and the logo 'documentum' is visible. A search bar is in the top right. Below the title bar, there are navigation links: 'CREATE PAGE', 'EDIT PAGE', 'WORK ON TASKS', and 'VIEW ALERTS'. The main content area contains a form with the following fields:

- Fund Name:** The New Discovery Fund
- Fund Symbol:** NDIS
- Fund Category:** Technology
- Fund Highlights:** Fill in highlights about the fund. The text area contains: "The purpose of this fund is to invest in companies that look for strong growth in the coming years while minimizing risk. A good example of the type of company that this fund would invest in is [Documentum](#), the leading content management company. With Documentum's focus on Web Content Management, Compliance Content Management, Portal functionality, and B2B capabilities, it is clear that Documentum is the market and technology leader."

At the bottom of the form, there are 'Save', 'Close', and 'Preview' buttons.

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## CONTENT RE-USE: TYPES & ELEMENTS

**FOR IMMEDIATE RELEASE**  
May 15, 2001

**CONTACT:**  
Lynn Cheryan  
Production Director  
Tel: 301-495-7345 x122  
lcheryan@idev.com

**idev** **PRESS RELEASE**

**HEADLINE**  
**IDEV Redesigns Website for Health Industry Group Purchasing Association**

**SUBHEAD**  
*Redesigned Website Intended to Expand the Resources of the Association Staff*

**FIRST PARAGRAPH**  
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.

"IDEV was great to work with throughout the entire process. They helped us to prioritize the type of features we wanted on the web site and to really focus on the features that would be of the greatest benefit to our membership and staff. Consequently, we were able to afford much more functionality than I originally expected." Gold stated.

## WHAT IS STRUCTURE?

- Something superimposed over content
  - Consistent organization
  - Addressability
  - Predictability
- A lot of desktop content is actually structured or at least semi-structured...



# SIMPLE RDBMS VIEW

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DATE	CONTACT	HEADLINE	SUBHEAD	PARA 1	BODY	CLOSING PARA
15-May-01	Lynn Cheryan, Production Director, Tel: 301-495-7345, E: Mail: lcheryan@idev.com	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-services offering. For more information please visit <a href="http://www.idev.com">http://www.idev.com</a>

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# DIFFERENT WEB FORMATS

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**FOR IMMEDIATE RELEASE**  
May 15, 2001

**CONTACT:**  
Lynn Cheryan  
Production Director  
Tel: 301-495-7345 x122  
lcheryan@idev.com

**RECENT PRESS RELEASES**

- [IDEV Redesigns Website for Health Industry Group Purchasing Association](#)  
*Redesigned Website Intended to Expand the Resources of the Association Staff*
- [Content Management Vendors Eschew All Marketing](#)
- [Ten-Step Program](#)  
*Does Fred Really N...*

**FOR IMMEDIATE RELEASE**  
May 15, 2001

**CONTACT:**  
Lynn Cheryan  
Production Director  
Tel: 301-495-7345 x122  
lcheryan@idev.com

**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.**

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## SIMPLE XML VIEW

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```
C:\Documents and Settings\byrne\My Documents\usda\RELEASES.xml - Microsoft I...
File Edit View Favorites Tools Help Links

<?xml version="1.0" encoding="UTF-8" ?>
- <IDEVRELEASE>
  <date>May 15, 2001</date>
  - <heading>
    <headline>IDEV Redesigns Website for Health Industry Group
      Purchasing Association</headline>
    <subhead>Redesigned Website Intended to Expand the
      Resources of the Association Staff</subhead>
  </heading>
  - <Contact>
    <Name>Lynn Cheryan</Name>
    <Title>Production Director</Title>
    <Phone>301-495-7345</Phone>
    <Email>lcheryan@idev.com</Email>
  </Contact>
  - <Body>
    <Para1>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.</Para1>
```

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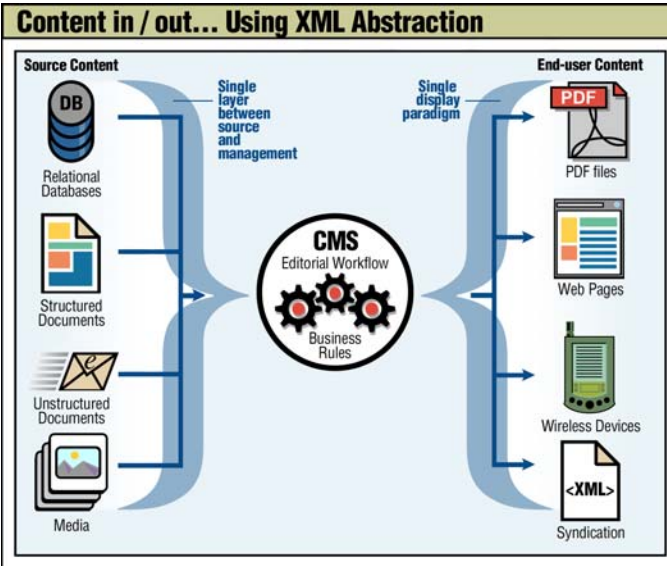


## CONTENT MANAGEMENT REVISITED

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## 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

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## MICROSOFT CMS2002

```
<asp:panel id="pnlToolsandProducts" runat="server">
<TABLE border="0">
  <TR>
    <TD colspan="3"><IMG height="21" alt="Tools Comp: Products"
    src="~/ImageRoot/Global/hd_toolsprods.gif" width="137"
    border="0">
    </TD>
  </TR>
  <TR>
    <TD width="135" bgcolor="#f5faff"><!-- BEGIN TOOLS AND PRODUCTS LINKS TABLE -->
    <TABLE cellspacing="0" cellpadding="0" width="135" border="0">
      <TR>
        <TD class="boxLinks">
          <cms:htmlplaceholdercontrol id="pnlToolsProducts" runat="server" placeholder="Tools and Products Links" />
        </TD>
      </TR>
    </TABLE>
    </TD>
  </TR>
</TABLE>
</asp:panel></td>

<asp:panel id="pnlChartsGraphsTables" runat="server">
<TABLE border="0">
  <TR>
```

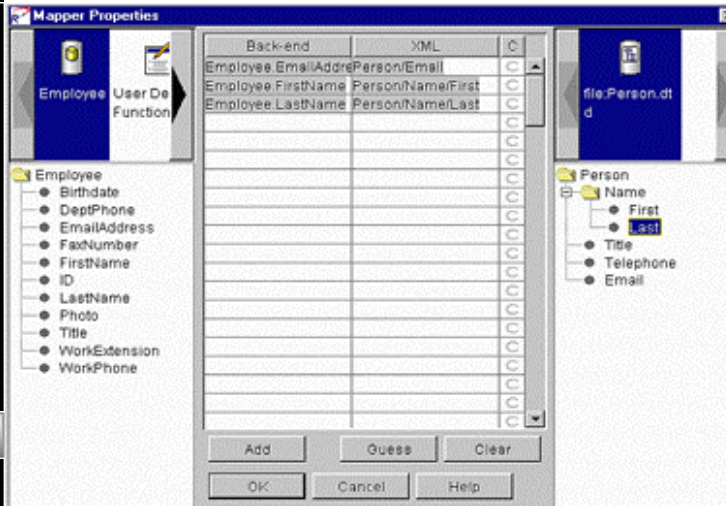
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# PERCUSSION RHYTHMYX

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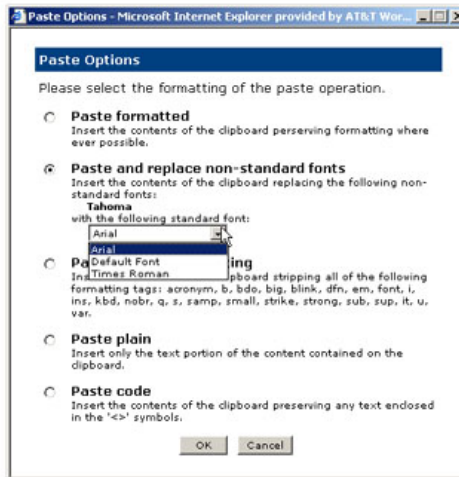


# PAPERTHIN COMMONSPOT

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FOR IMMEDIATE RELEASE

Contact: Jennifer Hanes  
781.934.7838, ext. 210  
jhanes@paperthin.com  
www.paperthin.com



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## AGENDA

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

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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.”

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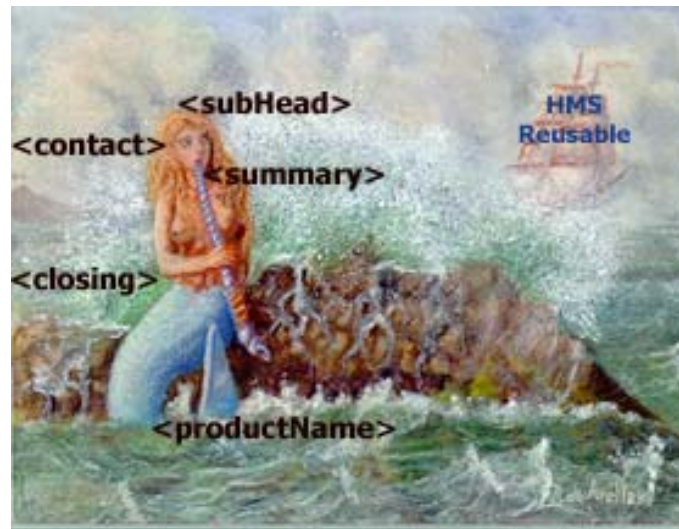


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## SIREN SONG OF STRUCTURE...



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## SIREN SONG OF STRUCTURE...

- 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

The screenshot shows an XML editor window titled "XMetal - [Press Release.xml]". The interface includes a menu bar (File, Edit, View, Insert, Format, Tools, Table, Window, Section, Applications, Help) and a toolbar. The main content area is split into two panes. The left pane displays a hierarchical document structure with expandable sections:

- Abstract
  - Wireless LCD Offers Professional Performance without the Clutter
- Sect1
  - Press Release
    - FARGO - Nov. 31, 2001 - ScreenView® Inc, (Nasdaq: SVI)
    - "Wireless is the future," said Ross Rosspert, senior associate manager for advanced viewing technologies, ScreenView Corporation. "The Freedom FW, available in blue only, provides a stylish accent to current computer hardware and peripherals. Featuring maximum resolutions of 1280 x 1024, the Freedom FW delivers optimum performance and fine grained clarity ideal for Web surfing and working with word processors and spreadsheets."
  - Sect2
    - Advanced Features
      - The Freedom FW provides users with the following unique features:
        - ScreenView OculoSynch color synchronizing technology
        - DigiView by ScreenView, revolutionary digital image processing engine
        - The Walkie-Viewie wireless transmitter which provides a wireless range of 13-5' (unobstructed)\*
        - EnerGuard compliance, to reduce energy usage
        - \*Note: Solar flares may cause image distortions. Not applicable to all models.
    - Sect2
      - Price and Availability
        - The Freedom FW is available now, and can be purchased at a special introductory price.
    - Sect2
      - About ScreenView
        - ScreenView® Inc., an intergalactic leader in the development of advanced viewing technologies, today announced the release and availability of the Freedom FW, an advanced wireless LCD display designed for both home and professional users. The Freedom FW is available in both 17-inch and 21-inch models that provide space- and clutter-saving viewing without any sacrifice in performance or clarity.
- TABLE
- TABLE

The right pane shows a preview of the rendered content, including the title "ScreenView Delivers Style without Cables", the sub-header "Wireless LCD Offers Professional Performance without the Clutter", and the "Press Release" text. At the bottom of the window, a status bar shows "RELEASES: Press Release".

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# AUTHORING: MAP WORD STYLES TO XML

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Elements	Ranks	Styles	Patterns	Metadata
Abstract	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Contact	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
dDocName	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
dDocTitle	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Disclaimer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Heading 1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Heading 2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Heading 3	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Heading 4	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Normal	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Address (System)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Default Paragraph	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Email (System)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Title (System)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Default Character	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Title	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

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# AUTHORING: WORD PLUG-IN

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## AUTHORING: MS WORD REVISITED

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PROFESSIONAL SERVICES

PRESENTED TO:

Proposal: This offering has been exclusively prepared for:

Customer Information:

Client:

Address:

Contact:

Client ID#:

EXECUTIVE SUMMARY

Service Summary: Category (Offering ID# Service ID#)

Case Study: Case Study

Project Details

XML Structure:

- Proposal (Proposal)
- CustomerInformation (Proposal)
- Address (Proposal)
- PrimaryContact (Proposal)
- Service (Proposal)

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## AUTHORING: BROWSER-BASED

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Electronic Correspondence - Editor - Microsoft Internet Explorer

Address: http://www.fidewel.nsf.gov/82/correspondence/editor.jsp

Merge Fields

- Click category name to expand field list.
- Click field name to insert into editor content.
- Date/Time
  - Long Date (Monday, October 18, 2001)
  - Short Date (10/18/2001)
  - AM/PM Time (9:14 PM)
  - 24 Hr Time (21:14)
  - Timestamp (10/18/2001 9:14 AM)
- NSF Fields
- Proposal
- Reference Proposal
- Organization
- Institution
- Reviewer
- Panel

PI Address

PI Substation

This is to inform you that the proposal you have submitted has been received by the Division of Research, Evaluation, and Dissemination. The proposal is now being reviewed, a process that normally takes six to ten weeks to complete.

Your proposal has been assigned to FO Name in this division. If there are any questions that you have regarding the status of the proposal you have submitted, please contact FO Name at FO Phone. Our office hours are from 8:30am - 5:00pm EST, Monday through Friday.

Thank you for your interest in the programs of the Division of Research, Evaluation, and Dissemination.

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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

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## 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