

Webinar Synopsis

This webinar offers practical tips on how to select the right content management system (CMS). It features John Porter, Practice Director for Bluenog Solutions Group, who shares his insights on successful content management selection, gleaned from numerous client implementations. This webinar covers:

Key CMS Business Drivers

This webinar highlights four common business initiatives which most likely drive organizations' CMS needs. These include:

- **Dynamic Websites**

Web-based applications demand frequently updated and relevant content presented in an intuitive interface, custom-tailored for different users. Marketing managers need to be able to add or change website content quickly, easily and securely without IT assistance.

- **Legal/Compliance Efforts**

Regulatory compliance mandates organizations track the creation and flow of critical documents across their business. Manually addressing requirements for consistent workflow, version control and review and approval procedures is impractical, costly and error prone.

- **Records and Archives**

Many organizations record information while conducting business that must be preserved for long periods of time. This is either because the information is valuable, or because it provides evidence of company policies, decisions and activities.

- **Digital Asset Management**

What used to be reserved primarily for entertainment and media companies, Digital Asset Libraries of video, audio and other multimedia content are growing exponentially across the public and private sector.

CMS Categories

The webinar explores four different CMS categories in the context of these business initiatives. These categories include:

- **Web Content Management System:**

A controlled content repository to track, version, secure, edit, publish and search all information destined for the Web

- **Document Management:**

Storage & workflow engines that leverage document meta-data and business rules; these systems offer library services for large volumes of content

- **Records Management:**

Addresses record archival and retrieval needs

- **Digital Asset Management:**

Specifically suited to manage multimedia content

Common CMS Benefits and Features

Regardless of the type of CMS selected, there are common benefits and features to consider in the CMS selection process. Benefits discussed include reduced costs, increased efficiencies, improved content accessibility, consistency and accuracy. The webinar also covers how a CMS should address security, workflow, versioning, search and integration requirements.

A Closer Look at Web Content Management and Document Management

The webinar then delves into the two most commonly implemented CMS types in a bit more detail.

- **Web Content Management Use Case and Specific Features**

A financial institution deploys and maintains shared content across multiple websites, monthly email and print newsletters to service their range of partners and customers. The bank's need for content delivery flexibility, a page templating system, and automated publish and unpublish options are discussed. Improved quality control and a faster time to value are explored as well.

- **Document Management Use Case and Specific Features**

A pharmaceutical company case study shows how knowledge can become more accessible, duplicated research efforts minimized, and product messaging made more accurate and consistent. Lifecycle management, taxonomies and metadata features are discussed, as well as optimized access and retrieval, improved compliance and reduced risk.

Evaluating, Selecting and Implementing a CMS

The webinar offers several key steps to that will help organizations conduct a thorough, objective evaluation, select, and implement the right CMS to meet their needs today – and in the future. Special consideration is given to the nuances between open source and commercial solutions.

Visit our Webinar Library to view this and other Best Practices Webinars

About Bluenog

Bluenog is an enterprise software and solutions company. Our flagship product, Bluenog ICE, is an Integrated Collaborative Environment of content management, portal, and business intelligence software. It eliminates application silos, reduces total cost of ownership and accelerates application development. Leading organizations rely on Bluenog ICE, a commercial solution built on open source CMS, open source portal and open source BI projects, to build and deploy Rich Internet Applications (RIA) and manage dynamic website content at a fraction of the cost of traditional alternatives. Bluenog Solutions Group meets our customers' unique challenges by combining commercial and open source software into pragmatic solutions. Headquartered in Piscataway, N.J., Bluenog is also a Red Hat, Oracle and Actuate partner. For more information, visit www.bluenog.com.