

Adaequare Business Solutions

Content Management System

Web Content Management Systems

Table of Contents

Executive Summary	3
Introduction	4
Content	4
Content Management System	5
Context	5
Consistency	5
Community	5
Consumer behavior	5
Channel	6
Creation	6
Why Content Management System is required	7
About Adaequare	8

Executive Summary

Web Content Management Systems addresses the need to capture, manage and store content types used throughout an organization in a collaborative fashion. Content management, as a discipline, grew up in the era of systems of record. In this context, it was primarily concerned with supplementing and complementing transaction database systems with non-transactional data, typically documents, drawings or images.

WCM, despite its name, now needs to support more than just content. It must also enable marketing and e-Business professionals to engage customers and prospects in order to achieve business goals, such as increased conversion rates and better customer solutions. Second-generation WCM solutions — while continuing to offer the basics — offer added functionality or are integrated with systems that support content targeting, mobile distribution, social interaction, and integrated web analytics and optimization.

Introduction

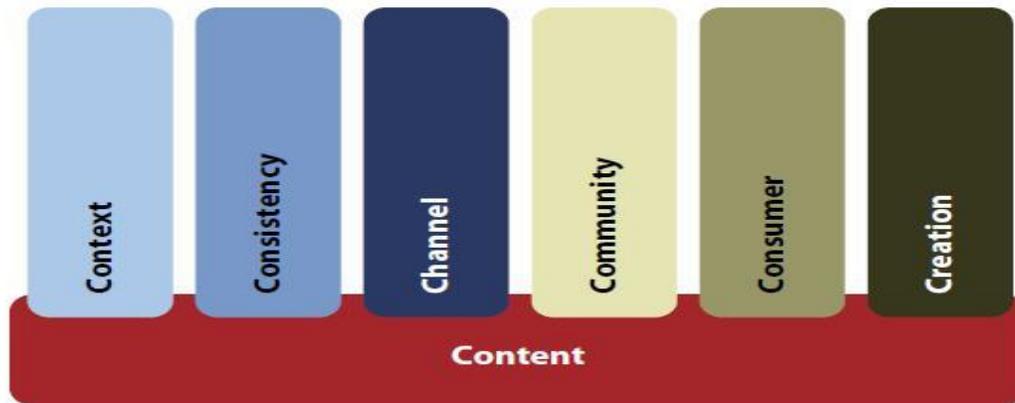
The globalization of internet access has been increasing customer expectations and the emergence of new standards and techniques have changed the process of Web Content Management. Organizations are forced to consider how well their strategies and technologies look into not only content but context, consistency, community, consumer behavior, channel and creation.

Content

Content remains the foundation of any WCM initiative and the basics will always position an organization for better engagement. WCM should be able to manage the newly emerging types of content like visuals, audio streams and RIA besides ensuring that:

- Workflows mitigate risk
- Taxonomies improve search and targeting efforts
- Retention policies help keep content up-to-date and
- Regular archiving enables e-Discovery efforts

Content Management System



Context

WCM role has grown beyond providing static web content management but the current industry trend is to provide content on context based to the end users to improve user experience. Now WCM is expected to provide implicit or explicit rule-based targeting and search based and geolocation-based recommendations.

Consistency

WCM enables consistency by supporting the ability to store both content and presentation elements locally and re-purposing them across multiple sites (and channels). WCM also provides the flexibility to localize those elements at the country or brand level.

Community

Social functionality has led to the democratization of the Web as site visitors are no longer interested in simply consuming content. WCM offers social capabilities like blogs, wikis, threaded discussions, and content distribution to various social media communities such as Facebook. Social analytics and the use of information from social networking user profiles to target content are on the horizon as well.

Consumer behavior

Web analytics and optimization applications are playing increasingly significant roles as organizations want to understand how site visitors consume content and want to test out content variations before actually launching them to a broad audience.

Channel

Since customers and prospects have cross-channel company interactions, the need of the hour is to focus on managing content agnostically not only for the channels they deliver to today (such as web, mobile, and email) but for the channels that may emerge tomorrow.

Creation

Creation is the most important aspect of a WCM. A WCM should be able to ensure this with better content authoring in the context of its delivery presentation. Also, now we have enhanced tools which go beyond just content publishing and offer additional options such as campaign management and customer segmentation.

Why Content Management System is required

- Update Web Content Anytime, Anywhere (Content Updates Do Not Require Technical Knowledge)
- Control Who Publishes Content and When
- Manage Industry Specific Content
- Improve SEO
- Archive your Website Content
- Reduce Time and Costs
- Increase Customer or Partner Participation and Self-help
- Launch a Multi-functional Website Quickly
- Publish and Re-distribute Content in Standardized Formats

About Adaequare

Established in 2001, Adaequare is a CMMI Level 3 Certified software services company specializing in product development, data and test engineering. We assist IT teams in delivering high performing solutions to the business with faster time to market and high returns on investment.

With a global presence across 3 different locations, we focus on medium to large businesses and encapsulate consulting, results-driven engagement and delivery models which are important to our target customers.

We work with several companies in the USA such as CoreLogic, Tria Beauty and have been either a dedicated IT partner or a preferred IT partner. We have offshore delivery centres in India that support our customers in product development, Tier 1 and 2 support and testing with over 300+ resources.

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