Gilbane Conference on Content Management - Program Grid

At Seybold SF, September 11-12, 2002,
Moscone

Wednesday

Keynote Panel 1. Content Management Technologies for Enterprise Applications
Moderator: Frank Gilbane, Conference Chair, Editor, The Gilbane Report

After an update on the state of the content management technology landscape and important trends, Frank Gilbane will moderate a keynote panel of industry technology and thought leaders discussing and debating the role of different content management technologies, what new technologies are important for which applications, which work, and which are likely to be integrated into other enterprise software solutions.

Track A: Project Strategies - Bill Trippe	*Track B: IT Strategies - Tony Freeman*	*Track C: Media Strategies - Mark Walter*
(A1) Planning and Choosing a Content Management System A content management system is a critical investment, especially now that businesses are integrating content management with other core business applications. This session will help you get started by providing guidance on how to determine the scope & purpose of a CMS, what types of CMSs are available, the trade-offs between building and buying, and what processes makes sense for deciding on which organizations should be involved in choosing and owning a CMS, how you should develop a list of requirements and a list of potential vendors.	**(B1) Content Management & Data Integration** All enterprise applications today need to be able to deal with a variety of data and content types. ERP, CRM, SFA, BI, and other applications need to share a substantial amount of data between them as well as with, perhaps multiple, content management systems. In fact, IT organizations usually require a strategy for such integration, and ROI often depends on it. Much enterprise data resides in "legacy" repositories, and many of these repositories can't be controlled by a content management system. In this session we will look at some specific examples of how this integration is being accomplished today.	**(C1) Relating Digital Asset Management to Content Management** Digital-asset management (DAM) and Web content-management systems are converging, forcing us to ask how the two relate--and integrate. For some applications you could use either type of product. For others, the distinctions in features, workflow and domain expertise will suggest one type of system over another. In other cases, an integrated solution is required. How do you figure all this out? We'll give you the background and customer examples you need to understand the distinctions and then discuss strategies for applying the right type of technology to your business needs.
(A2) Implementing a Content Management System Once you've decided on technology and product direction the real work begins. Scheduling, resource allocation, training and testing plans, workflow design, content and metadata modeling, customization of the repository, user interface design for the different users of the system, and integration plans, are just some of the areas that need your attention. In this session you'll hear from the experts - those who have already been through it at least once.	**(B2) Content Management Infrastructure Strategies** Whether you are IT or a business unit, you need to be concerned with how content management functionality fits into your IT infrastructure so content can be efficiently used for multiple enterprise applications. How much CM support should be included in infrastructure technology as opposed to applications? Where should which content management functions reside? in application servers? database platforms? EAI or EII solutions? DB Platforms, other middleware layers? There are number of new approaches to integrating both content and content management functions ranging from the support for structured data, unstructured data and XML support coming to database platforms to new Enterprise Information Integration technologies.	**(C2) Content Management for Product Marketing** Product marketing is frequently a focal point for DAM and CMS implementations, but a baffling array of technology options and approaches confront potential buyers. How do you select an approach that gives you a tangible ROI? Taking a case study approach, this session examines how CM and DAM systems are increasing efficiency and improving performance of product marketing teams in different industries today.

(A3) Organizing Your Content: Taxonomies, Information Models, & Metadata Strategies	**(B3) Content Management, Product Data & E-catalogs**	**(C3) Strategies and Best Practices for Media Management**
This is an area that has always been important, but has often been neglected. It is impossible to get the full value of a content management system without a careful content analysis followed by development of an information model that matches the business needs of the users of the system. There is no substitute for human domain expertise, but there are tools that can help you organize your information, and many are being integrated with content management systems. This session looks at various strategies and technologies for organizing your content for effective management and for ease of searching.	E-catalogs, or just plain catalogs, are the toughest problem facing businesses. E-catalogs have content management, as well as sophisticated application and data integration requirements. Worse, all of this management and integration has to reach outside firewalls to all your suppliers and business partners to be efficient and effective, and the number of XML vocabularies that may be relevant are growing. If you can build a successful e-catalog application you can build anything. This session will focus on strategies for managing and integrating content associated with produce data for catalog applications.	Whether the assets are brand logos, multimedia ads, product images or content that's sold for profit, it's effective business practices for managing digital media that will turn technology to your advantage. This session outlines effective strategies for managing different types of content for different purposes, and distills best practices to be applied in corporate and commercial media company settings.

Thursday

Keynote Panel 2. Content Management Strategies for Enterprises
Moderator: Frank Gilbane, Conference Chair, Editor, The Gilbane Report

Where our first keynote panel focused on technology, this panel of industry leaders will look at content management strategies. We'll discuss how the technologies discussed on the first panel fit into both IT and business strategic planning. We'll talk about market consolidation, the overlap of solutions, how much to build or buy, the relation between platforms and enterprise applications, infrastructure strategies, and what combination of new business opportunities and more efficient business practices can be planned for as a result of the evolving content management technologies.

Track A: Project Strategies	*Track B: IT Strategies*
(A4) XML & Content Management XML is used for encoding and sharing all kinds of data, even including application code and messages, but XML has special relevance for managing content, whether for the Web, other delivery channels, or other applications. XML has become much more than "SGML for the Web", so much so that it can be a challenge keeping control of the scope or even management of your CM project. What are the proper roles for XML in a CMS? How has XML been used in CMS applications? How should XML be used to integrate content with other applications? Should you be using DTDs, or XML Schemas, or neither, for your project?	**(B4) Content Control - Applying Business Rules & Rights to Content** Digital Rights Management (DRM) activity has mostly focused on publishing and copyright protection to date. Whatever you think about when DRM technology will actually become widely used in publishing, there are important applications for mainstream corporate use that have nothing to do with copyright protection, but a lot to do with associating business rules (including access and privileges) with corporate content. How do you control or monitor what employees, and business partners do with content? How should business rule specification and control be integrated with your infrastructure, and other enterprise applications?
(A5) Single-source Content Management - If, Why, & How A single content source that can be reused for multiple applications has long been a goal of businesses. XML makes this goal dramatically more achievable. However, single-sourcing is still very difficult, even when the application is straightforward as in multilingual or multi-channel applications, and there are many challenges that are outside the scope of XML. Should you try and build a single source solution? Or, will it actually be more efficient to maintain multiple sources of the same content? This session will look at some examples of single source implementations to give you some ideas on how to evaluate your own needs and insight into what works and what doesn't.	**(B5) New Technologies for Content Searching & Categorizing** There are dozens, maybe hundreds, of companies with search or categorization tools that purport to provide better ways to find and organize corporate data. Some of the demos are impressive. But what is really going on? How can you determine what these technologies can really do without understanding complex linguistic research? How should you incorporate these technologies in ways that provide real value to your business? How should these be integrated with your infrastructure, with CMSs, or with Portals or other enterprise applications?

(A6) Content Management Vendors

With hundreds of content technology products on the market it is impossible for most of us to feel confident that the product technology we are looking at is either a good fit or a complete list for our specific business problem. This session will describe the market landscape based on an analysis of 300 products and provide you with a map of how different products relate to each other. The focus of the taxonomy presented will be on content management systems. To keep things interesting, industry representatives will have a chance to critique the taxonomy.

(B6) Enterprise Portals & Content Management - Which does What & How do you Choose?

Enterprise portals come in all shapes and sizes and are available from ERP and CRM vendors as well as dedicated portal and content management vendors. Naturally, these suppliers, and the analysts that serve them, have differing views on how to implement an enterprise portal. What do you do when your company already has a portal strategy but you need to support departments with different content management and portal requirements? How do you architect a portal solution that has to include content management functionality? How do you implement a content management system that fits in with your corporate portal strategy?