Preparing for Content Management

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Apt Solutions

publishing and electronic interchange solutions for business

What Does Preparation Buy?

- Builds documentation base
- Compiles information for comparative analysis
- Provides a basis for an implementation plan
- Supplies criteria for better tool selections
- Builds acceptance by staff members
- Cuts analysis time
- Cuts implementation time
- Allows discovery
- Uncovers duplication

Levels of Preparation

✳ Initiatives that Prepare

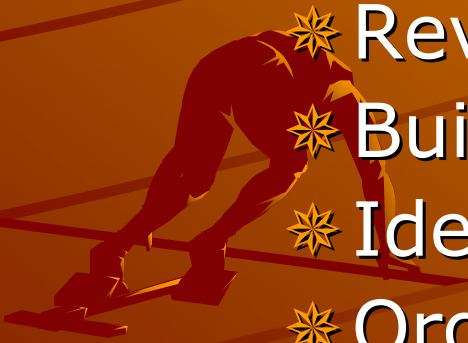✳ Discovery of Issues to Resolve

✳ More Preparation

✳ Overall Principles

Initiatives That Prepare

* Clean up the messes
* Document the documents
* Establish standards and guidelines
* Review the data issues
* Build a terminology resource
* Identify acronyms
* Organize all the resources
* Document the processes

Clean Up the Messes

- Narrative text messes
- Poorly constructed formats
- Databases
- Data without appropriate meta data and/or attributes

Establish Standards and Guidelines

➤ "Brand" the information

➤ Write standards and specifications

➤ Identify where the integrity of the information can and must be verified

Documentation

➢ There are two components determining information form and function; formatting and subject-matter content. Separate data from narrative text and format from content.

➢ Determine what it is about the information that is needed and what will be pertinent to building content repositories… here are some examples-

Documentation Includes

- Descriptions
- Definitions
- References
- Graphics/Tables
- Checklists
- Procedures
- Processes
- Examples

- Types of Info Subjects
- Types of Info Uses
- Types of Formatting
- Variances & Similarities of Types
- Major Classifications
- Security
- Intended Audiences
- Graphic/Table Lists

Review the Data Issues

➢ Review data structure and subject matter

➢ Determine what information about the database is needed for what processes

➢ What is the integrity of the data and when is it at risk?

➢ Will data be round-tripping and how will that be achieved?

➢ How often is the data changed?

➢ Will the data need to be woven or wrapped?

Build a Terminology Resource

- Industry language
- Channel language
- Overlap in each of these
- Overlap of terminology across the enterprise
- Procedure language
- Source reference language

Identify Acronyms

- Industry acronyms: MSP, LAX, SFO
- Internal acronyms: CSR, CSR
- Form abbreviations: MEL, PAN
- Communication shortcuts: FYI, ITUS

XMP All The Resources

➢ Identification and documentation of information resources cooexistance

➢ Record of the office of responsibility for updates and version tracking

➢ What information is referenced by other information sources?

➢ Database references and resources

Document the Processes

- Where the information comes from

- Where it is going

- Document how the information changes from pillar to post

- Document what should happen and what is happening

- Document how the information processes can/should change

Discovery of Issues to Resolve

* Figure out what is the most important knowledge that you need to acquire
* Figure out what is most important to communicate
* Determine where to start and end
* Measure twice, cut once
* List the issues

Knowledge You Need to Have

- Content management
- Data management
- Directory management
- Document management
- Meta data management
- Network management
- Process management
- Server management
- Web site management

- XML/HTML
- Data Modeling
- Information Modeling
- Search Engine Technology
- Library Sciences
- Security Sciences
- Graphic Design
- Information Design
- Document Design

What to Communicate & When

- What do others need to know?
- Where are the best lines of communication working?
- Is there a communication breakdown?
- Where is your biggest communication obstacle?
- When is the best time to begin training?

Determine Where to Start and End

- Scope, scope, scope
- Set the mile markers
- It's only right when the customer sings
- What do the words "maintenance and update" mean?

Measure Twice, Cut Once

- Are there platforms, systems or applications that are going out of existence?
- Where are conversion convulsions?
- What is the biggest problem?
- Go for the obvious winner!

List the Issues

- Granularity
- Location
- Inventory
- Temporary vs. Permanent
- Cross-enterprise processes
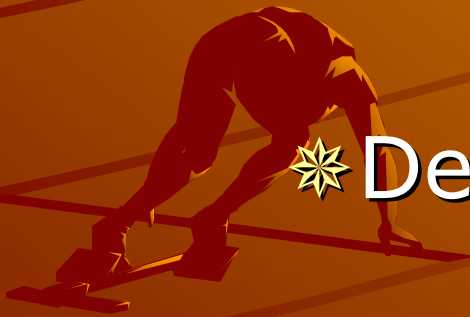- Legacy
- Middle Ware
- Security

More Preparation

- ✵ Create wish lists

- ✵ Document the content holes

- ✵ Decide what not to do

Create Wish Lists

- Cultivate a wish list scenario from staff members (this is not an idea pool to save money)
- Whatever you wish for in your working world
- Whatever you wish for from your shared working world

Document the Content Holes

- What is missing?

- Who "owns" the content?

- How long does the content live?

- Identify all of the properties the content has, i.e. security, knowledge level, identifier, media type

- Where does it begin?

- Where does it end?

Decide What Not To Do

- Devise methods or criteria to determine what is dead and what is dynamic

- Make real decisions about legacy and how your business changes

- Gauge what is big and what is small

- Understand the concept of diminishing return in relation to converting information

Overall Principles

- Work Toward a Center
- Build Uniform Information
- Not JIT, AAT
- Build Pools of Resources
- Build Your Case
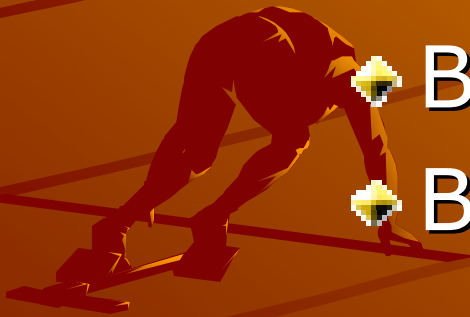
Work Toward a Center

- Consistency breeds single sourcing
- Respect the business reasons for not being consistent
- If not using the same tools, choose similar and compatible tools
- Promote harmony between look and feel, voice and approach

Build Uniform Information

- Create a structure that suits the business
- Make the structure easy to understand and use
- Take the time to receive input
- Reward or discourage information that does not fit the uniform
- Build habits and check points

Not Just In Time; At All Times

Train and mentor skills and resources that promote consistency in

- ➤ Information structure
- ➤ Information process
- ➤ Information form
- ➤ Information flow

Build Pools of Resources

- Knowledge bases
- Skill ranges
- Technical expertise
- Business subject expertise
- Project management
- Maintenance and administration

Build Your Case

- Know what issues are working for you and which are not

- Build your case for content management with both types of issues in mind

- Gather statistics that support your position

- Gather supporters in high places

Thank you for listening to Preparing for Content Management

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