



WHITE PAPER

Why a Traditional Content Management System Won't Meet Your Needs

**Macromedia's Contribute Publishing Solution Empowers Everyday Users and Drives
Content Value**

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Today's web-savvy companies know the value of timely information. Publishing current data to web sites is a critical step towards earning customer loyalty and enabling employee efficiency. Faced with volumes of data and the complexities of moving it online, many companies are reaching beyond their overburdened IT departments to more streamlined solutions. This paper explores available content management solution options and how Macromedia's Content Management System is emerging as a more cost-effective and user-empowering solution for transferring vital knowledge to the web.

Traditional Content Management

In an age of instantaneous communications, where getting fresh content to the web is a competitive advantage, up-to-the-minute data has become its own form of currency. Companies know that to cash-in on this knowledge asset, they must transfer their specialized data as rapidly as possible to colleagues, customers, and partners who can exploit its value to the fullest. With so much knowledge to share – and with such a strong emphasis on data “freshness” – companies are realizing the importance of their business content and are closely overseeing its journey to the web.

Homegrown Solutions

Over the years, many companies have cobbled together internal solutions to organize content and relied on web professionals to publish the content online. While this has worked well for smaller businesses, companies with large amounts of data increasingly struggle with stale web pages. The problem is that many hard-working, well-intended IT departments contain cumbersome web update processes that result in information bottlenecks. The bottom line for many enterprises today is to find solutions to regularly publish documents and updates to external websites while managing content organization and revision control on the back end.

The Lure of Traditional Content Management Systems

Many of these companies have turned to traditional enterprise content management systems (CMS) as a solution to content backlog. For organizations willing to make extensive, enterprise-wide changes, a traditional CMS can provide exceptional control over thousands of web pages from many contributors. CMS offers version and revision control and can ease the pain of frequent content updates that can be time-consuming when performed manually. But perhaps most tantalizing of all, CMS promises decentralization: the distribution of content creation amongst many different owners. In theory, decentralization empowers departments to manage their own areas of the web by publishing directly to their customers through standardized templates.¹ Unfortunately, this is easier said than done.

The Traditional CMS Fallout

The problem with traditional CMS is that it has failed to live up to its promises, particularly in the area of decentralization. In fact, after initial CMS implementation, many companies have been left struggling with issues such as platform lock-in and inflexible, over-engineered site infrastructures. Furthermore, these tools are often so difficult to use that Business Users simply won't bother to launch them at all. And if that wasn't enough, complicated end-to-end packages were often quintupling site operation costs.² The proposed miracle of decentralized web publishing never arrived. Instead it's been replaced with the real images of frustrated users struggling through the complicated, non-friendly process of moving important content online.

Traditional CMS Shortcomings

Many traditional CMS users feel that the increased cost in system time and resources have far outweighed the benefits. According to variety of surveys on traditional CMS, user complaints include the following:

- **Expense.** Exorbitant planning, purchase, design and maintenance costs can average as much as \$25,000 per business user each year. Overall rollout costs range from hundreds of thousands of dollars into millions.ⁱⁱⁱ
- **Migration issues.** The process for migrating old content to newly installed systems is clumsy and time-consuming.^{iv}
- **Complexity.** Traditional CMS implementations require a variety of skill sets and tight coordination across diverse departments, proving for many organizations to be one of the most complex rollouts they have ever managed.^v
- **Rigidity.** Traditional CMS does not accommodate well to a company's designs, is difficult to integrate with other systems, and doesn't allow for adequate customization.^{vi}

Publish or Perish

For most traditional CMS, the most basic flaw is their failure to pursue the ideal of "content value". While content management solutions efficiently organize content and manage its flow to the web, their inherent design fails to account for the obvious: successful business depends upon having a tool that non-technical users are actually willing to use.

A truly effective content management system should drive content value by focusing on publishing the content rather than simply controlling the content. This type of application actually maximizes content value by ensuring its rapid delivery to the web. That seems to be the real need for content owners today.

The Macromedia Alternative

In response to a 2003 survey, a majority of companies acknowledged that their content management tools remained sadly under-deployed. In fact, sixty-one percent of the companies admitted that they still rely on manual processes to update their websites.^{vii} So regardless of whether they've installed a CMS or not, most companies still lack an efficient means of updating their web sites. This has set the stage for a new breed of tools that empower users to directly publish web content themselves, an emerging trend that harnesses user-friendly and instantaneous solutions to drive real content value.

Simplified Content Management

Macromedia Contribute publishing solution enables companies to instantly create mission critical, content-rich Web sites. Web publishing solutions which allow users to modify content directly are rapidly gaining ground in both small and large organizations as an affordable, practical alternative to traditional CMS. These solutions enable companies to instantly create mission critical content-rich Web sites, streamline the Web publishing process, reduce the need for costly site maintenance, and empower business users to manage their own content. Now, businesses of any size can use these solutions to keep external websites up-to-date or revitalize intranets for internal communications. And enterprises can deploy these solutions to manage intranet content for individual departments or across the organization for internal communication and coordination.

Macromedia Contribute solution offers enormous advantages over content management solutions in a number of ways, including:

- **Ease of use.** As easy as using Microsoft™ Word, so any business user can create web content, and training costs are kept to a minimum.
- **Easy deployment.** Requires little or no reengineering, so IT departments can have them up and running within days.

- **Scalability.** Scalable, extensible, and can be easily deployed across an entire organization. Customers can economize by purchasing only what they need.
- **Extensibility.** Built on a service-oriented architecture, which allows users to plug in existing Web Services or create new ones to fit specific needs.
- **Affordability.** Defrays the costs associated with consultants and site maintenance because it doesn't require new infrastructure.

Perhaps most significantly, Macromedia Contribute publishing solution surpasses traditional CMS in its ability to strike the important balance between distributed authoring and centralized control. Through a Microsoft Word-like interface, our solution enables content owners to be directly involved with web publishing. And it provides extensive controls for administering user permissions. These controls ensure that design standards are met, functionality is maintained, and code is protected. Finally, an intuitive approval system provides practical workflows for controlling editing and publishing permissions. The Macromedia solution answers the content publishing needs of many enterprises today.

The Macromedia Advantage

Macromedia is redefining content management by making it instantly available to everyday users through their powerful, flexible approach. The Macromedia Contribute publishing solution, including Macromedia Contribute™ 3, and the Contribute Publishing Server, meets the needs of business users, web developers, and web/IT managers by balancing user empowerment with administrative controls and standards.

Macromedia is the only system that is:

- **Driven by users.** Makes building, managing, and updating websites straightforward and approachable so that content owners – not just IT personnel – can drive the web publishing process. Macromedia bypasses complicated forms and combines an intuitive browse-edit-publish workflow with advanced editing features for point and click simplicity.
- **Easy to manage.** Web and IT managers can centrally manage access across large numbers of websites and publishers, integrate with enterprise systems, and oversee publishing activity through logging and notifications.
- **Zero Migration:** Simply point Macromedia Contribute at your existing website and begin editing. No need to spend weeks or months moving existing web content into a database or proprietary system.
- **Compatible.** The Macromedia solution does not require systems integration, making it compatible with existing web and IT infrastructure. It can work across platforms, enabling web publishing in almost any computing environment – and can be used to extend the value of existing traditional CMS and learning management systems (LMS).
- **In sync with current technology.** The Macromedia solution incorporates leading web development tools, and is built on a services-oriented architecture, enabling web professionals to design and build websites using their preferred technologies without the need for additional training.

Alameda County Social Services Embraces Macromedia's Contribute Solution

Alameda County Social Services Agency recently deployed Macromedia Contribute publishing solution across its enterprise of 2,400 users without any change to its IT infrastructure. Within a week, users throughout the organization had become part of the content management process. In fact, they were driving it. Users with only Microsoft Office skills now keep 25,000 pages of policies and procedures fresh, helping to cut the web team's maintenance time in half – and enabling IT management to focus on future services.

Macromedia Empowers Users and Maximizes Content Value.

An enterprise's content achieves real value when it is published, shared, and utilized. Unlike most Content Management Systems, Macromedia Contribute publishing solution makes ease-of-use its primary goal. The closer content managers are to the web publishing process, the fresher and more frequent their contributions will be. Likewise, the easier it is for web developers to build and maintain effective websites, the greater their ability to enhance visitor experience. This Macromedia solution offers an affordable, scalable solution that empowers users and encourages companies to maximize the value from their online business content. In the end, this is what business users are looking for.

ⁱ adaptivepath.com.

ⁱⁱ Joyce, Erin. Study: Content Management Tools Fail. Feb 26, 2003. www.atnewyork.com

ⁱⁱⁱ Joyce, Erin. Study: Content Management Tools Fail. Feb 26, 2003. www.atnewyork.com

^{iv} Victor Lombardi. Survey conducted January 24-31, 2003

^v Martin White. EContent Magazine.

^{vi} Victor Lombardi. Survey conducted January 24-31, 2003

^{vii} Joyce, Erin. Study: Content Management Tools Fail. Feb 26, 2003. www.atnewyork.com.