



Leveraging Technology to Streamline Intranet Strategies

IIR Intranet and KM Summit
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What is an Intranet ?

- Within an enterprise
- Facilitates working in groups
- Looks like a private version of the Internet.
- May be accessible to customers, partners, suppliers, or others outside the company i.e. part of an extranet."

Intranets and Taxonomy

- Publishing
- Transactions
- E-mail and Scheduling Integration
- Training
- Knowledge Management
- Organizes content.
- Ease search / Navigation.
- Different perspectives of how to navigation to content (Personalized Taxonomies).
- Provides a map of how to get to a content destination.
- Understanding of Content.
- Provides a context for content (establishes relationships between content).

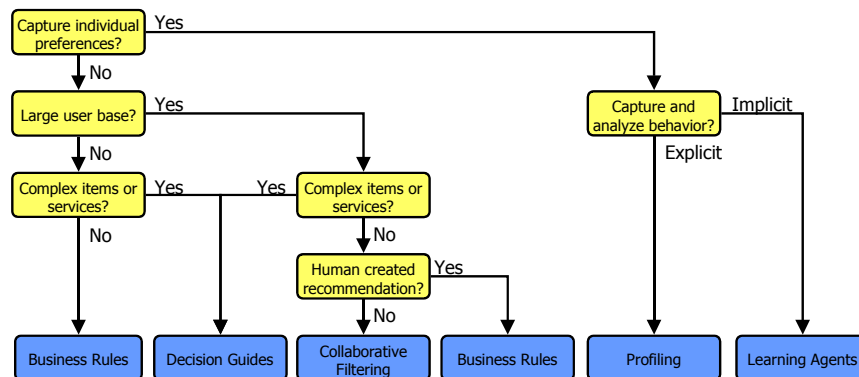
Personalisation Technologies

- Business Rules
- Decision Trees
- Collaborative Filtering
- Profiling
- Learning Agents

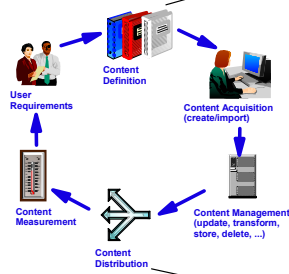
Personalisation Products

- **Autonomy**
- **Blue Martini**
- **IBM Websphere Personalisation Server (bundles Macromedia LikeMinds)**
- **Macromedia LikeMinds**
- **Microsoft Content Management Server**
- **Vignette**
- **NetPerceptions**

Personalisation Framework



Content Management Taxonomy ! and Skills

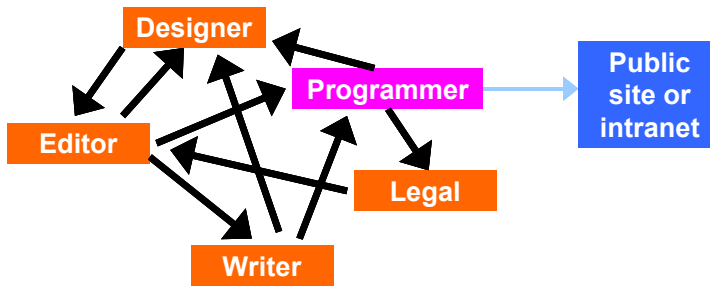


Business Model
-Define content requirements, objectives and measurements

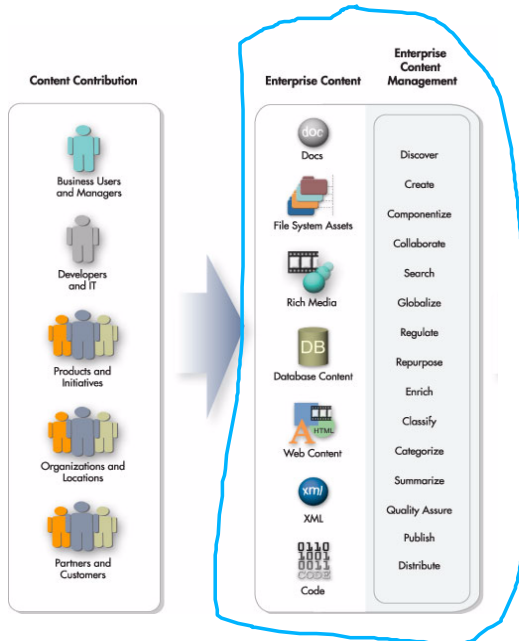
Content Model
- Prioritize and place content based on user requirements

Management Model
- Establish consistent processes, roles and responsibilities

Technology Model
- Ensure standardization in content management tools



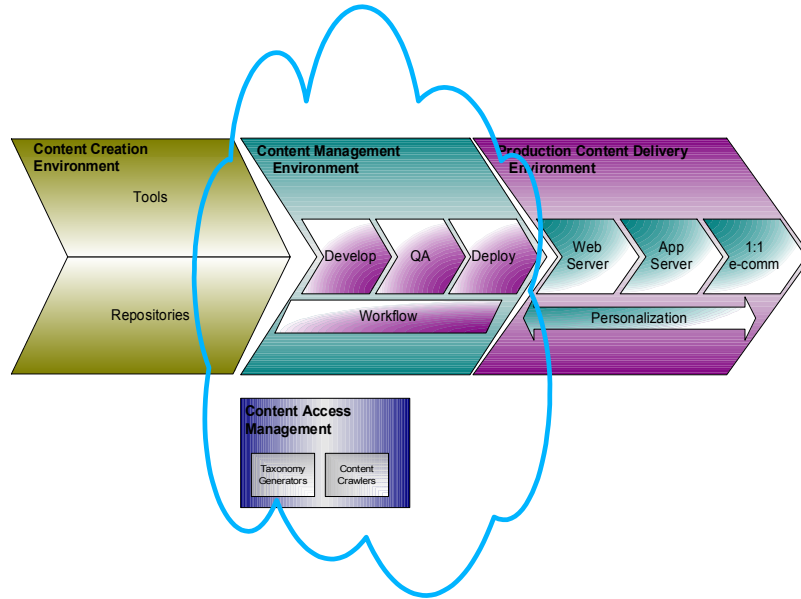
Content Management System helps with ?



A CMS IS NOT involved in:
 ==> Content Delivery
 ==> Content Creation

A CMS IS involved in:
 ==> Content Submission
 ==> Content QA
 ==> Content Approval
 ==> Content Versioning
 ==> Content Retirement

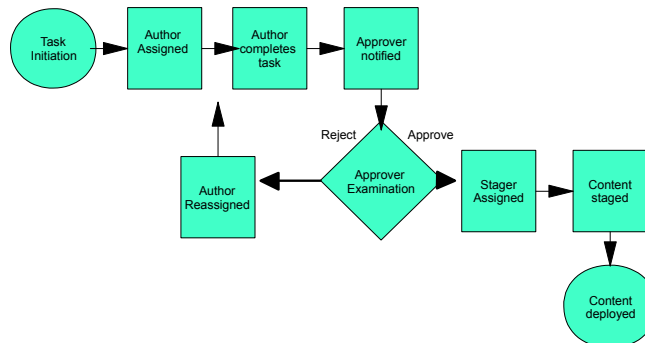
Scope of a Content Management System



Source: Adapted from Interwoven, IBM and authors own experience.

The Content Management Processes

- Capture or Submission (also Syndication)
- QA
- Approval
- Staging
- Deploying
- Versioning
- Retirement



The CMS Product Landscape

Company	Product	Customers	Price Range
e-cision.com	Webnovo	Hitachi Data Systems	\$30,000 plus
Rex.co.nz	RexComposer	Civil Aviation Authority	\$15,000 onwards
MasonHQ.com	Mason	Salon.com, Ducati.com	Free product
Viatx.com	ViatxContent	Do not know	Do not know
Interwoven.com	Teamsite, Vignette	A large utility company and Fencepost.com	\$200,000 plus
Straker	Shado	Southern Cross Healthcare	\$20,000 plus
Microsoft.com	Content Manager Server 2001, (acquisition of NCompass)	Do not know	\$50,000 plus
Documentum.com	4i		\$200,000 plus
Vignette.com	V/5 and V6 Content Suite	nzoom.com, stuff.co.nz	\$200,000 plus
Presence Online(aprix.com)	Aprix Multiplatform	Liquid.co.nz	\$100,000 plus
Interventures.co.nz	AssetNow	David Shaw Furniture	\$995 plus

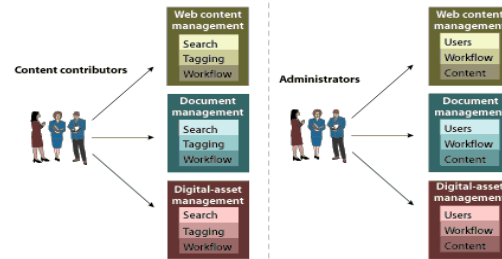
Point to ponder: In 2002 every Document Management vendor will claim Content Management ! so what is the difference between CM and DM ?

Content Management System CSF

- Training in the chosen CMS
- Appointment of the Content Management "human roles"
- Taxonomy, taxonomy and taxonomy
- The political nature of content
- Implementing one CMS for all those nets - wireless included
- Integrate the CMS with the business application delivery systems i.e. Does the CMS fight or love the Intranet (Web) Serving Infrastructure that is not-negotiable.

Where are the technologies going ?

1-1 Firms have inefficient interactions with multiple content management systems



1-2 Enterprise content management provides an integrated approach



Source: Forrester Research, Inc.

How does one know it is working ?

- Progressive reduction on number and volume of Internal content being transported using email attachments
- % of employees are habitually producing content for the Intranet
- % of business critical content will only be found on "C:" drives or "private accounts on LAN Drives"
- Big delta in "business transaction throughput"
- ALL employees initiate a content submission through their standard desktop tools
- Navigate 100% of the content on the Intranet using a "Taxonomy Tree" ?
- More than 50% of non-voice discussions between employees as well as employees and customers/suppliers held on the Intranet and automatically harvested for strategy formulation, decision making and dispute resolution
- Do we still have the "I do know who has that in which e-mailbox" syndrome



Thank You

This presentation and the paper are
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