

WRITE ONCE PUBLISH OFTEN

Content management systems and multi-channel publishing.

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What we will cover

- Review of multi-channel publishing operations and content reuse.
- Identification of some challenges associated with multi-channel publishing.
- Network World's approach to using a CMS to optimize our multi-channel publishing operation.
- Results – lessons learned.

About NetworkWorld, Inc

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NetworkWorld, Inc., the Leader in Network Knowledge, empowers Network IT Executives through education, information and community. Network World, an IDG company, is the leading provider of news, analysis, reviews, events and education on information technology.

NetworkWorld publishes the leading newsweekly, Network World, hosts the most active online community (www.networkworld.com), and produces educational seminars and events worldwide. Network World's portfolio of strategic marketing programs provides marketing and agency professionals with the tools to generate high-quality leads, optimize marketing campaigns, and create new revenue opportunities.

Content under management

(all which have a different life cycle)

- Breaking news
- Product reviews
- Columnists
- Features
- Buyers Guides
- Newsletters
- Special Reports
- Technology Primers
- Executive guides
- Promotion

Input

Weekly, 250-300 pieces of content enter our production pipeline from...

- NWW reporters
- Freelance contributors
- News service subscription feeds
- Marketing
- Video production team
- Art
- Events

Output

Print channel – 170,072 weekly circ

www.zinio.com edition (digital mirror copy of print publication)

Email newsletter channel

- 64 Newsletters
 - Daily
 - Twice a week
 - Once a week
- Text & html versions
- Web archive – posted 2 days after email version is distributed

Web channel

- Xml/html (note embargo on print content)
- PDF reports
- Gated premium content
- PDA/wireless channel
- RSS (HOT!)

News service channel

- XML
- ASCII

Challenges of supporting a multi-channel operations without a CMS

Workflow can be manually intensive

- Does not scale
- Quality can be impacted as volume increases
- Reuse of content is costly

Duplication of effort

- How many times does a piece of content get touched?

Challenges of supporting a multi-channel operations without a CMS

Underutilization of resources

- How much time are your resources spending manipulating files as opposed to creating value?

Inconsistent results

- Ever have any web pages disappear?
- Variance in publishing times

Challenges of supporting a multi-channel operations without a CMS

Synchronization of publishing content to multiple channels requires a traffic cop...

- Online can't scoop print
- Don't forget to update outbound news feeds...
- Okay to post to the web in 48 hours....
- This correction has to go out to all channels

Challenges of supporting a multi-channel operations without a CMS

The one armed monocle paperhanger syndrome..

- Everything works well as long as
<*insert name of multi-talented hard to find resource*> is here

Business users are often disenfranchised from web publishing.

- Time to market is now!

CMS Implementation

results & lessons learned

Challenge #1

Product selection can be confusing.....

It seems like every vendor is in the CMS business

“Content Management Systems “

- Too ambiguous of a term to be of any value
- A quick survey of vendors in the CM market
 - Software Configuration management
 - Document management (authoring)
 - Production management – print & web publishing
 - Content rendering and distribution
 - Portal & commerce applications

Challenge #2

Workflows often need to be reengineered

Don't look just to automate your current operations.

- **Simplify, eliminate and then automate.**

Anticipate that roles and responsibilities will change.

A well defined content taxonomy is key to content reuse

Challenge #3

Scope creep

Aggressively manage scope creep.

- **Everyone will be looking at this project to solve their problems**

Identify realistic, measurable and achievable goals for the initial release.

- **Avoid large projects, position as a series of small successes**

NetworkWorld's approach....

Didn't change what was working

- Leveraged existing print CMS
 - Integrated print CMS with online.

- Leveraged existing distribution channels

NetworkWorld's approach....

Focused on integration and production

- Most pain and largest ROI potential.
- Performed a detailed analysis of production workflow
 - Identified operational success criteria
- Developed a weighted list of 70 items for vendor product evaluation.

Learned from our mistakes. We realized (from previous failed attempt) that we needed to...

- Keep content separate from layout.
- Keep the number of discrete templates to a minimum while maintaining design flexibility.
- Eliminate requirements to know html, etc. in order to participate in the publishing process.

Results – lessons learned

Separating content from layout, production from delivery works well.

- XML, XSL, XLST skills are a must
- Publishing to multiple channels is now an automated process

Don't repurpose your content, prepurpose your content !

- Taxonomy and meta data are key.
- Meta data empowers your content

Workflow

- Keep it simple to start.
- eliminate vs automate

Results – lessons learned

- It's a change management project.
 - Plan accordingly
- Best to roll out changes in small increments
 - The job is always bigger than you think
- Lines of business are now empowered
 - Marketing departments can now publish at will

Results – lessons learned

- Publishing operations are now based on systems and processes, not individuals, resulting in a highly scalable environment
- Realized costs savings and increased productivity.
 - Roles and responsibilities were redefined.
 - Resources were reallocated, more value is now being provided.
- Via automated processes realized increased reliability and improved quality.
- Once implemented you will be wondering how you survived without a CMS.