



# On the Adoption of Content Management (Systems) and The Hoped For Potential of Semantic Technologies

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Theory

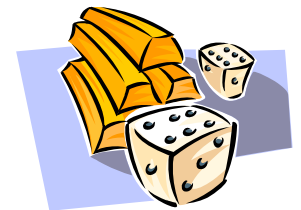
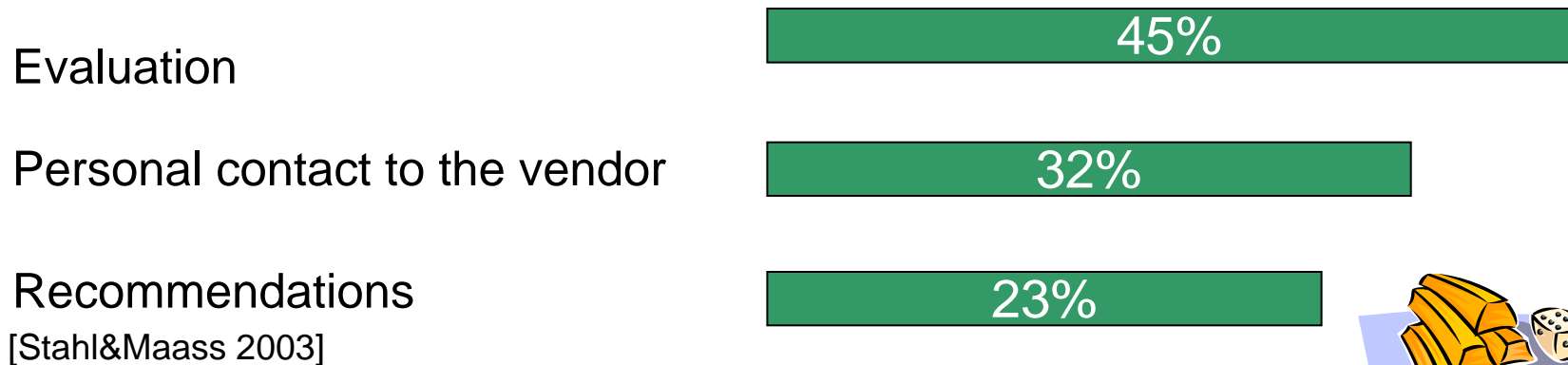
**Content Management  
is a management method supported by technology.**

# CMS Evaluation

## Situation:

- Several hundred CMS vendors worldwide
- Companies have a broad range of needs and requirements

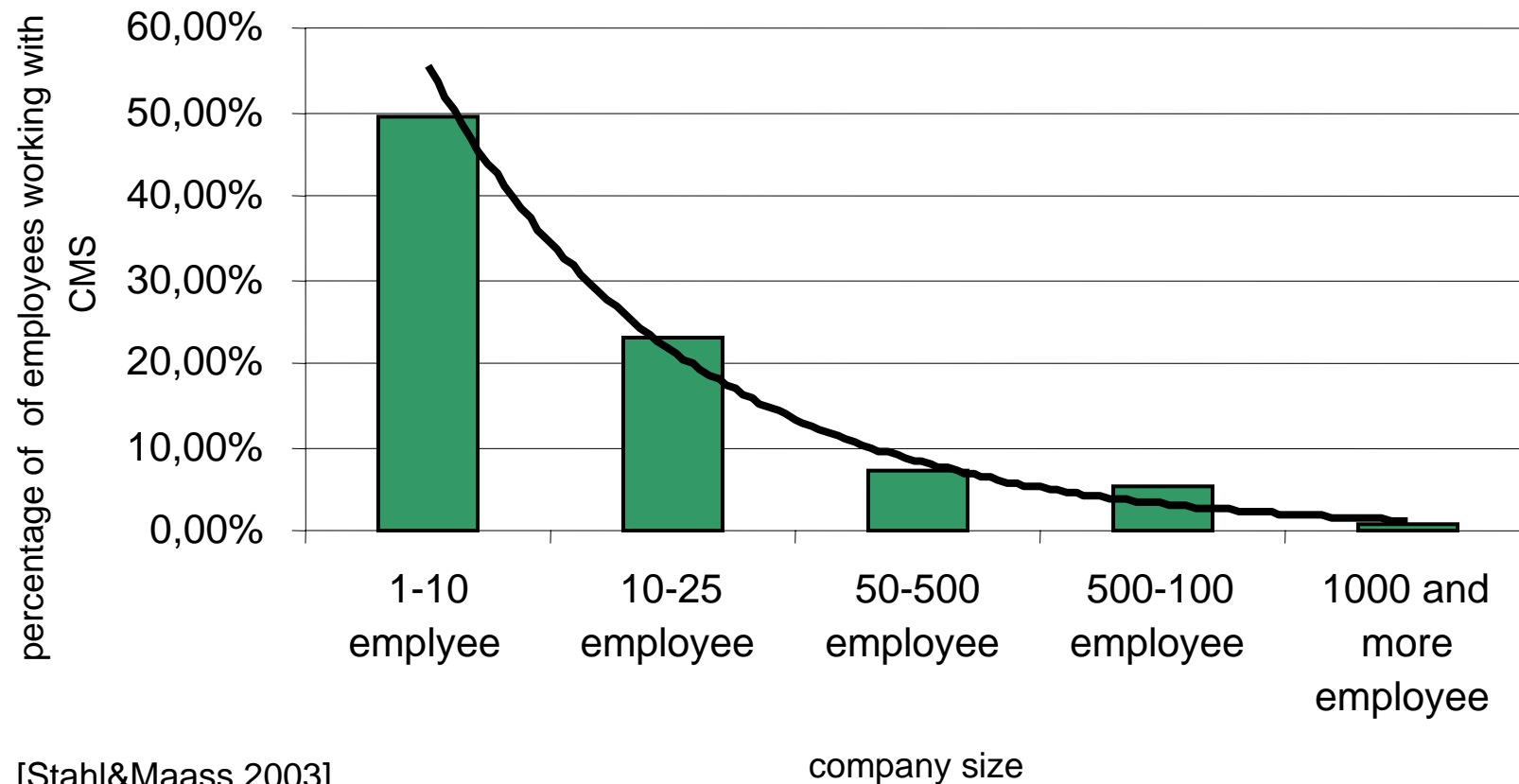
## How did companies select a CMS?



**Summary: 55% of all companies have not selected a CMS on the basis of their needs and requirements**

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# Active use of CMS by Reference Customers



[Stahl&Maass 2003]

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## CMS Reference Customers

### Satisfied Needs After Finishing a CMS Project

29 %

- Not satisfied at all

36 %

- Still working to achieve project goals

35 %

- Perception that mission was accomplished

[Stahl&Maass 2003]

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# Perceptions of Reference Customers After a CMS Project

- ✗ Re-use of contents / knowledge
- ✗ Faster creation and updates of contents (time2web)
- ✗ Integration of internal information services (EAI)
- ?
- ?
- Integration of external information and contents (content syndication)

An analogue study for Semantic Content Management Systems will be performed in the IP IKS in 2009  
Please contact me if you are an interested vendor or customer of SCMS



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