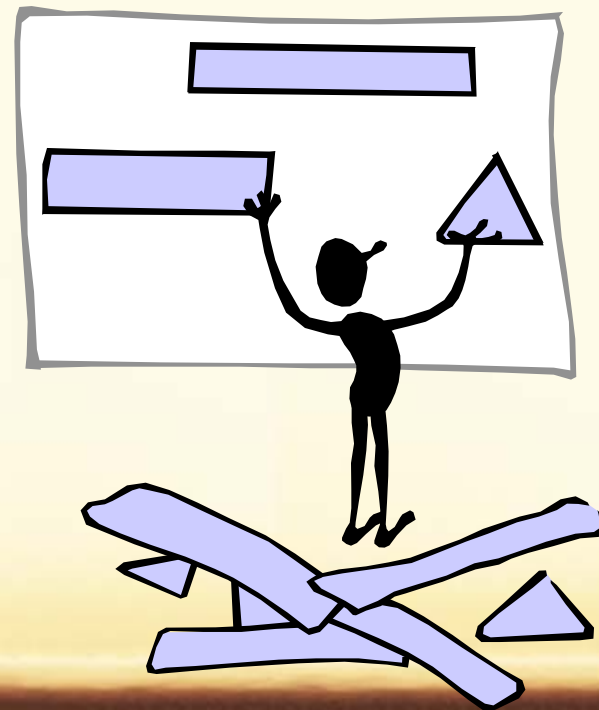


Content Management and the Information Process Maturity Model



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Director

Process Maturity

- Measures the ability of an organization to
 - Deliver information products that consistently meet customer needs
 - Produce information products in an effective and cost-efficient manner
 - Provide for a learning-oriented workplace

Reason for process maturity

- Moving beyond chaos
- Moving beyond the heroism of talented and dedicated individuals
- Moving toward a repeatable, reliable process

Immature organizations

- Significant differences in process
- Reactionary and crisis-oriented
- Quality compromised to meet unrealistic budgets and schedules
- Dependent on individual effort
- Unpredictable quality in the product

Mature organizations

- Organizational commitment to process
- Roles and responsibilities well defined
- Significant management of the process
- Quality continually monitored
- Realistic budgets and schedules
- Continuous innovation to avoid bureaucracy

Issue

- Are immature organizations able to develop the processes required to design, develop, implement, and maintain a content-management system?

Eight key practices

- Organizational structure ⌘
- Quality assurance ⌘
- Planning activities ⌘
- Estimating and scheduling ⌘
- Hiring and training ⌘
- Information design and innovation ⌘
- Cost controls ⌘
- Quality management ⌘

Levels of CM use

- Delivering the same content in multiple media and to multiple platforms
- Maintaining content in a version-controlled database
- Creating unique modular content
- Assembling modules into multiple outputs
- Customizing outputs for different needs
- Allowing users to personalize modular outputs

Organizational structure

- Individual contributors working alone can only manage their own work
- Managed departments support the work of collaborative teams
- Centralized information-development provides access to specialists in information architecture, repository management, system design

Cost factors

- Centralized management provides the critical mass for funding
- Content management systems are more costly than desktop publishing tools
- Desktop publishing tools support rudimentary single sourcing in an ad-hoc environment
- As information and delivery become more complex, desktop publishing tools fail

Quality assurance

- Quality assurance requires substantive and mechanical editing at all stages of the process
- Adherence to standards supports the ability to reuse content
- Single-sourced content is reviewed once
- Reused content is complete and accurate every time it appears

Planning activities

- Content planning makes organized reuse possible
- Planned output determines the modular architecture to facilitate use in multiple contexts
- Without planning, opportunities for use of information in multiple contexts is severely reduced

Estimating and scheduling

- Content management and a reuse strategy can reduce information-development costs
 - Reduced time for editing, reviews, and translations
 - Reduced writing hours
 - Decreased impact on subject-matter experts

Hiring and training

- Higher initial costs for training
- Eventually less time to train new staff with format-free document creation
- Need for increased domain expertise
- Need to hire specialists in information architecture, repository management, substantive editing
- Training in collaborative techniques

Innovative design

- Need for restructuring content
- Minimalist initiatives – minimalist content is more adaptable for multiple uses
- Customer focus for targeted source materials
- New designs necessary to support an adaptive architecture
- Support for multiple content contributors (SMEs)
- Dynamic delivery of content

Cost controls

- Cost-benefit analysis for CMS acquisition depends upon
 - Current costs well understood
 - Cost savings clearly outlined
 - Ability to muster support for potential capital and infrastructure costs

Quality management

- Vision of the user experience
- Customized content
- Personalized content
- Dynamic delivery
- Continuous publishing
- Measurement of successes and challenges (metrics)
- Organizational change management

Asking for help ...

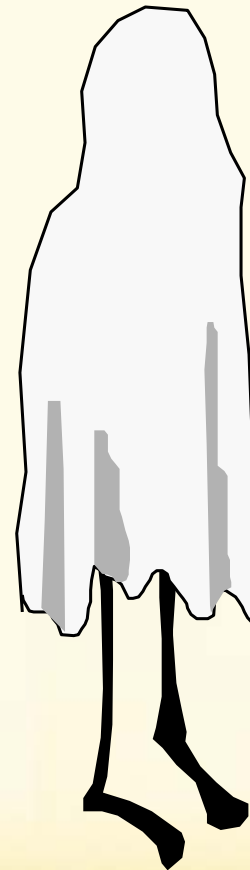
- joann.hackos@comtech-serv.com
- www.comtech-serv.com
- www.infomanagementcenter.com
- www.usabledesign.com (workshops and seminars)
- 5th Annual Best Practices Conference
September 22-24, 2003
Seattle, WA – The Edgewater
Theme – Innovation: Making It Happen

Where is your organization?

- Level 1: Ad Hoc
- Level 2: Rudimentary
- Level 3: Organized and Repeatable
- Level 4: Managed and Sustainable
- Level 5: Optimizing

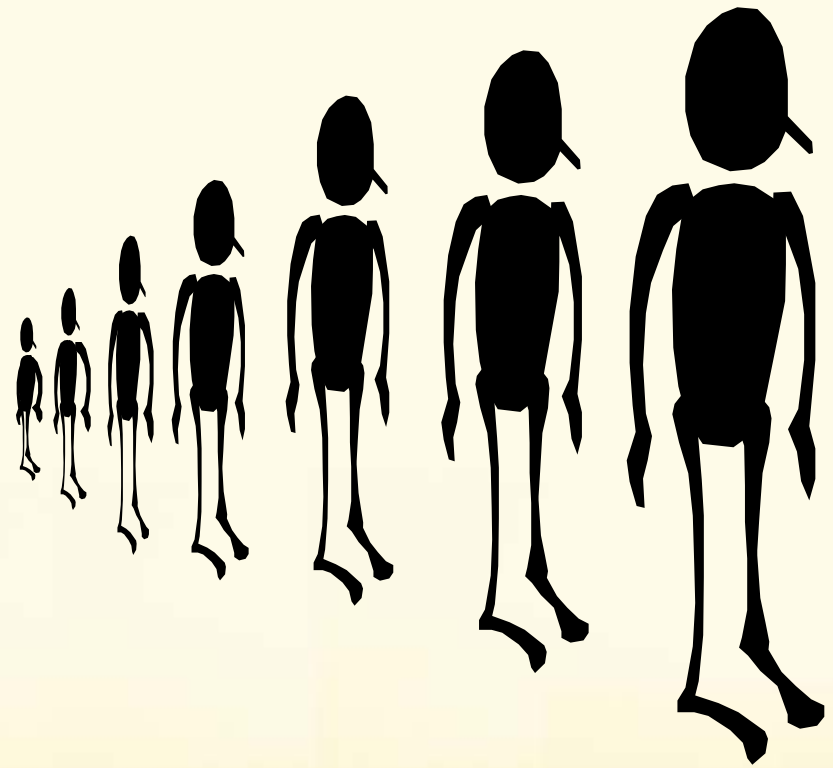
Level 0: Oblivious

- **Anyone can write; anyone can teach**
- **Professional information development non existent**
- **No interest in maintaining skills inhouse**
- **Content management isn't even on the radar screen**



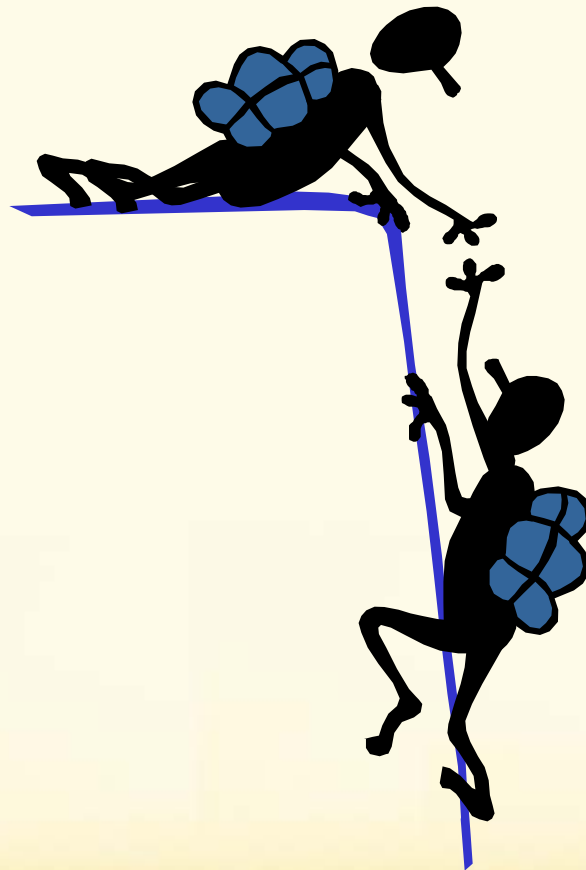
Level 1: Ad Hoc

- **Information developers work alone or for different managers**
- **Standards are not present or enforced**
- **Consistency is a pipe dream**
- **Talented individuals do their own thing**
- **Single sourcing is possible through desktop publishing tools**



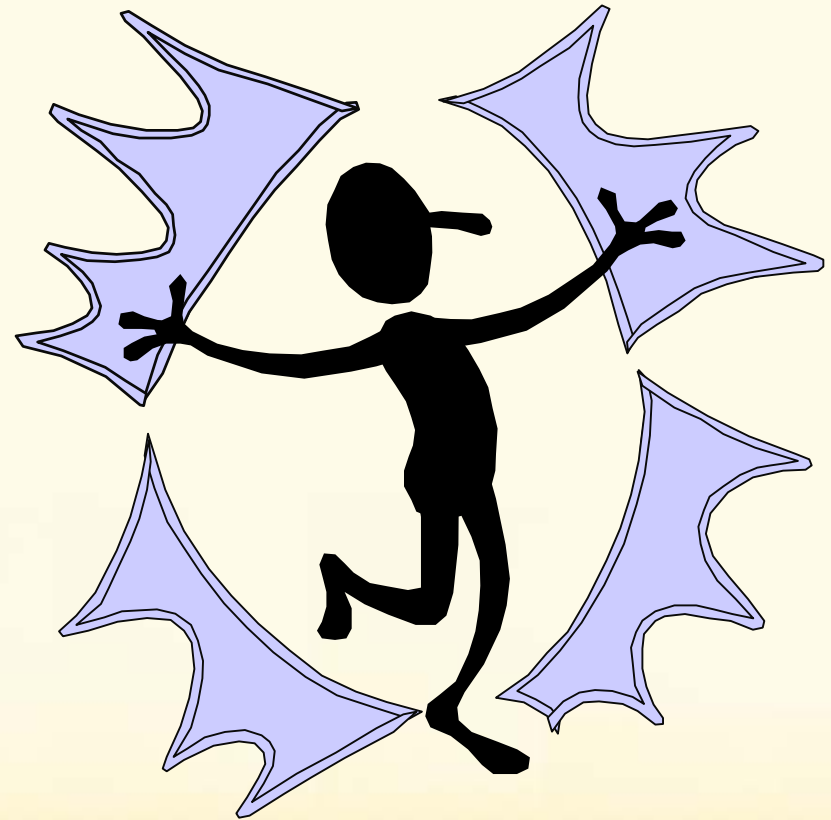
Level 2: Rudimentary

- **Some management beginning**
- **Standards seem desirable but not yet in place**
- **Interest in single sourcing**
- **Insufficient collaboration or consistency to develop consistent information**



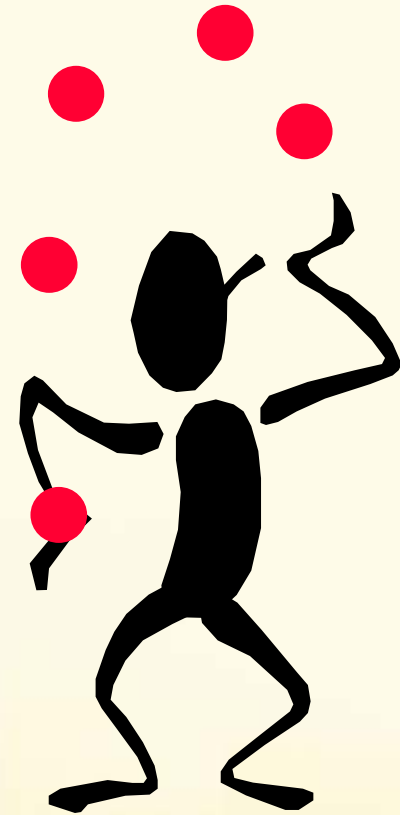
Level 3: Organized and Repeatable

- **Projects are managed**
- **Standards and processes are followed**
- **New designs are introduced**
- **Time is available for improvement**
- **Content management is a genuine opportunity**



Level 4: Managed and Sustainable

- **Processes are always followed and improved upon**
- **Innovation is closely linked to customer needs**
- **Time is available for quality**
- **Bureaucracy is defeated**
- **Content management is successful**



Level 5: Optimizing

- **A continually improving organization**
- **Quality measurements are in place**
- **Innovations are part of the process**
- **Everyone is on the team**

