

Single-Source Content Management If, Why, and How

Moderator

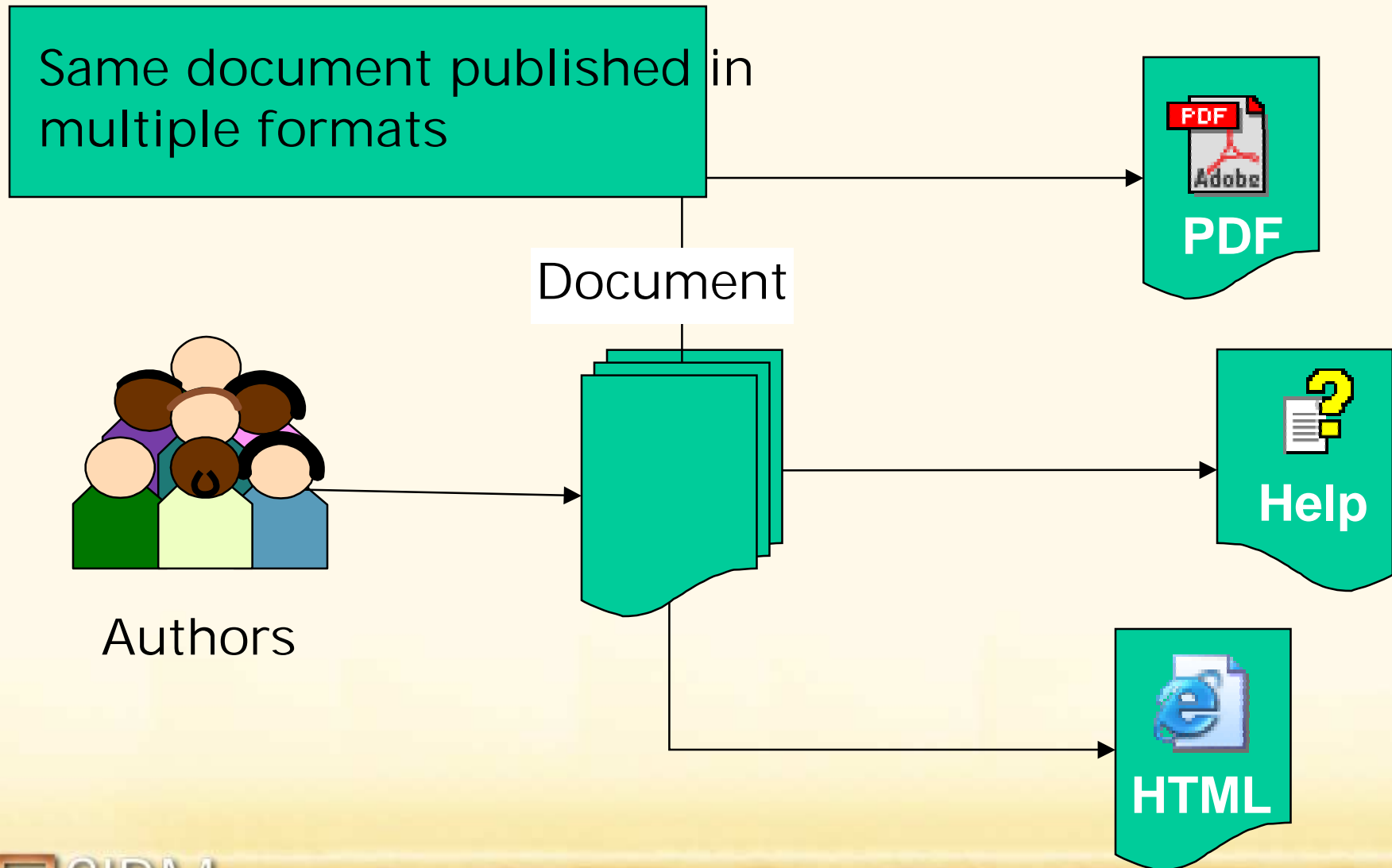
Dr. JoAnn T. Hackos
Comtech Services, Inc.



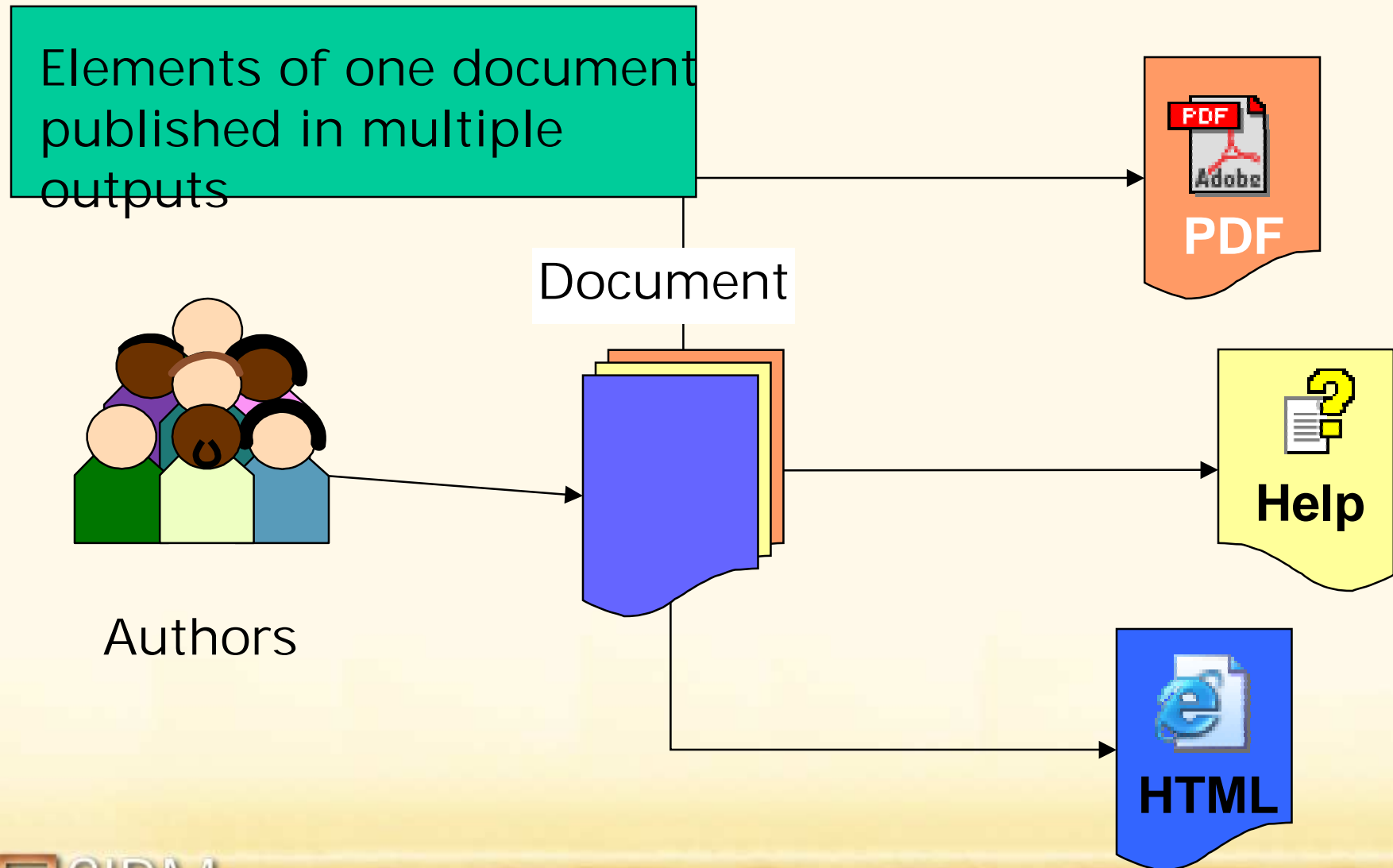
Panelists

- The five levels of content management
 - JoAnn Hackos, Comtech Services
- How single sourcing content management strategy is transforming business processes to create real value
 - Marc Gunning, Hewlett-Packard
- Information Design – the key to reuse
 - Tina Hedlund, Comtech Services
- Once source – Five deliverables: a case study of return on investment
 - Ben Martin, J D Edwards

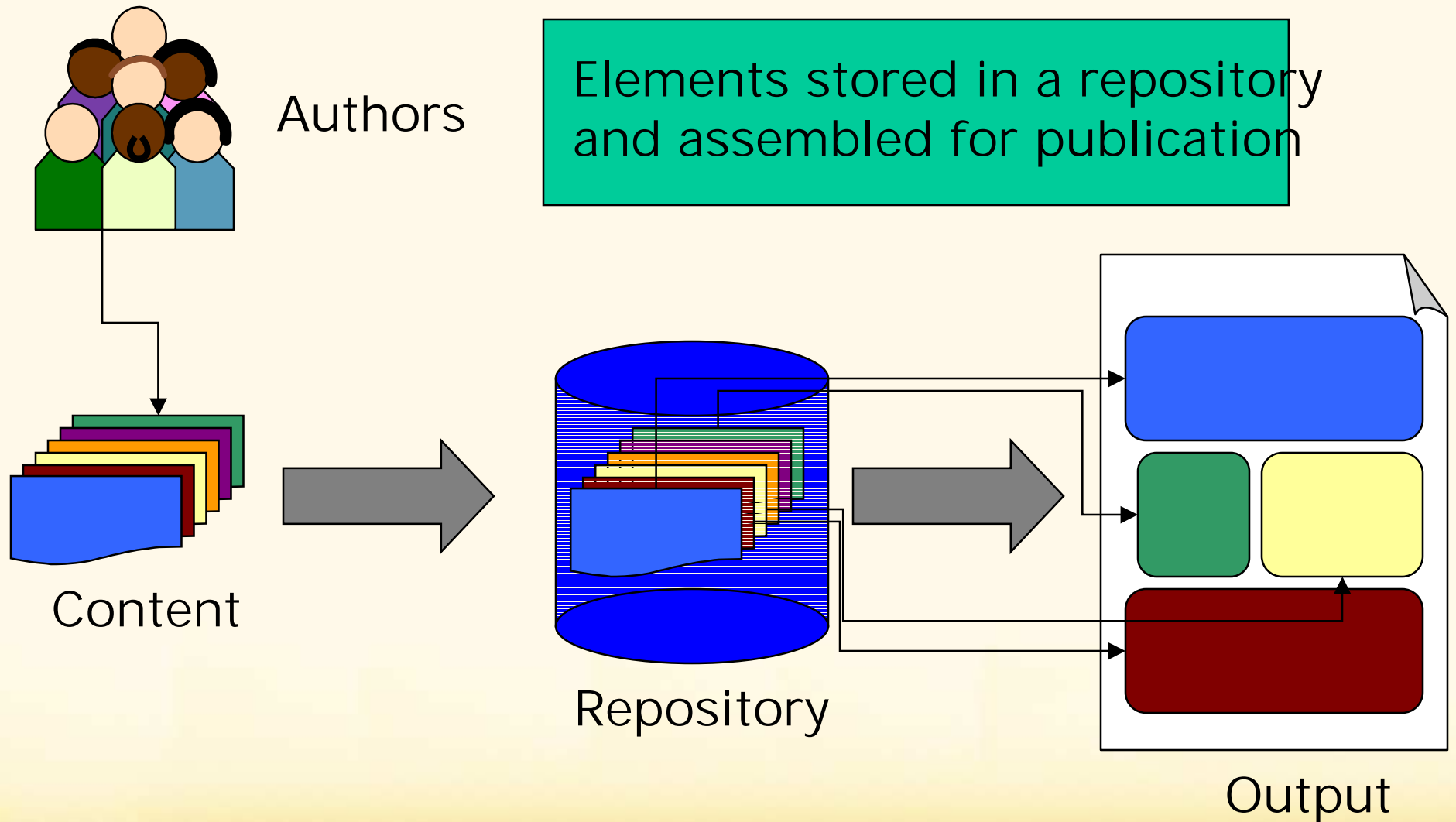
Level 1 Single Sourcing



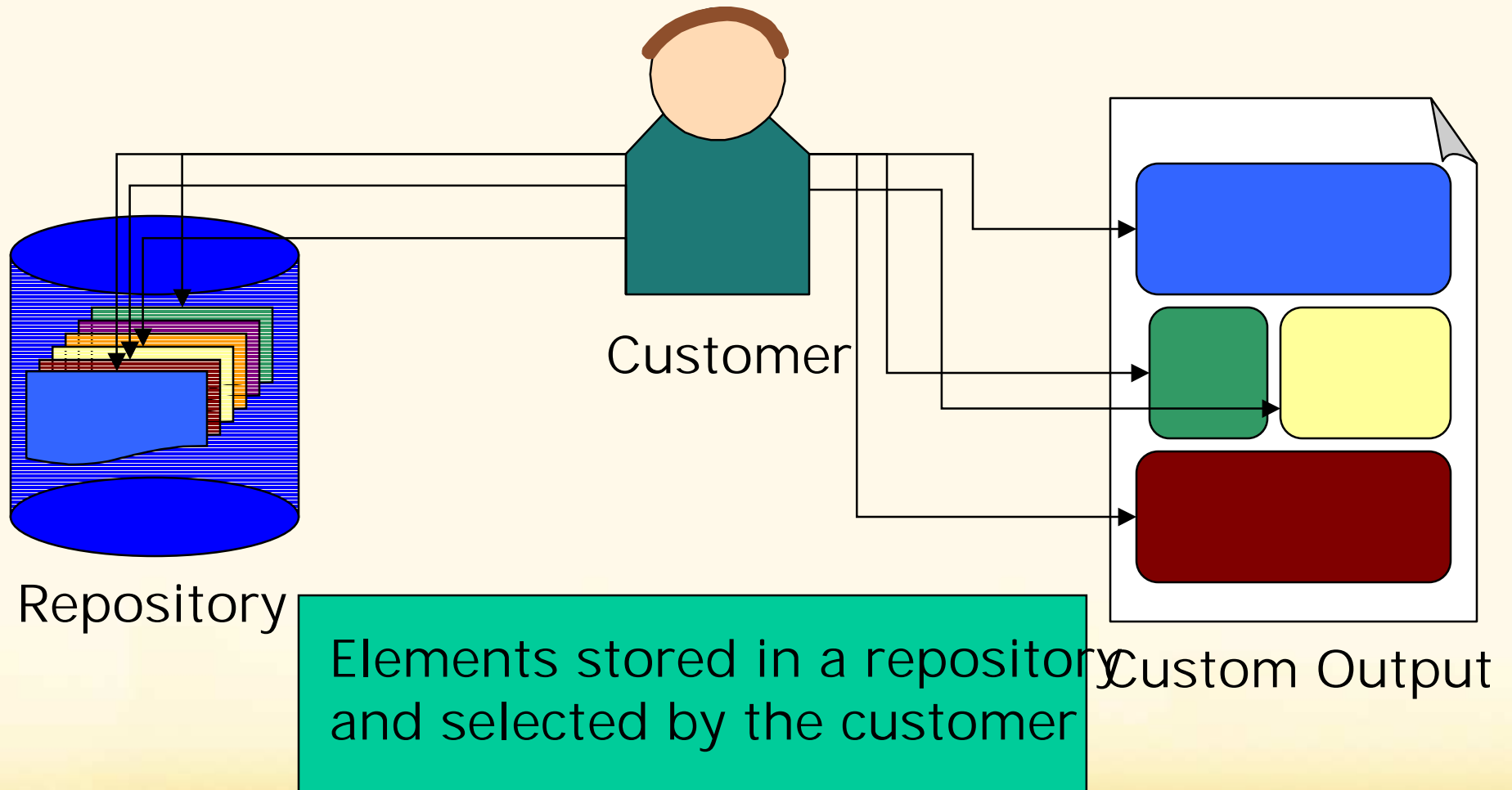
Level 2 Single Sourcing



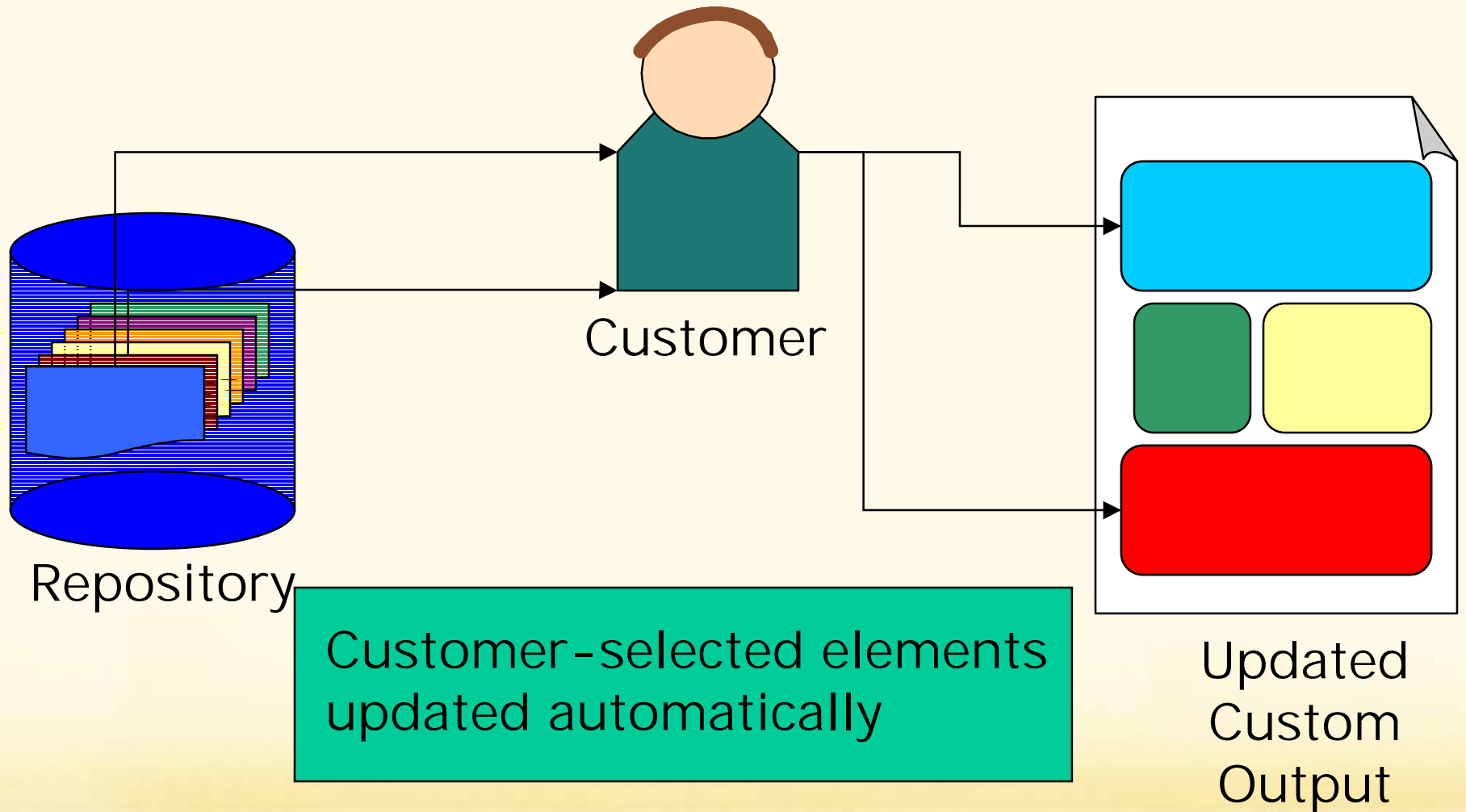
Level 3 Single Sourcing



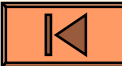


Single Sourcing Level 4



Level 5 Single Sourcing



Panelists

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 - Marc Gunning, Hewlett-Packard 
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 - Tina Hedlund, Comtech Services 
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 - Ben Martin, J D Edwards 

Reference

- Content Management for Dynamic Web Delivery, Hackos, J (Wiley 2002)
- The Content Management Bible, Boiko, B (Wiley 2001)
- European Content Management Strategies Conference
 - October 14-16, 2002, Brussels, Belgium
 - www.cm-strategies.com
- Slides available www.comtech-serv.com

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