



## Fundamentals of Web Content Management Technologies - Fact Sheet

This AIIM Essentials course, developed by CMS Watch, will provide you with a thorough grounding in Web Content Management technology. It will enable you to identify your own requirements more clearly, understand how various WCM system services work, and differentiate among alternate architectures and approaches.

**Instructor:** Tony Byrne: Founder, CMS Watch

**Length:** 5 modules, 4.5 hours

**Cost:** \$395

### Outline

Modules included in this course:

- Introduction to WCM
- WCM Core Technology Services
- Web Content Production Services
- Web Content Delivery
- WCM Vendor Landscape and Trends

### Who should take this course

- WCM system project managers, architects, and developers -- to understand what you're about to get into
- WCM product selection team members -- to level-set understanding, expectations, and terminology among the team
- Enterprise architects and IT managers -- to better guide business colleagues about choices and impacts
- Business analysts -- to learn what requirements need to be gathered
- Consultants -- to understand how WCM tools work and provide more value to clients
- Anyone considering implementing or replacing a WCM system

### What's *not* covered

- Evaluations of specific products
- How to build your own WCM platform (although this course could give you a jump-start)

## Learning Objectives:

### Module 1: Introduction to WCM

- Define Web Content Management and place it in the spectrum of “ECM” technologies
- Make the business case for a WCM investment, using three possible types of rationales
- Identify the promise and pitfalls of content re-purposing and re-use
- Understand the implications of different operational models for web publishing
- Define web content governance and identify key policy and standards issues you should address before making an investment in WCM technology

### Module2: WCM Core Technology

- Identify key technology standards in the WCM field
- Contrast different approaches to Web CMS application customization and extension
- Define templating, and identify two different architectural approaches to page rendering
- Articulate the purpose of identifying users and groups in access control
- Define usability in the context of WCM management interfaces
- Distinguish between internationalization and localization of contributor interfaces

### Module 3: Web Content Production Services

- Identify the pros and cons of different approaches to contributing content into a WCM system
- Understand the implications among different types of rich text (“WYSIWYG”) editors
- Define and critique “in-context” editing
- Distinguish between uncontrolled and controlled metadata vocabularies, and flat vs. hierarchical taxonomies
- Distinguish between versioning and version control
- Identify different workflow models and define key terms
- Articulate the pros and cons of coupled vs. decoupled deployment and delivery architectures

### Module 4: Web Content Delivery

- Articulate the pros and cons of different types of personalization
- Identify the key challenges to multichannel publishing
- Explain how RSS works
- Define the relationship between WCM systems and site search
- Identify the main issues behind performance and reliability
- Explain content retention
- Describe how “social” applications fit (and not fit) into a WCM architecture
- Illustrate the intersection between WCM and site analytics

### Module 5: WCM Landscape and Trends

- Define multiple tiers in the WCM marketplace
- List 12 WCM implementation scenarios and the rationale for employing them
- Articulate the best way to select a WCM system
- Identify trends across 6 key WCM areas