

CM Pros Member Survey 2005

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CM Professionals, www.cmprofessionals.org
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CM Professionals

- Since September 2004
- >600 members, and growing ...
- Content Management Professionals
- Community of Practice
- 5 Communities worldwide
(US, Canada, Australia, Benelux, Scandinavia)
- 4th International CM Summit
- On the EContent 100 List
- www.cmprofessionals.org
- info@cmprofessionals.org



CM Professionals

- Share information with others
- Gain insight via members-only email lists
- Stay current with inside information on the members-only web site
- Receive recognition as active supporters of content management excellence
- Attend members-only events including Webinars and CM Pros Summits
- Take advantage of member discounts at selected industry conferences and publications
- Only USD 50 per year

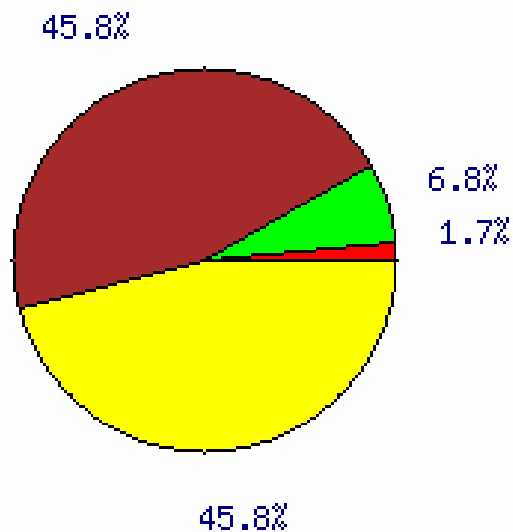
Member Survey

- Follow-up on 2004 Survey
- November 16 – November 23 (8 days)
- CM Pros Members only
- Through CM Pros mail list (November 16)
- 51 questions
- No mandatory answers
- **N=56** (43 completely filled-in)
- Average 13 minutes

- To be published on CM Pros Website (members only)
- Not for commercial purposes ...

Member Profile

Please describe yourself:



- 1 : I am a Practitioner (employed full-time, or f...
- 2 : I am a Consultant (I work in a "for hire" cap...
- 3 : I am a Vendor (The organization I work for de...
- 4 : I am a Student

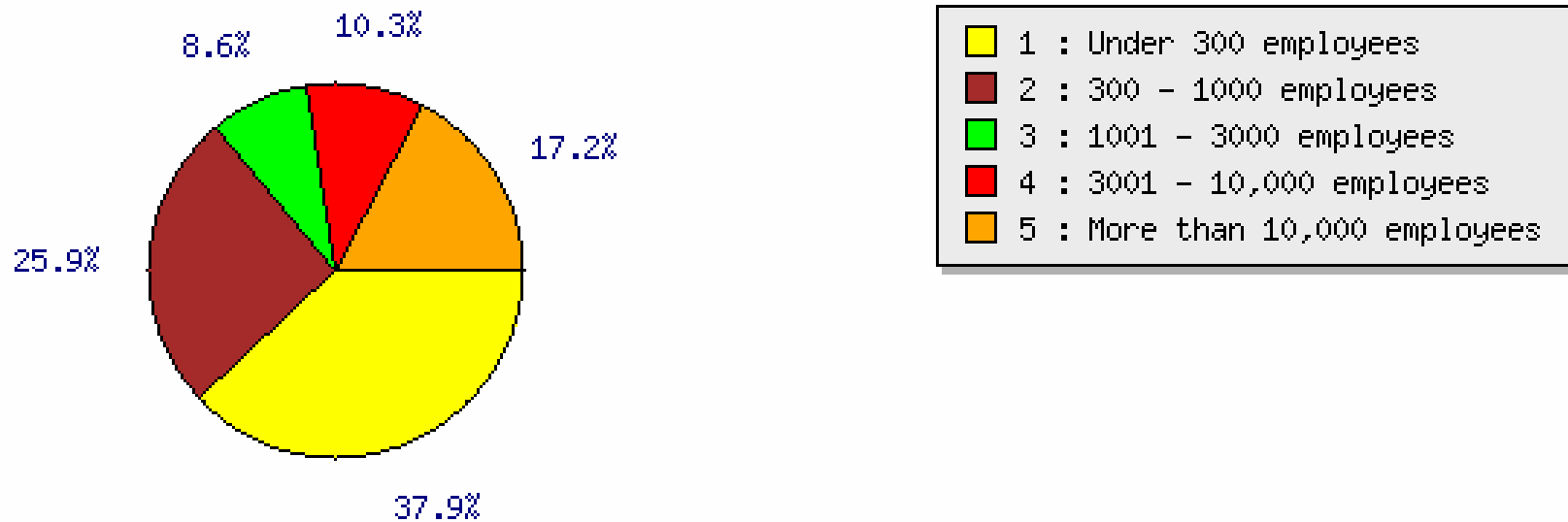
Member Profile

What functional business areas are you currently assigned to/ working in?

- web content management (39)
- external (website) communications (30)
- internal (intranet) communications (26)
- marketing (19)
- document management (18)
- external (extranet) communications (16)
- knowledge management (16)

Member Profile

What is the size of the organization in which you work?



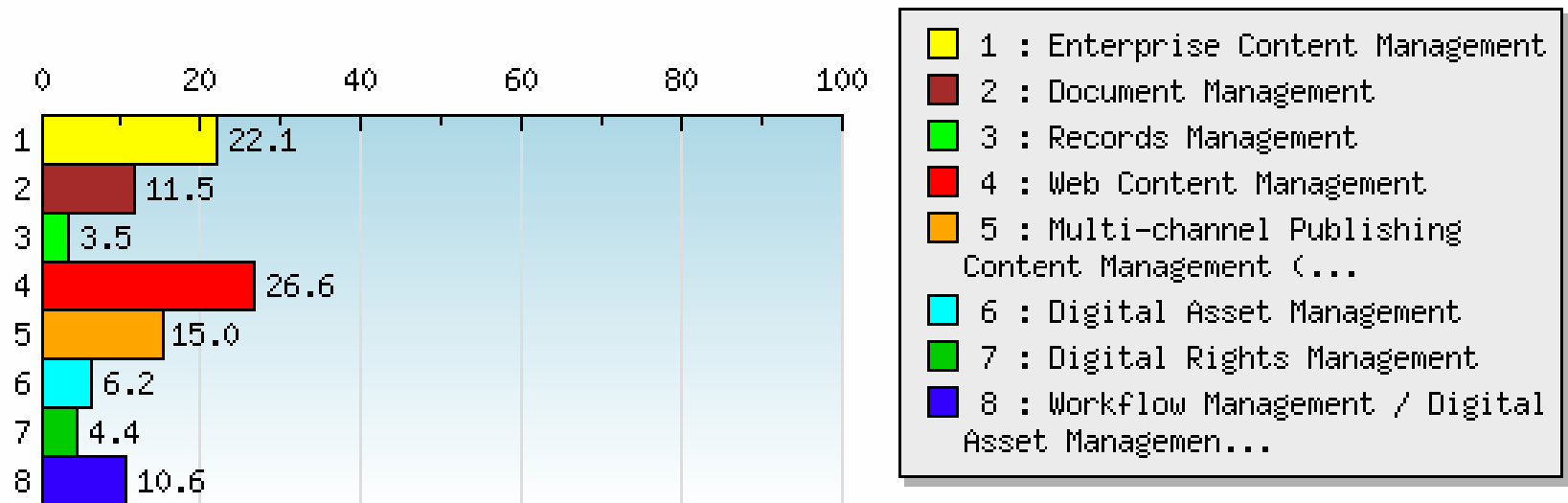
Member Profile

What industry best describes the organization for which you work?

- Business and/or IT Consulting, Legal Employment and Miscellaneous services (13)
- Professional, Services (7)
- Education, Research (6)
- Printing, Publishing, Media and Entertainment (6)
- Healthcare and Pharmaceuticals (4)

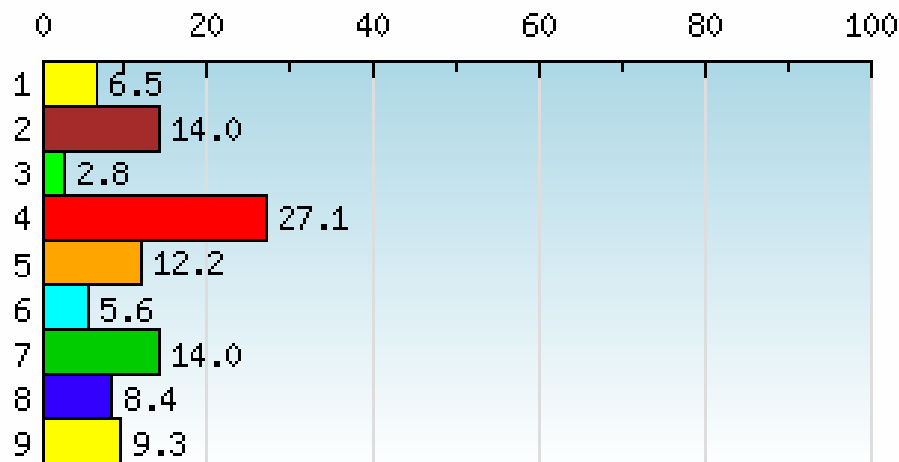
Member Profile

What type of content management are you responsible for / most interested in?



Member Profile

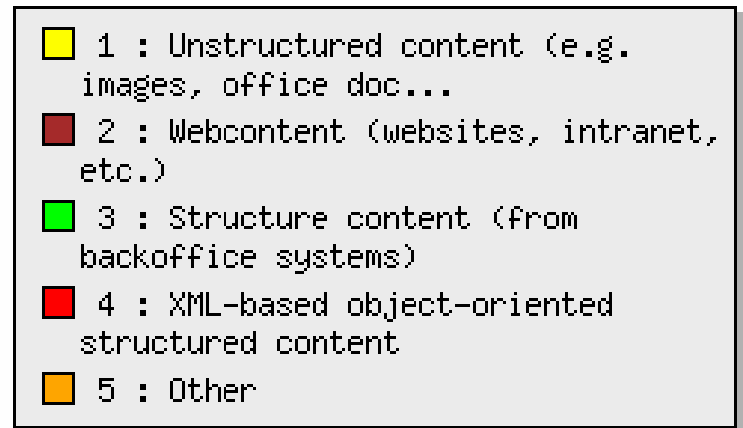
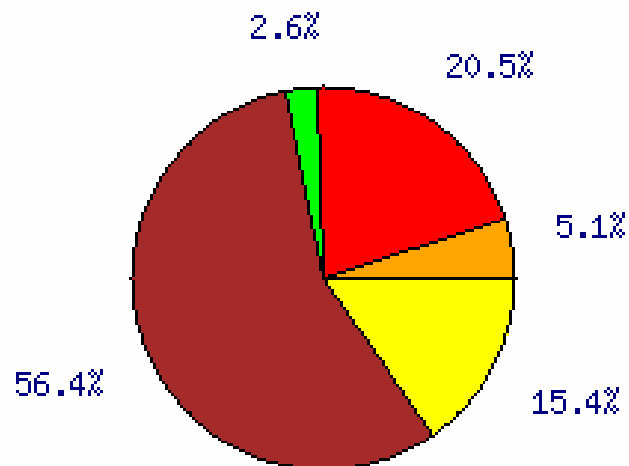
What type of content are you responsible for managing?



- 1 : Reports / output from ERP / CRM / other backo...
- 2 : Electronic documents
- 3 : Electronic Records (from archives)
- 4 : Webcontent
- 5 : Pictures, illustrations, drawings / charts (C...
- 6 : Letters, faxes, archives and other paper docu...
- 7 : Multimedia (video, sound, etc.)
- 8 : E-mails
- 9 : Object-orientated content

Member Profile

What is your primary focus?



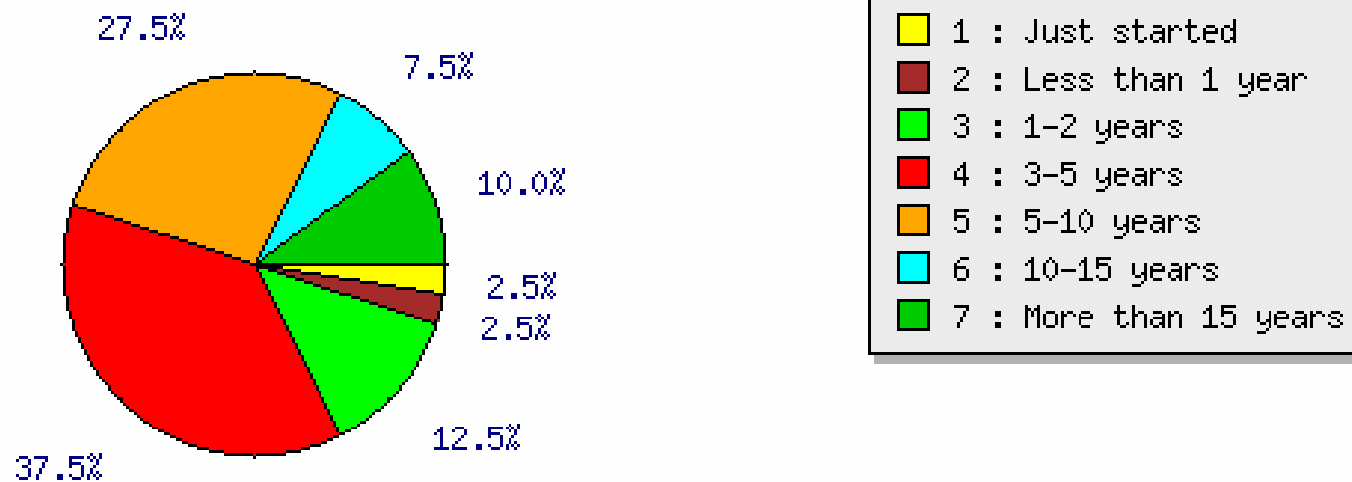
Member Profile

Disciplines that describe your current professional status:

- Content Manager (30)
- Information Architect (27)
- Content Editor (25)
- Consultant (25)
- Content Author (24)
- Project Manager (23)

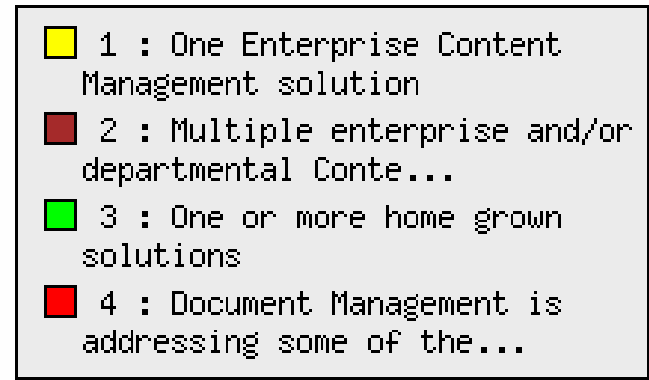
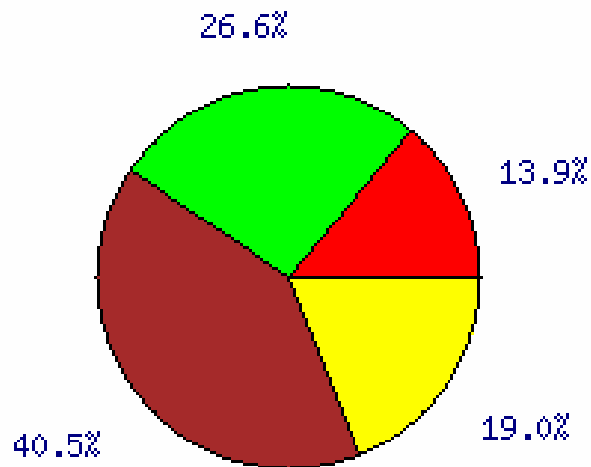
Member Profile

How long have you been involved in content management?



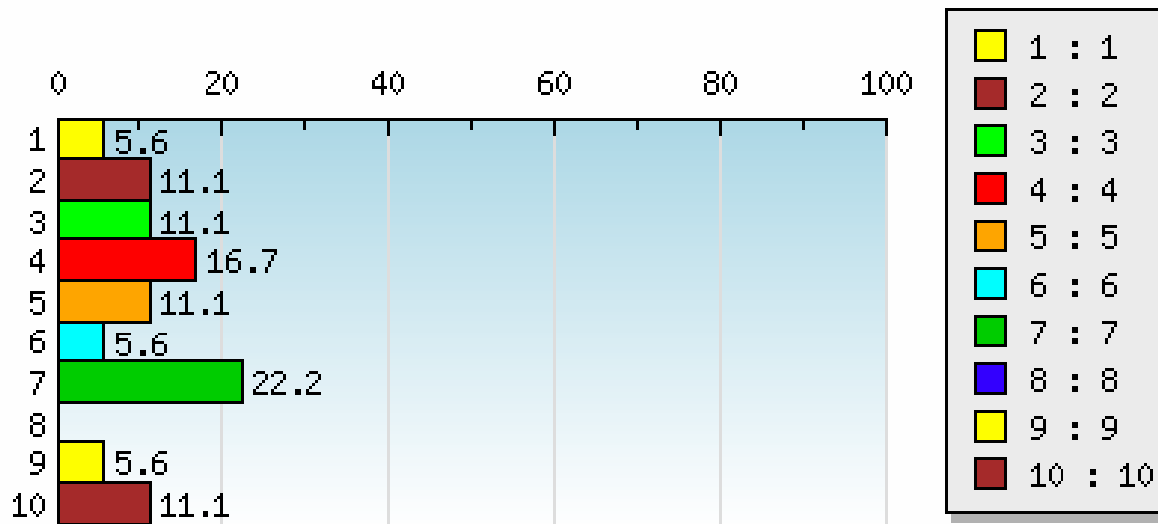
CM Profile

Describe the cms deployed within your company:



CM Profile

What is the level of adoption within the target contributor communities - from 1 (minimal) to 10 (maximal):



CM Profile

What do you see as the major obstacles hindering adoption:

- People don't want to use yet another tool (outside there Office products)
- lack of management involvement
- no communications strategy
- no users involvement
- business processes
- Adoption is different in different areas. In some areas, adoption is required, so it is not optional. Other areas, it is optional. So, I did not answer the previous question.
- Complexity, lack of information
- Difficulty in extending core implementation to other users
- Unavailability of system
- the pilot is done during the group's spare time

CM Profile

What do you see as the major obstacles hindering adoption:

- not enough resources to implement
- Accessibility
- Caching
- Usability (2x)
- established habits
- Decentralized authoring training time and skill development.
- People don't want to learn anything new. They have no time for study
- internal politics and departments not wanting to lose ultimate control over their own work
- understanding the objective and the means

CM Profile

What have you identified as "success factors" that facilitate adoption:

- report back on it
- management support and business process re-engineering
- Standards, ease of use, availability
- Commitment by upper management
- Management support, user training and buy-in, successful tools development
- Reuse of information; ready access to resources
- ownership of process through whole organisation
- Less negative user feedback
- requirements for customer support
- Communication and support of upper level management.

CM Profile

What have you identified as "success factors" that facilitate adoption:

- Management support
- Team work
- involving the users very early on, take on their requirements, realise that the change management process is much harder than any technical obstacles that you might face
- documentation, illustration, demonstration, evangelism
- involving the 'end-user' in the development stages e.g. during prototyping
- Home grown solution: In context (pre)(re)view of content, usability, (workflow) aligned with business processes.



Questions?

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