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Document vs Content Management, Like Fishing In A Swimming Pool

Document vs Content Management, the debate continues, by **Tom kuhr**, 7 August 2001, 6 pm GMT (dont shoot the editor)

Document Management is Not Content Management, swears **Tom kuhr**,

7 August 2001, 6 pm GMT

Calling 'document management' 'content management' is a noble attempt to bring outdated architectures into a new, rapidly growing market segment.

The thing is, it's not growing because companies want to pay to manage documents they put into a proprietary system - it's growing because they want to manage the content that is distributed throughout their enterprise. The last thing content management systems should do is duplicate content, and that's exactly what some document management companies are doing.

Some players view of content (read: document) management is like fishing in a swimming pool. If you stock the pool fully and often, you're sure to catch the right fish all the time. Real Enterprise Content Management is being able to catch any fish at any time in an organization's ocean of data and information. It is not finding content in a sterilized, proprietary system, but working in the natural, diverse system ecosystem of the global enterprise. Content is not just structured documents as document management players would have the world believe - actually everything is content. It is information authored directly into the content management system, but also ERP information, information in databases, files, applications, web pages, graphics, web publishing templates, chat sessions, software code, passwords, LDAP data, news feeds, product catalogs, inventory, shipping prices, pictures, emails, newsgroups - anything that can be stored electronically.

Narrow definitions of content are just as bad as the companies that they claim are "too focused on one aspect of CM".

Putting content into a system so it can be used on an intranet or extranet is just not enough. The enterprise is wasting time and resources moving this information out of its original data container, publishing it, and trying to synchronize it back. What about information updates? What about real time information? What

TOOLS

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BOOK REVIEWS: Critical Abo Content
Why the web is not the 'lost the geeks', or at least, why i be.

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Solution Upgrade for Accessi Organizing and Visualizing Information

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The Usability Of Content Mar Systems
The CMS usability challenge By Paola Di Maio

Live And On-Demand Audio For Wireless Users
Mobile Broadcast Network la

about reducing IT costs instead of increasing them by building a new, separate system and infrastructure?

Companies speaking of "capturing" content from corporate systems - this is perfect if your inventory and prices always stay the same. Managing content is more that just capture, storage and publication - it is real time read / write access to content, it is the services added on top of that content, (like permissioning, filtering, indexing, encryption, and versioning) and it is database and system unification - making data schemas transparent to the user. Enterprise Content Management is the ability to publish data from an ERP system in Britain and catalog information in Japan to a web page or PDA or PDF, then route a response right back into those systems and a billing system in Taiwan, in real time, using native character sets - all without having the author understand coding, web design, or the structure of the data systems.

Please stick to calling yourselves the world's best document management company - if that's what you are. But please don't confuse the IT and marketing managers of the world by pretending to manage content. You don't.

Tom kuhr is VP Product Marketing, Day

www.day.com

(Don't shoot the editor)

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Syndication Too
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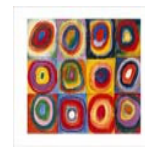Autonomy scores with DTI

Content Management and Po
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Content Management for
Pharmaceutical Giant
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Internet CM
By Harold B Gill

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Enterprise Portals Talk
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Taking Food Content Very Se
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My staple food is making the
headlines, got to add my two
to the discussion
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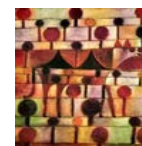
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New Features For ECM Kit
RedDot pops out CMS 4.5

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Content Dinosaurs Want the
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Netratings Settles Dispute a
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eCatalog Content Manageme
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