

V. Conclusion:

This dissertation provides a very good compass for people who are interested in CMS, especially for enterprises who attempt to deploy a CMS in their own companies. However, just like the old saying goes: “There is no royal way to success!” CMS is not an all-can solution!

Therefore, in the end of this dissertation, also before the end of our explorative journey in CMS, we would like to point out “WHAT CMS WON’T DO?!” to eradicate the over- exaggerations of CMS vendors and the myths that enterprise tend to have for CMS. And perhaps, these points may also be good start points for researchers or software developers who want to improve the concepts or the systems of CMS.

What a CMS Product Won’t Do?!

- **It won’t improve the intrinsic quality of your content.**

Placing a CMS underneath a site with inferior content is like (to paraphrase Joseph Stalin, the Russian Dictator) “putting a saddle on a cow.” Of course, the converse is true too: great content that is not properly organized, vetted, indexed, and stored can be like a riderless thoroughbred, unknown to its potential audience. A CMS can help your organization better control the quality of content before it goes live, but that’s no guarantee that anyone will actually want to read it.

- **It won’t edit your content for the web.**

Commercial firms are beginning to realize what media sites have already discovered: the online medium rewards those site owners who edit content toward shorter attention spans, at least at higher levels of a sitemap where people tend to graze impatiently. This presents a challenge for organizations that wish to “single source” their content and publish exact replicas in different formats. The web version typically needs additional editing, even if this just means additional paragraph breaks. Your CMS package can enable you to insert a copy-editing step in the web production workflow, but it cannot edit down your content for you. Perhaps this is a new role for your webmaster?

- **It won’t localize your CMS.**

Many CMS vendors partner with firms that will provide supporting technologies, but localization requires a lot of judgment calls, and not just in text translation. Expect labor-intensive work here. Your CMS package can enable you to create among superstructure across geographically-dispersed corporate sites, but it won’t localize your public presentation for you. That’s best left to your local teams.

- **It won’t automatically categorize your content, or generate vocabularies.**

With CMS, you have important content “chunking,” cleaning, mapping, and classification to do. Some automated tools can help get you started (especially on cleaning and classification), but eventually, this all becomes a very human exercise. You’ll want to undertake this work together with domain specialists who have critical knowledge of context and relationships.

- **It won't optimize your content for the online environment.**

You need to decide if your content is optimized for presentation in low-bandwidth, small-screen environment. If you can already produce XML representations of your content, great – now you need to decide which nodes (fields) to actually convert to WML. Title, date, and abstract nodes may be suitable, but have you accounted for the latter in your content model? You probably don't want to send the entire body of an article to your customers' cell phones (unless they request it).

- **It won't make other companies import your content.**

As we have mentioned repeatedly, syndication holds great promise even for non-publishers. But you cannot always make the horse drink. You need to establish the business case and make it as easy as possible for recipient to accept your content.

- **It won't provide a single-sourcing solution.**

Single-sourcing is the eternal beacon of Enterprise Content Management, but none of the major ECM players are completely there yet. Web CMS vendors remain even farther away.

- **It won't organize your content and navigation.**

A CMS package will enable you to control the consistency of your page structures and navigation. But your sitemap and navigational system are what you make of them.

- **It won't make your site more usable or improve the intrinsic presentation.**

Your site is ugly and mismanaged? Fix both. A CMS product can help you assemble, monitor, and archive your content, but if the interface is unusable for the very people you intended to influence, your investment in a new CMS might be for naught. A CMS can enable you to maintain the clarity and consistency of your interfaces and navigation, which will improve the usability of the underlying content.

- **It won't improve the effectiveness of code you write yourself.**

If you want super-high performance, you can procure a blazing fast application server, the best database money can buy, and put both on optimized hardware. But remember that most CMS packages require some level of customization or integration, and if you lay down bad Java code, leave database connections open, or write inefficient SQL queries, your system will suffer. When problems arise, developers tend to blame the software, but that's not always the right place to look. What a CMS can do, if implemented properly, is help you understand where performance bottlenecks occur when they happen, and enable you to manage your code builds as carefully as you manage your content versions.

- **It won't put a time value on your content.**

You need to figure out what to do with your content as it ages. Some content, like fine wine, actually improves in value over time. Most does not. The typical out-of-the-box CMS package tends only to assign a value to content