Content Management Systems

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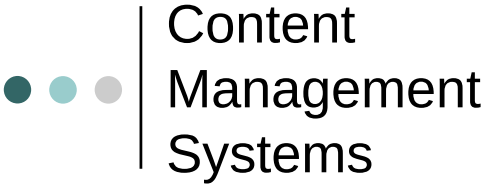
The complete PowerPoint presentation is available as a Web slideshow at

http://cyber.bentley.edu/faculty/wb/presentations/content_mgt.htm



Wave of the Future

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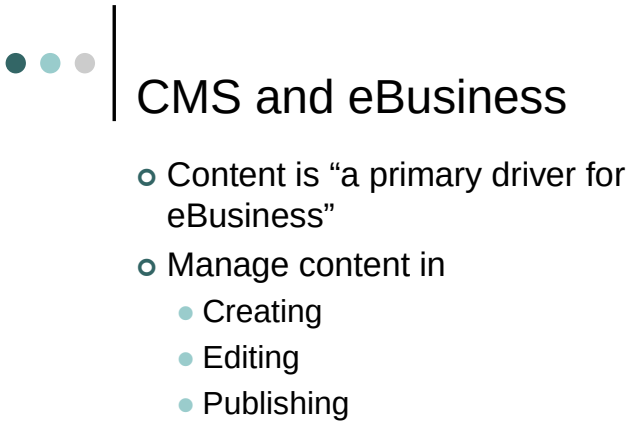
Slide 2: CMS and eBusiness



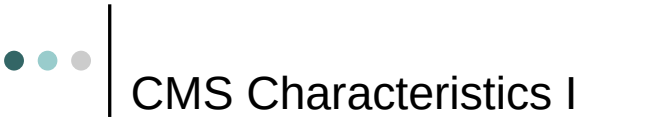
Slide 3: CMS Market

CMS Market

- Rapid growth:
  - Goldman, Sachs: $378M/2000 to $4.5B/2005
  - Gartner: $6B by 2003
  - META: $10B by 2004

Source: CAP Ventures, “The Role of Content Management in an eBusiness Infrastructure,” March 2001, 3.

Slide 4: CMS Characteristics I



Slide 5: CMS Characteristics II

CMS Characteristics II

- Secure
- Scalable
- Searchable
- Interactive (feedback or response)
- Low cost
- Easy maintenance (no Webmaster or IT guy)
- Non-technical (no HTML, CSS, et al)

Slide 6: CMS Familiar to You

CMS Familiar to You

- Blogger
- Blackboard
- Others?