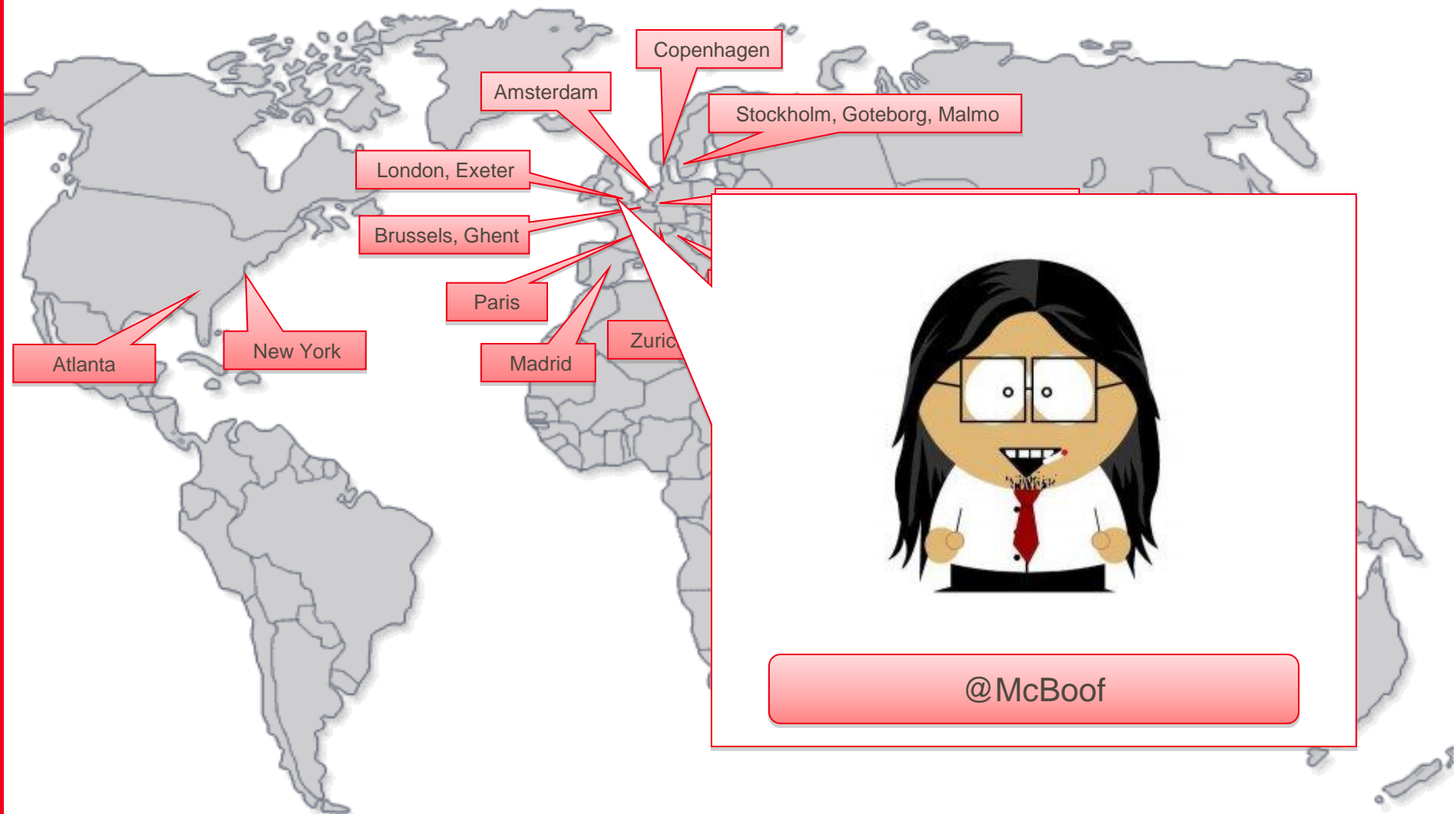
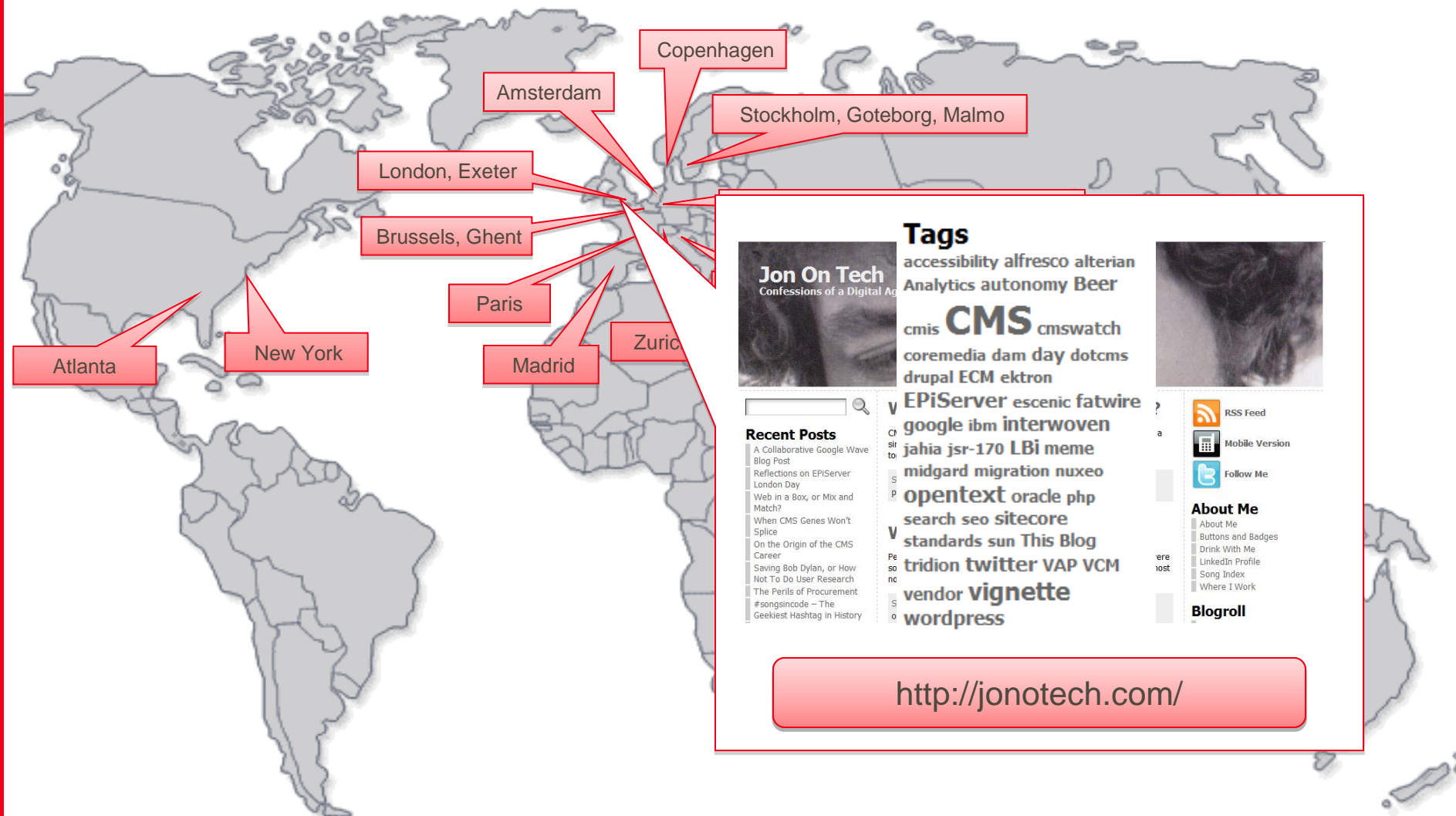


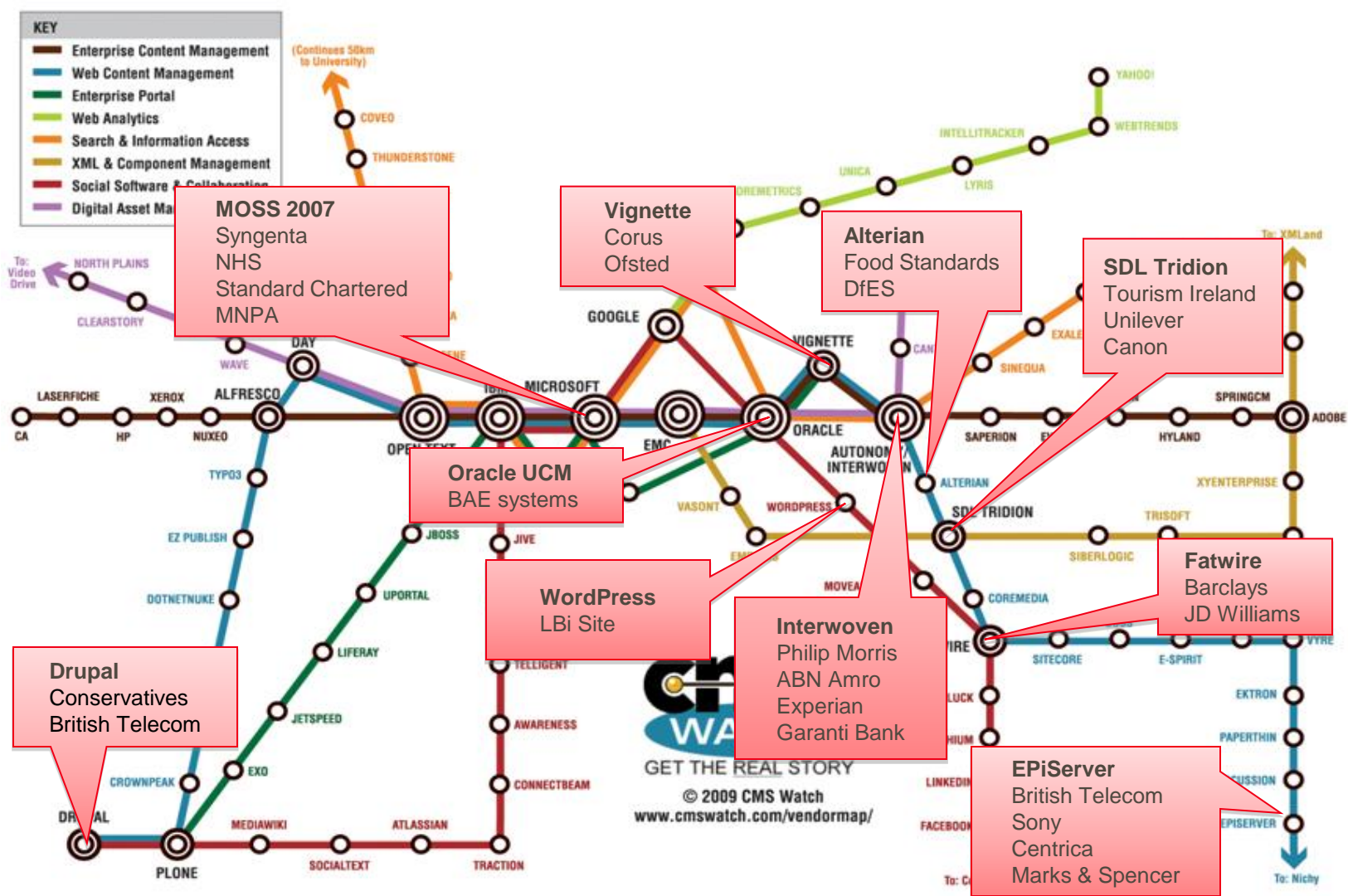
Who Am I?



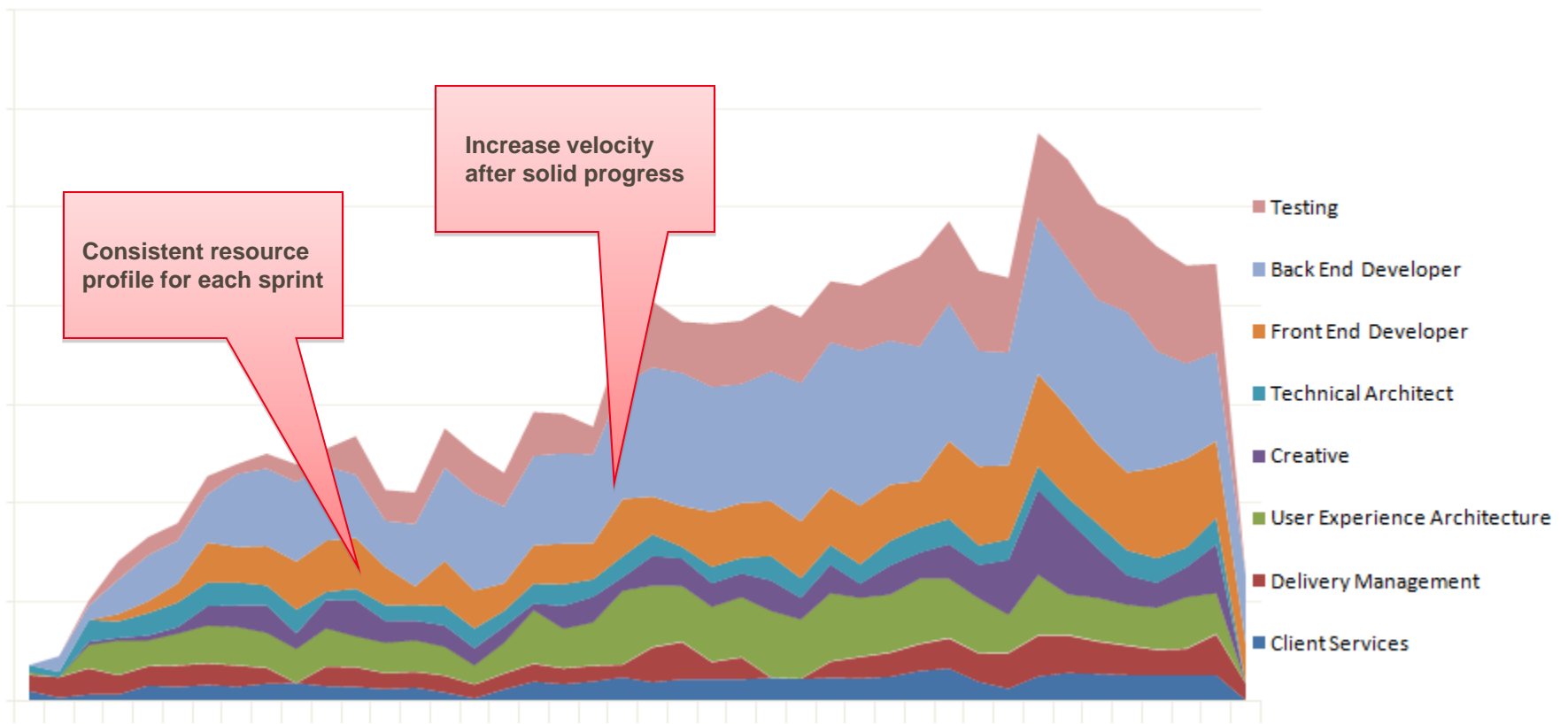
Jon Marks



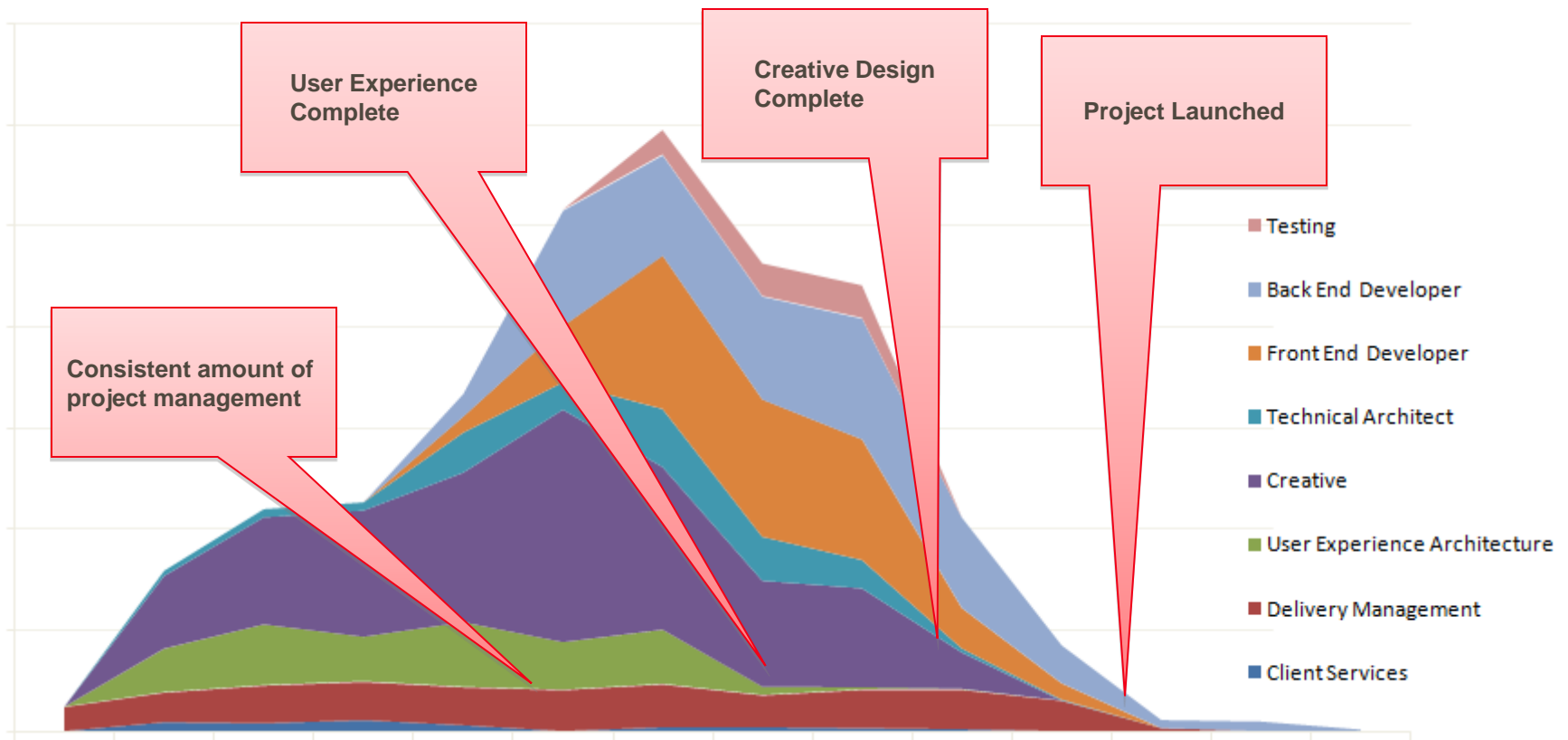
Jon Marks



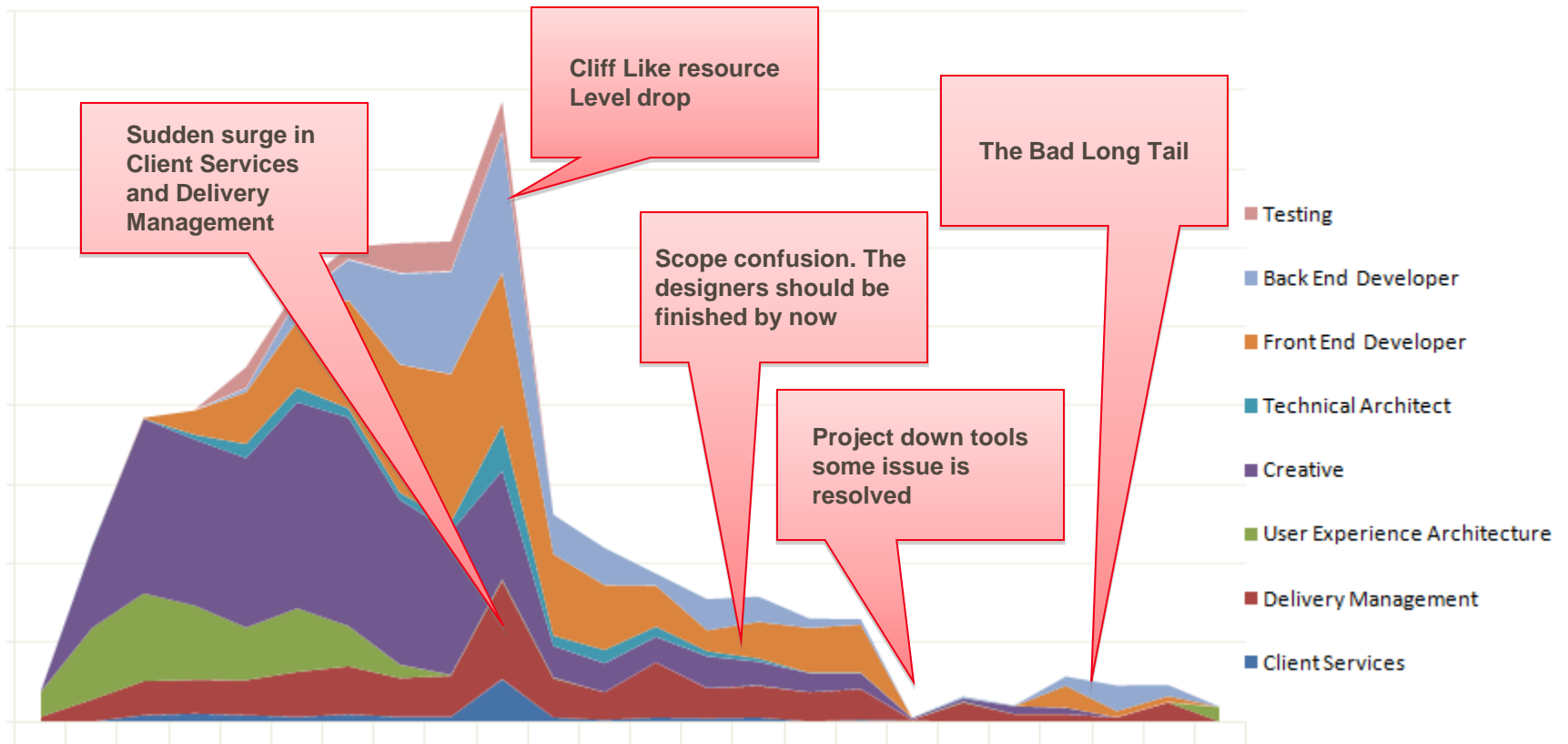
The CMS World



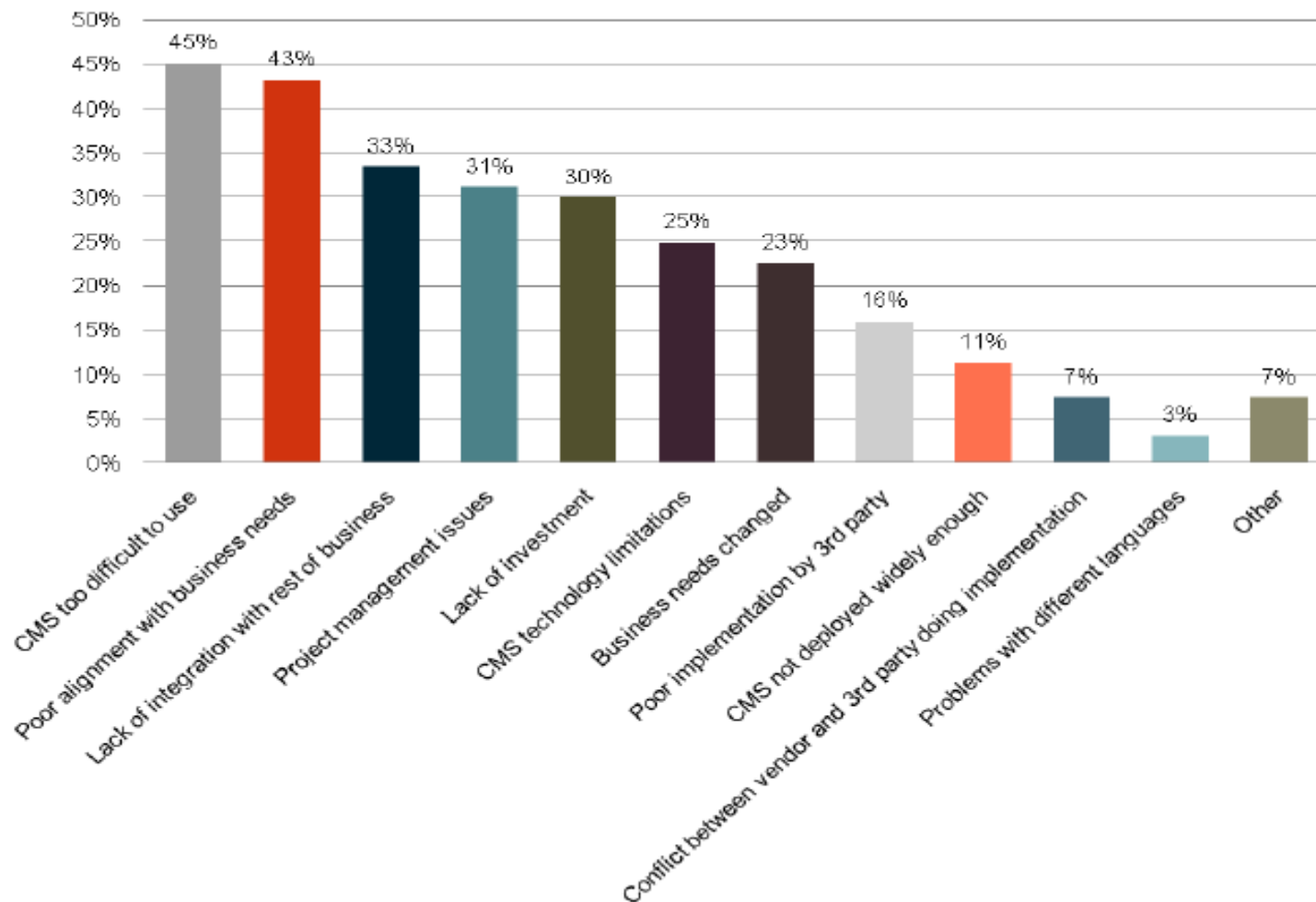
Profile: Healthy Agile



Profile: Healthy Waterfall



Profile: Warning Signs



The numbers ain't pretty

SOURCE: eConsultancy/Squiz CMS Survey Report 2009
Agencies - What are the biggest reasons for an unsuccessful CMS implementation?

That's great.
So what?

@McBoof We help #fixwcm by informing the customers. You can help by informing vendors and not botching implementations :P

less than a minute ago from TweetDeck in reply to McBoof



adriaanbloem

Adriaan Bloem

@McBoof CMS vendors need to stop obsessing over features and start obsessing over customer success #fixwcm

less than a minute ago from Tweetie in reply to McBoof

Reply



twentworth12

Tom Wentworth

To #fixwcm we need to talk about what a suitable budget is - not how cheap you can build a new website.

13 minutes ago from TweetDeck

Reply



tednyberg

Ted Nyberg

I think WCM vendors have it tough in that they're selling not only a product but also a new business process/style .

#fixwcm

about 12 hours ago from TweetDeck


Reply



cmsreport

Bryan Ruby

Whose fault is this mess?



The products aren't perfect, but they are what they are. The customers do silly things, but the implementers really should know better. The holy trinity need to align their goals and trust each other.

Whose fault is this mess?

I think the lack of a common vocabulary / architectural model of CMSes is a pretty big issue. #fixwcm

about 1 hour ago from HootSuite



jdavidhobbs
David Hobbs

Differences in vocab and architecture common even within a single vendor. Either get consistent quick or slow down cross-selling to #fixwcm

8 minutes ago from web

Reply



chrisregan
Chris Regan

core problem: too big a domain. should we retire "wcm" as a category, talk about smaller things? #fixwcm

about 14 hours ago from TweetDeck

Reply



micycle
Michael Kowalski

WCMS filled the "make me a website" vacuum, but clients need more than pure WCMS now. Either #fixwcm is passé or the label's outmoded

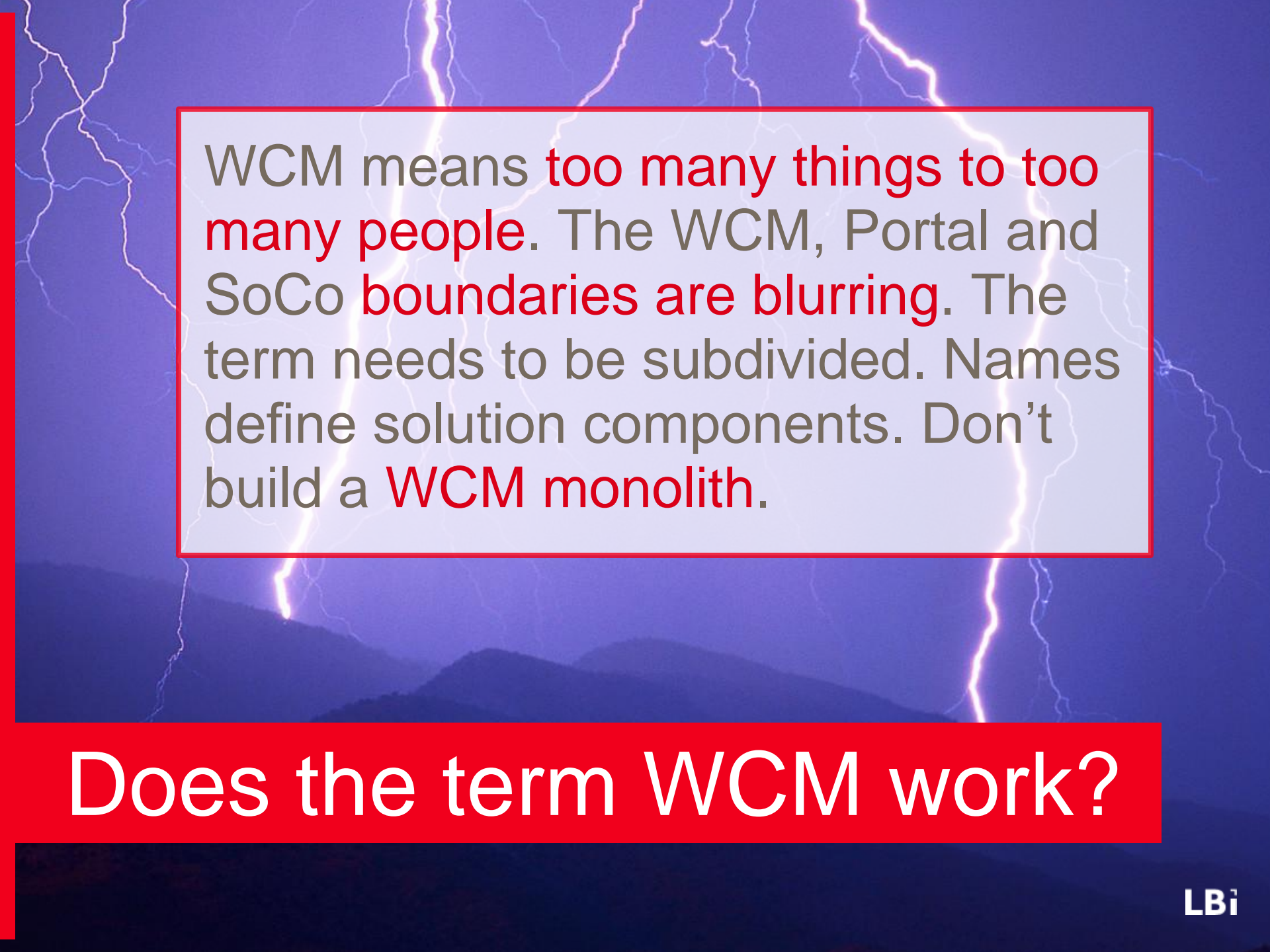
1 minute ago from web

Reply



andrew_liles
Andrew Liles

Does the term WCM work?



WCM means **too many things to too many people**. The WCM, Portal and SoCo **boundaries are blurring**. The term needs to be subdivided. Names define solution components. Don't build a **WCM monolith**.

Does the term WCM work?

@McBoof WCM RFPs are dead/useless in their current state. "Rescue migrations" are part of biz, yet shld be done in style+w/real value prop ☆

1 minute ago from Power Twitter in reply to McBoof

Reply



irina_guseva
Irina Guseva

When RFP responses are cobbled together from past docs/stock content don't just copy/paste. Don't forget clients - make it personal! #fixwcm ☆

2 minutes ago from web

Reply



chrisregan
Chris Regan

We need fewer tick-box style RFPs that fail to prioritise requirements and encourage boiler-plate functionality from vendors #fixwcm ☆

2 minutes ago from web

Reply



benmorrisuk
Ben Morris

Commercial WCM vendors add features to justify license fee; Lather, rinse, repeat. Need to break cycle. OSS breaks that cycle. #fixwcm ☆


8 minutes ago from web

Reply



HammerToe
Matt Hamilton

Why are RFPs so bad?



RFPs ask questions that achieve nothing but encourage vendor feature creep. Implementers should not respond to bad RFPs, but we never learn. Move to a scenario based selection process.

Why are RFPs so bad?

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about 1 hour ago from HootSuite



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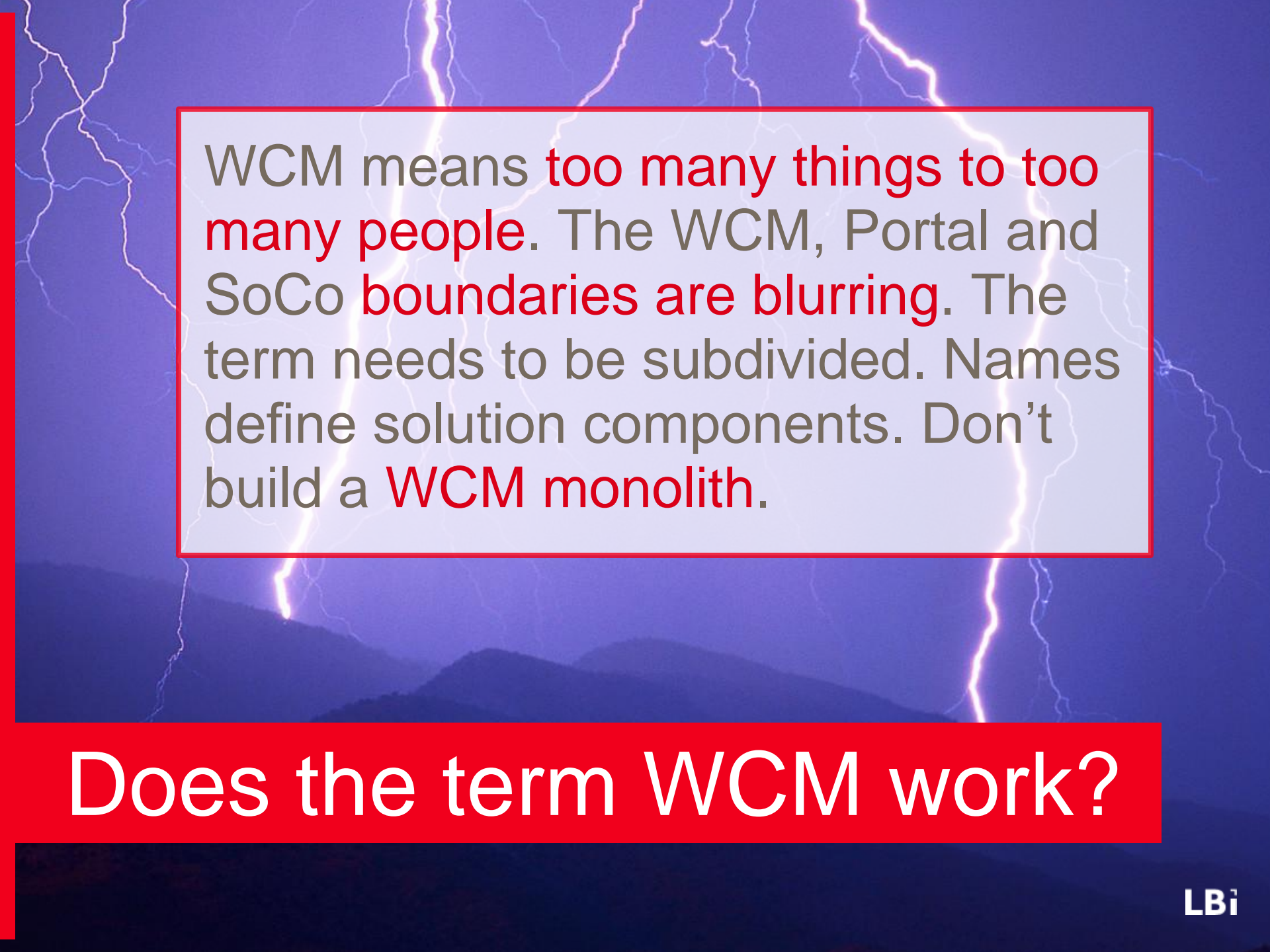
1 minute ago from web

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Does the term WCM work?

does the fact that there are so many products prove that we need to **#fixwcm**?

about 3 hours ago from dabr

Reply



proops
Philippe Parker

So far WCM/DMS/social/etc have been separate mainly due to commercial vendors wanting to sell more licenses. Will OSS change this? **#fixwcm**

about 1 hour ago from web



netsight
Netsight

First off too many vendors cannot be sustainable. **#fixwcm** <http://bit.ly/ikK1S>

about 18 hours ago from web

Reply



justincormack
Justin Cormack

Is it still possible to distinct WCM from Horizontal Portals from Social Software from DMS in 2010? **#fixwcm**

14 minutes ago from TweetDeck

Reply



scroisier
Stephane Croisier

Consolidation in 2010?



We will see more **consolidation at the top** end of the market, but more **proliferation at the bottom**. The Enterprise vendors had better watch their backs. Watch for a **WCM** offering from Google.

Consolidation in 2010?

You can never have enough standards,
what web cms standards would you
recommend and why? #fixwcm

about 10 hours ago from web

Reply



izahoor
Zahoor Hussain

It's not enough for content to be
accessible. The WCMS must be
accessible too. Does your RTE meet
ATAG2? [http://www.w3.org
/TR/ATAG20](http://www.w3.org/TR/ATAG20) #fixwcm

3 minutes ago from web

Reply



agentdeal
Mark Deal

Too many WCM/CMS silos? Will we see
the emergence of a new federated,
standardized, omnipresent Content
Middleware stack? #fixwcm

16 minutes ago from TweetDeck

Reply



scroisier
Stephane Croisier

@McBoof #fixwcm The WCM market is
too focused on OoTB solutions and not
on creative use of the toolkits/API that
makes those products USEFUL


1 minute ago from TweetDeck in reply to McBoof

Reply



damianwebber
Damian Webber

Will standards save us?

A person in a dark jacket is standing in front of a large, turbulent wave crashing against a wall. The wave is white and foamy, and the person is looking down at something in their hands. The scene is outdoors, and the sky is overcast.

The current ecosystem does not foster standards well. It is not in most vendors' interest. We need them, though. Let's pray for CMIS and those that follow. WCM standards should not start with 'J'

Will standards save us?

@McBoof i'm trying to fix this f**cking multi tiered transactional deployment at the moment (WCM will have to wait) ;)

about 1 hour ago from Echofon in reply to McBoof

Reply



darrenferguson
Darren Ferguson

Fixation with modeling syntactic types (pages, layouts, etc.) instead of semantic types (article, product, etc.).

[#fixwcm](#)

about 12 hours ago from TweetDeck

Reply



pmonks
Peter Monks

@McBoof no more java on windows
[#fixwcm](#)

3 minutes ago from Spaz in reply to McBoof

Reply



ekapus
Ed Kapuscinski

@McBoof a rock solid deployment module to [#fixwcm](#) esp in these days of user-generated content


1 minute ago from TweetDeck in reply to McBoof

Reply



rikang
Rika Ng

Is the technology an issue?

A photograph of a snow-covered mountain peak under a blue sky with scattered white clouds. The foreground shows a snowy slope with some dark patches of rock or vegetation.

It needs to improve, but technology is not the biggest problem. The new breed of products have neater architectures. The older a product is, the more annoying quirks it has.

Is the technology an issue?

There's more to migration than just moving data - any vendor/SI tells you ECM migration is simple is either misleading or misled. #fixwcm ☆

18 minutes ago from web

Reply



chrisregan
Chris Regan

best place for some content might be an external app (eg. photos on flickr), but wcms are architected around repositories #fixwcm ☆

about 18 hours ago from TweetDeck

Reply



micycle
Michael Kowalski

Manual content migration (e.g. copy/paste) is often used as an exercise to "learn the CMS", how could migration be made easier? #fixwcm ☆

about 15 hours ago from web

Reply



izahoor
Zahoor Hussain

the idea that a CMS can be so simple than anyone can enter content is a myth. basic competence through proper training #fixwcm ☆

less than a minute ago from Echofon

Reply



darrenferguson
Darren Ferguson

Migrations are easy?

Content migrations are manageable with the correct tools and processes. The migration of the **delivery side** is **almost always a rewrite**. And don't believe **vendor marketing bollocks**.

Migrations are easy?

Align goals for success

Plan for disaster

Don't make monoliths