

Corporate Content Management

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Open Publish 2007

NEW AIR RAID WARNING SYSTEM

WHEN SIGNAL IS GIVEN

IT MEANS

YOU DO THIS



STEADY BLAST



ENEMY PLANES HEADED IN YOUR DIRECTION

1. All lights blocked out, unless specifically exempted.
2. Autos continue, with lights on low beam.
3. Pedestrians may walk.
4. Workers remain at jobs.
5. Civilian Defense mobilizes.



SERIES OF SHORT OR WAVERING BLASTS



BOMBING EXPECTED

1. Traffic stops.
2. All lights blocked out, except authorized emergency lights.
3. Take shelter.



STEADY BLAST



ENEMY PLANES HAVE PASSED BUT MAY RETURN

1. All lights continue blocked out, unless specifically exempted.
2. Leave shelter and resume activities.
3. Resume driving, with lights on low beam.
4. Civilian Defense remains mobilized.



PUBLIC RADIO ANNOUNCEMENT
OR OTHER DISTINCTIVE AUDIBLE SIGNAL
APPROVED FOR LOCAL USE



DANGER APPEARS TO BE OVER

Blocked out.

CAUTION! If enemy planes get too close before discovery, the first audible signal will be **RED!** Listen closely!

REMEMBER! Check your local regulations and observe them!

APPROVED BY THE U. S. OFFICE OF CIVILIAN DEFENSE
and War Relocation Authority



- Publish to many formats and channels
- Print, web, mobile, voice



CMS...

- Some of our public sites
- Intranet (“inSite”)

- Evolving model
 - CMS as a 'shared service'
- Recognition of opportunities
 - Business needs driving IT (via collaboration)
- Is Sensis any different...

MEN WORKING



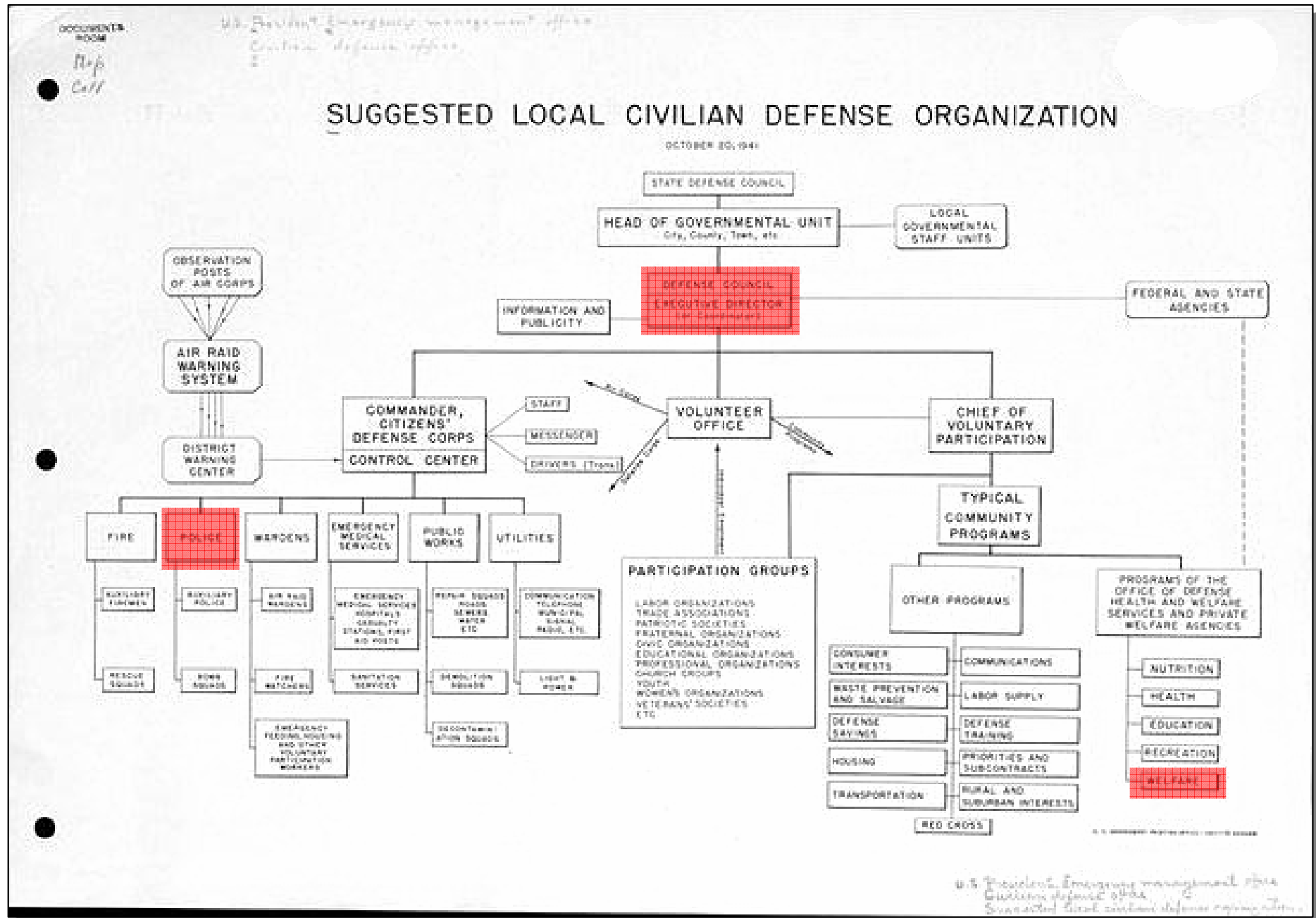
TOGETHER!

U.S. GOVERNMENT PRINTING OFFICE: 1967 O 348-000

DIVISION OF INFORMATION
OFFICE FOR EMERGENCY MANAGEMENT
WASHINGTON, D.C.



Does organisation structure help or hinder?



- Citysearch®



“Entertainment guide”

- High volume of frequently changing information
- Large project – up to 100 team members

- Home at Yellow™



“Projects at home, ideas and information”

- Smaller project
- Agile development approach

- Sensis has published content for some time, why the focus now?
 - Mature, rapid moving environment
 - Business drivers:
 - return on investment
 - reduce time to market
 - development focus
 - staff skills
 - system optimisation

YOUR GOVERNMENT WARNS

Prepare for
WINTER
Now!



Take dealer's advice -

on amount and kind of fuel
to buy and when to accept
delivery.



Check your heating plant

Clean and repair equipment—
install controls and other
fuel-saving devices.



"Winterize" your home

Insulate walls and ceilings,
install storm sash, weather-
strips. Caulk cracks.

FUEL IS SCARCE... CONSERVE IT!

SOLID FUELS ADMINISTRATION FOR WAR
WASHINGTON, D. C.

Where do we start?



- Corporate strategy vs. content strategy
- Requirements
- Managing stakeholders
- Integration & governance
- Commercial & operational issues

- Where is the organisation going?
- Are there key activities demonstrating a need for Content Management?
“it sounds like a good idea...”
- Are there clearly identified owners who can make decisions?

- What do we really want to do?
- Get creative and write some short stories
 - scenarios ... use cases
- What do these tell us?
 - common themes



**If you tell where
he's going . . .
He may never
get there!**

Produced by the U.S. Navy
for the Office of Naval Intelligence

Managing Stakeholders



- Executive Managers are in demand!
 - multiple responsibilities and priorities
- Keep stakeholders informed
 - report regularly
 - start high-level but have the detail ready
- Open and honest communication
 - timing is critical
 - don't be afraid to tell it like it is (but with care)

“Can we use your content?”

“But I want to do this...”

Who decides? When? How?

REPUBLICAN
1943
CASH

FARM SCRAP BUILDS DESTROYERS

REPUBLICAN
1943
JAN 4 1943



Scrap metal from the
farm scrap metal
for the destroyer
117

900 tons of Scrap Metal goes into a Destroyer

- Rights management
 - embedded business rules
- Service levels
- Key performance indicators
- Monitor and report on content use
- Team motivation

- Establish a 'centre of excellence'
 - internal reference group
 - knowledge is captured, documented and shared
 - processes
 - training manuals
 - the little things!
- Build a culture (around the discipline)

What does success look like?



- Content Management is part of the organisation fabric
- It just happens seamlessly
- Many re-use opportunities

- Sensis publishes all formats of content
- Your place in the organisation is important
- The basics to get CM working – strategy, needs, stakeholders, governance, operations
- Help your organisation to identify opportunities (eg. re-use) – don't wait for them to come to you
- Find advocates with internal knowledge – build excellence and a culture

Thank you

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CM Pros
CONTENT MANAGEMENT
PROFESSIONALS

