

CM PROFESSIONALS AUSTRALIAN COMMUNITY

Minutes of Sydney Meeting | 23 February 2006

Held on Wednesday, 23 February 2006, 6pm to 8pm at the Sydney Mechanics School of Arts, 280 Pitt Street, Sydney.

Attendees (23)

Paul Bentley	Chris Blown	Maree Callinan
John Catlin	Michael Doherty	Drew Duckworth
Christine Gardner	Matt Harris	Joanna Lewis
Peter Meyer	Samantha O'Hare	James Robertson
David Searson	Helen Skewes	Andrew Squire
Julian Suleau	Bede Sunter	Robyn Tassicker
Demetrio Trombi	Dave Upton	David Warwick
Peter Wilkinson	Nigel Wines	

WELCOME

David Warwick chaired the meeting.

The Australia Community met in Melbourne 3 times in 2005 and once so far this year. This is the inaugural meeting of the Australia Community in Sydney. David recounted the formation of the Australia Community by a group present at the OpenPublish conference in Sydney in July 2005. This coincided with the development of a framework for regional communities by CM Pros.

David advised that anyone may join the Australia community list on the CM Pros website at <http://cmprofessionals.org/> and attend Australia community meetings. However, voters at elections for Community executive positions must be members of CM Professionals.

GUEST SPEAKER: James Robertson on the Australian CMS Marketplace

Australia Community co-chair James Robertson of Step Two Designs talked about the Australian Content Management System Marketplace. Some of his key points included:

- The notion of "content management systems" is very confused with no consensus on the use of terminology. The term "web content management" refers to a particular segment of the market dealing with web publishing systems.
- Across the board, enterprises have focussed on web publishing functionality for some time. Single source content management strategies have not so far been implemented to the extent that might have been expected.
- It is estimated there are more than 1000 web CMS systems worldwide. There are around 120 Australian web CMS vendors.
- Many pundits predict that the CMS market is consolidating but James does not agree. He sees new entrants to the market and few exiting. It is estimated that in Australia, only 20% of enterprises have a CMS. Virtually all vendors are busy at present. The market may continue to diverge for some time before consolidation occurs. More likely, web CMS systems will begin to congregate organically around their industry specialties.

- Non-Australian vendors are having a difficult time in the small Australian market (population only 20 million) because they tend to aim at the higher end where they are running out of customers.
- Due to the high level of competition, prices for CMS system implementation have plummeted over the past few years and further price pressure is expected. At the same time, system functionality and ease of use have advanced greatly.
- Government tendering for CMS systems is problematic. Tender requirements are often poorly developed. Vendors look for buyers who know what they are doing and offer a fair process. Vendors are refusing to respond if these conditions are not met.
- While the core functionality of web CMS systems is basically similar, the systems vary enormously in approach and extra features. It is difficult to compare systems because there is no review process in Australia similar to publications such as CMS Watch from the US.
- Some features in web CMS systems such as work flow are quite problematic. Workflow can cover a wide range of features. However, approval based workflow systems are rarely implemented successfully and are often abandoned or scaled back after implementation. Systems rarely pay sufficient attention to the diverse processes that apply to different content types.
- Many enterprises are now viewing web CMS systems as rather temporary. They are simplifying requirements and acquiring systems that they expect to replace in a few years.
- Despite this emerging short-term strategic approach, web CMS systems are highly proprietary in the way the store data. It is extremely difficult to export data from one system to another. Against this, when it comes time to switch systems, it is a good idea to take a close look at the data to only carry forward relevant content.
- The question of open source versus proprietary system is not proving to be very meaningful. The central question that most enterprises need to determine is whether they want a system that enables them to be self reliant or whether they want the vendor to provide all maintenance and development services.

EXPLORATION OF TOPICS FOR 2006

Attendees suggested the following possible topics for meetings in 2006:

Broad categories ...

- Architecture
- Drivers (ROI)
- CMS Idol style event.

Suggested topics ...

- Practitioner issues
- Architecture and governance
- Content re-use
- War stories
- Web standards and accessibility
- Usability/IA
- XML, DITA & other schema
- RDF
- Impact of CMS on business processes
- ROI of CMS
- Writing requirements
- Web publishing - user best practice.

EXPLORATION OF WHAT ATTENDEES WANT FROM CM PROS MEETINGS

Attendees have diverse interests due to their backgrounds as vendors, consultants, content managers and other interests. The Community will aim to include all people interested in the broad spectrum of content management related topics.

There was a consensus that meetings should provide discussions on relevant topics, either be presentation from a guest speaker or a moderated discussion led by a topic expert.

MEETING DATES FOR 2006

Suggested dates for further Sydney meetings in 2006 (to be confirmed shortly) are ...

11 May 2006 (to align with CeBIT Sydney)

27 July 2006 (to align with Open Publish)

21 September 2006

23 November 2006

It is anticipated that unless advised otherwise the meetings will be held at the same location commencing at 6.00pm.

CLOSE OF MEETING

The meeting closed at approximately 8.10pm.