

What If Our Systems Could do the Rest?

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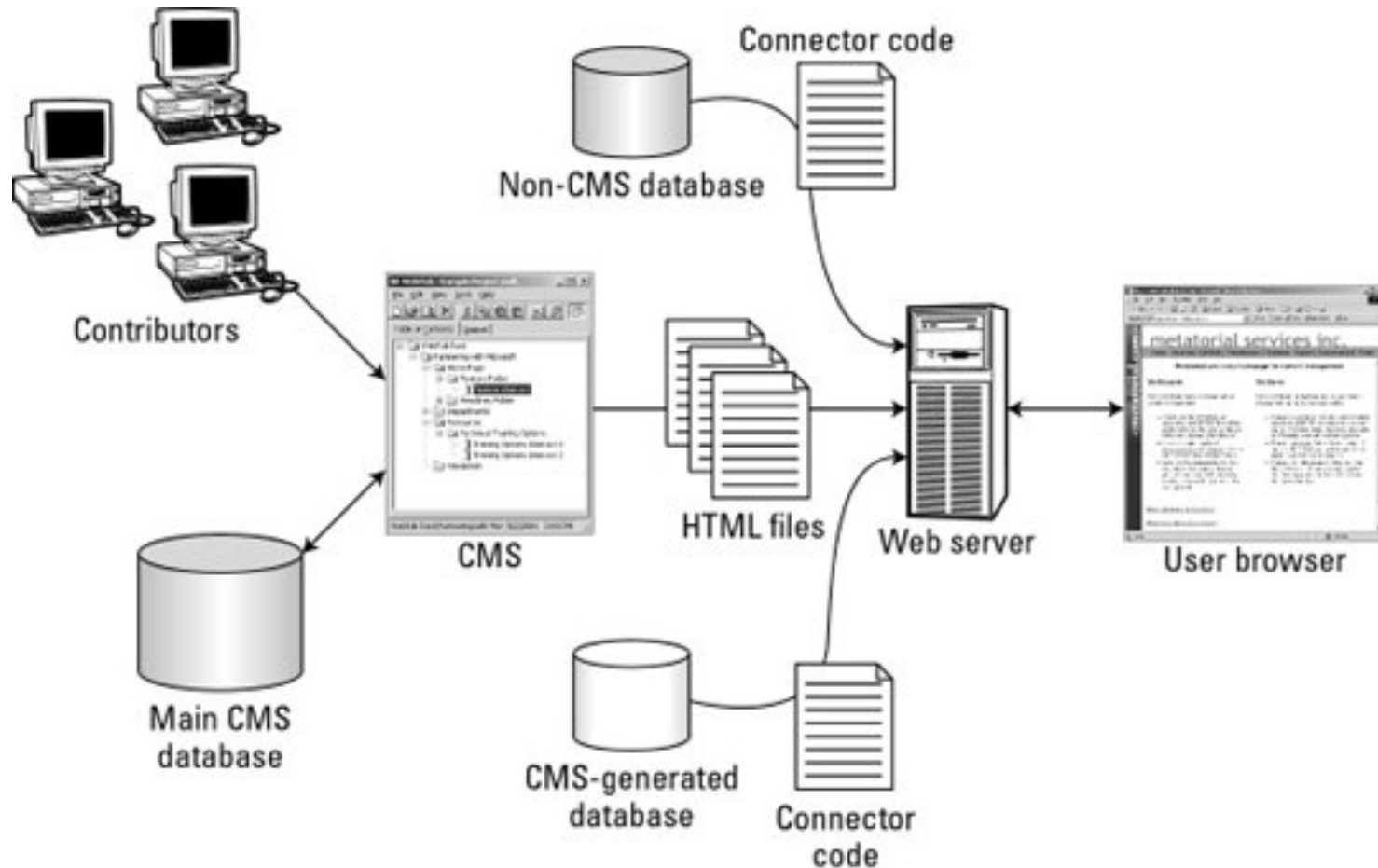
Bob Boiko

- Consultant
 - Boeing, Motorola, Microsoft, Honeywell
 - UN World Food Program, Edgerton Foundation
- Author
 - CM Bible
 - Laughing at the CIO
- Teacher
 - iSchool, University of Washington
 - The iSchool CMS Curriculum
 - MSIM Program
- Business Man
 - CM Pros
 - Metatorial Services
- Programmer
 - Database and XML systems



What Does a CMS Do?

Provide the infrastructure behind a complex Website



Provide input and tagging and output tools

What Does a CMS Do?

contents

view


edit

properties

sharing

add new item ▼

state: visible ▼

 News Item has been created.

Edit News Item

A news item is a small piece of news that is published on the front page. Add the relevant details below, and press 'Save'.

News Item Details

Short Name
 Short Name is part of the item's web address. For accessibility use spaces, upper case, underscores, or special characters.

Headline ■

Lead-in
 Displayed on the news page along with the headline.

Body text

contents

view

edit

properties

sharing

add new item ▼

state: visible ▼

Preliminary Financial Results For The First Quarter Of Fiscal Year 2005

ISLANDIA, N.Y., July 8, 2004 - Computer Associates International, Inc. (NYSE: CA) today released preliminary financial results for the first quarter of fiscal year 2005, ending June 30, 2004.

Expects to Meet GAAP EPS Guidance of \$0.05 to \$0.07 and Operating EPS Guidance of \$0.17 to \$0.19

Expects Revenue to be \$830 Million to \$850 Million, 3 Percent to 5 Percent Below Guidance

Will Hold Webcast at 5:15 p.m. EDT Today

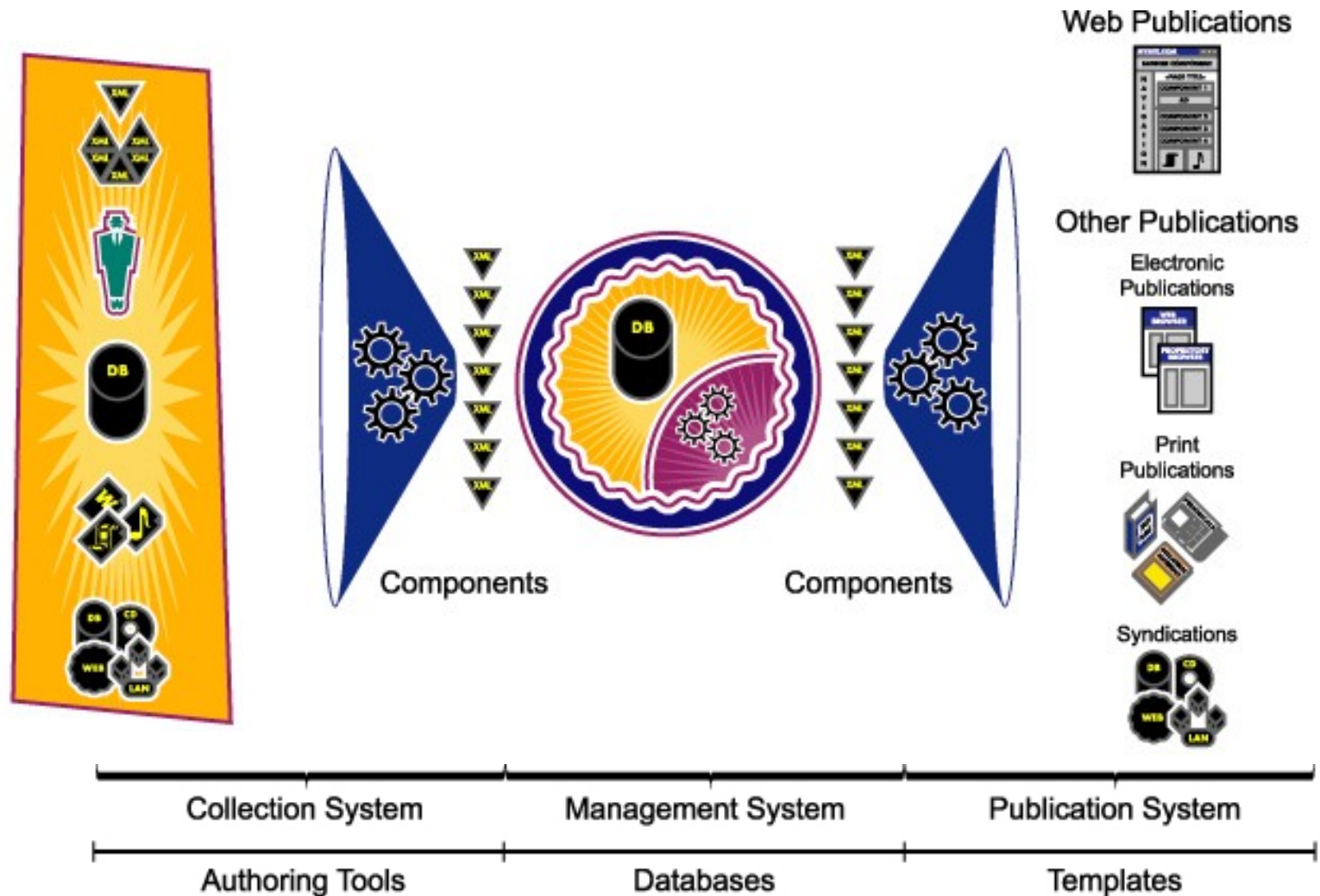
ISLANDIA, N.Y., July 8, 2004 - Computer Associates International, Inc. (NYSE: CA) today released preliminary financial results for the first quarter of fiscal year 2005, ending June 30, 2004.

The company reaffirmed both GAAP and non-GAAP earnings per share guidance for the first quarter. GAAP earnings per share are expected to be between \$0.05-\$0.07 and Non-GAAP operating earnings per share are expected to be between \$0.17 and \$0.19.

The company expects total revenues for the first quarter of 2005 will be between \$830 million and \$850 million, compared to the company's previous guidance of \$865 million to \$885 million. CA expects to report final results for the quarter after market close on July 22nd.

What Does a CMS Do?

Manage the content lifecycle.



What Could a CMS Do?

Connect Audiences with Information

Manage the definitions

- Demographics
- Attitudes
- Comparisons
- Profiles

The Value Proposition

Benefit = Cost

- How will you Communicate it?
- How will you get feedback?

Understand and Serve Authors

Classify contributors

- Content types
- Tools
- Relationship to the system
- Relationship to audiences

	Author's Technical Savvy		
	Basic	Medium	Advance
Influence Over Author			
In Your Group			
Tasked			
In Your Organization			
Tasked			
Outside Your Organization			
Tasked			
In Your Group			
Volunteer			
In Your Organization			
Volunteer			
Outside Your Organization			
Volunteer			

Authoring Tools
Whatever
Templates and Forms
Application UI

Metadata Entry
None
Some
A lot

Incentives
None
Some
A lot

Acquire Information

Rationalize reuse

- Content types
- Conversion and tagging tools
- Relationship to the system
- Relationship to audiences



Figure out Jobs and Costs

Model and tweak people and processes

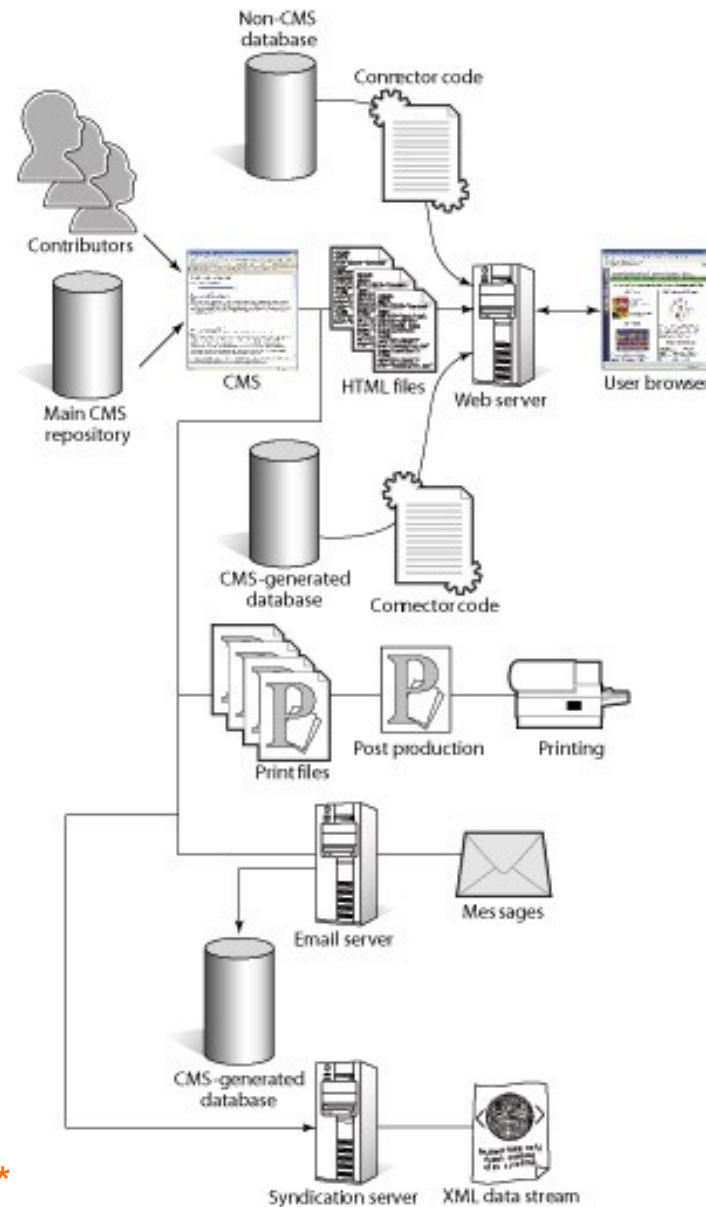
- Work objects
- Tasks
- Staff members
- Triggers
- Durations

Job	Task	Percent	Split Criteria
Metator			
	Metatag	80	Classes: C1, C2, C3, C4, C5, C6, C7, C8
	Consistency Check	20	All management elements
	Advise	100	
	Train	100	
Editor			
	Edit	100	
	Metatag	20	Classes: C9, C10
	Consistency Check	80	All body elements

Create a System of Publications

Rationalize reuse

- Publication qualities
- Templates
- Audiences
- Navigation

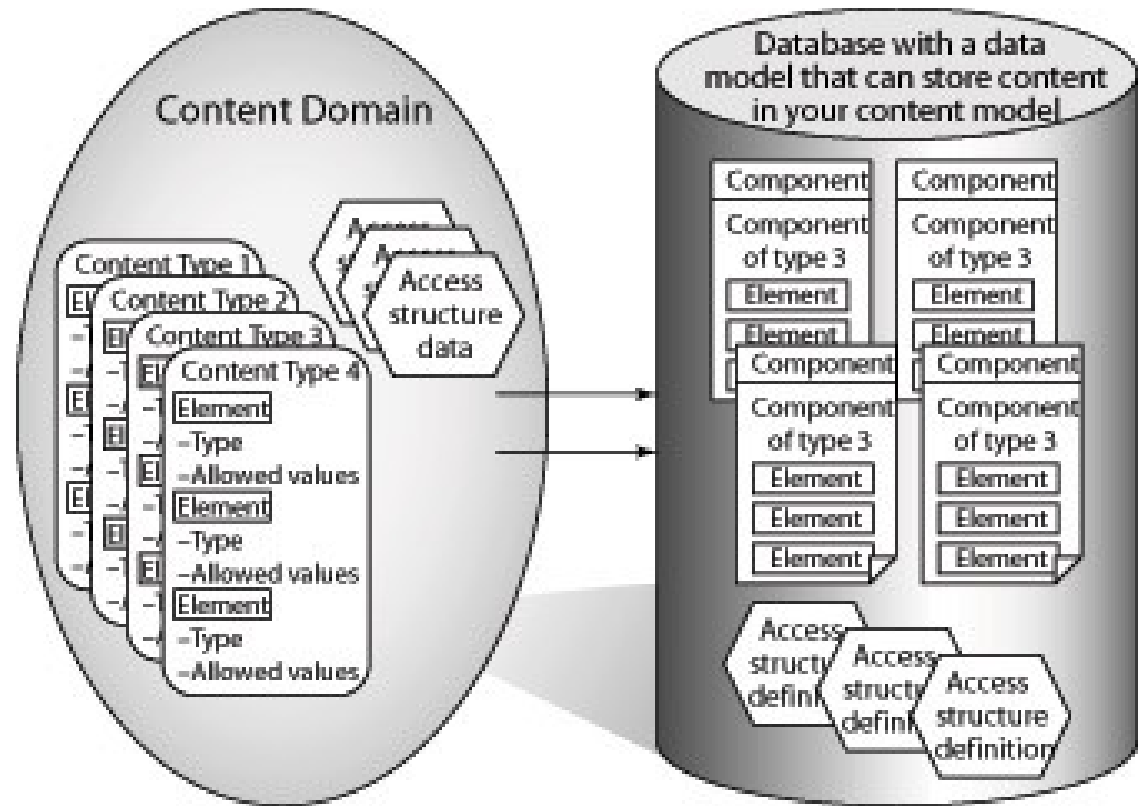


*metatorial services inc **

Mange your Content Model

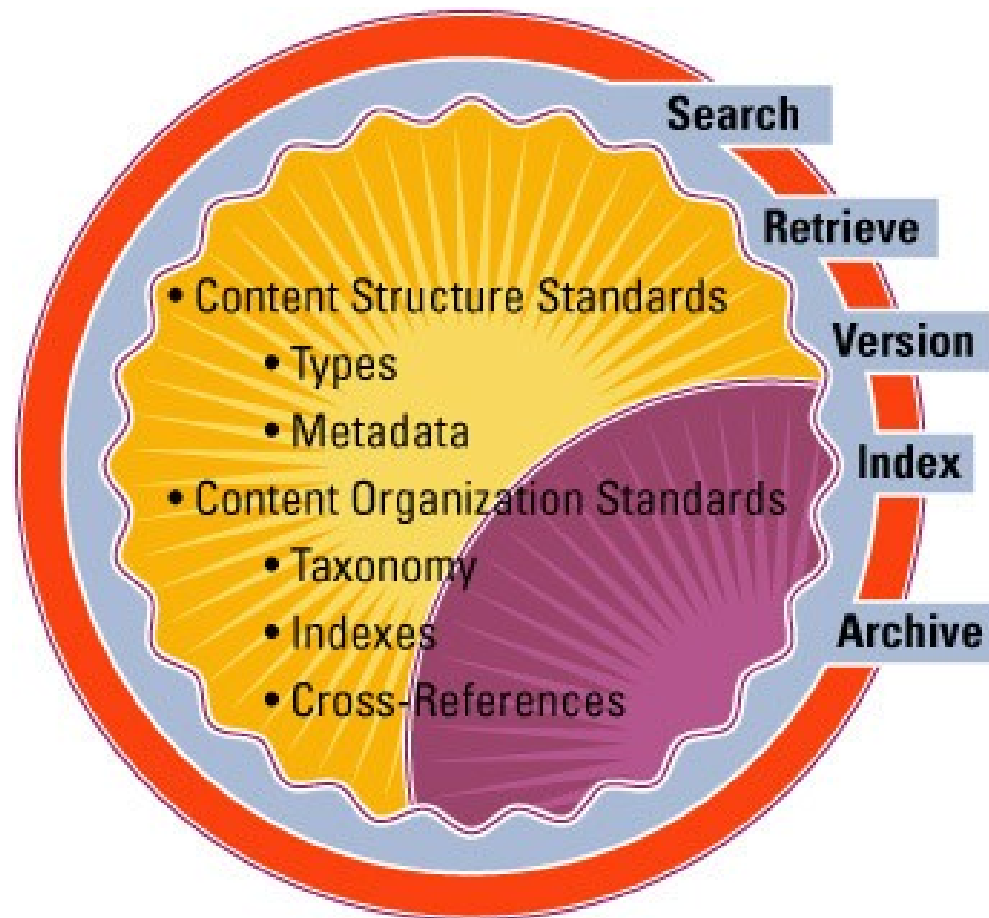
Model and tweak definitions

- Creation
- Quantities
- Lifecycle data
- Elements



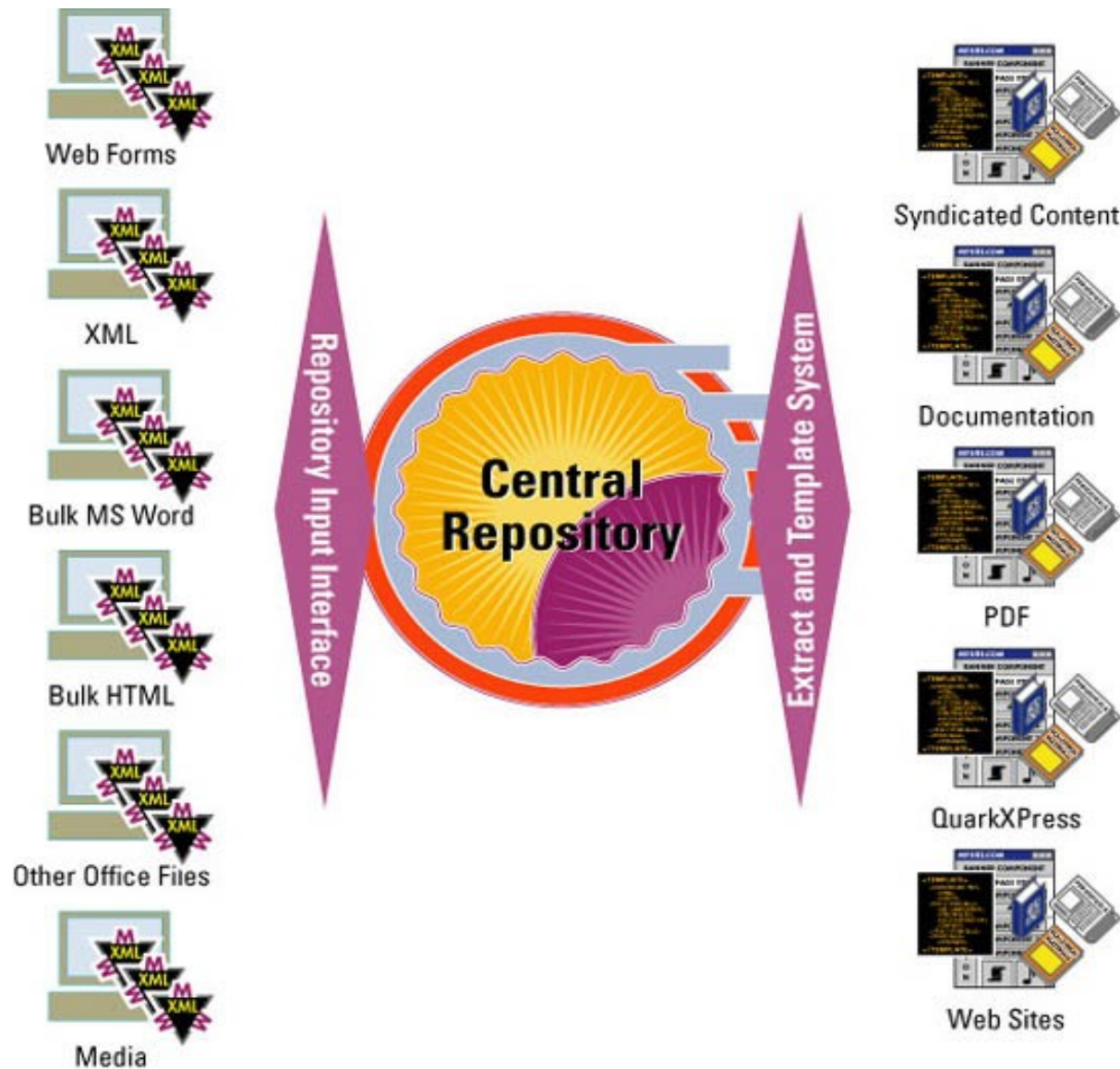
Serve the Organization

Organize content related decision making

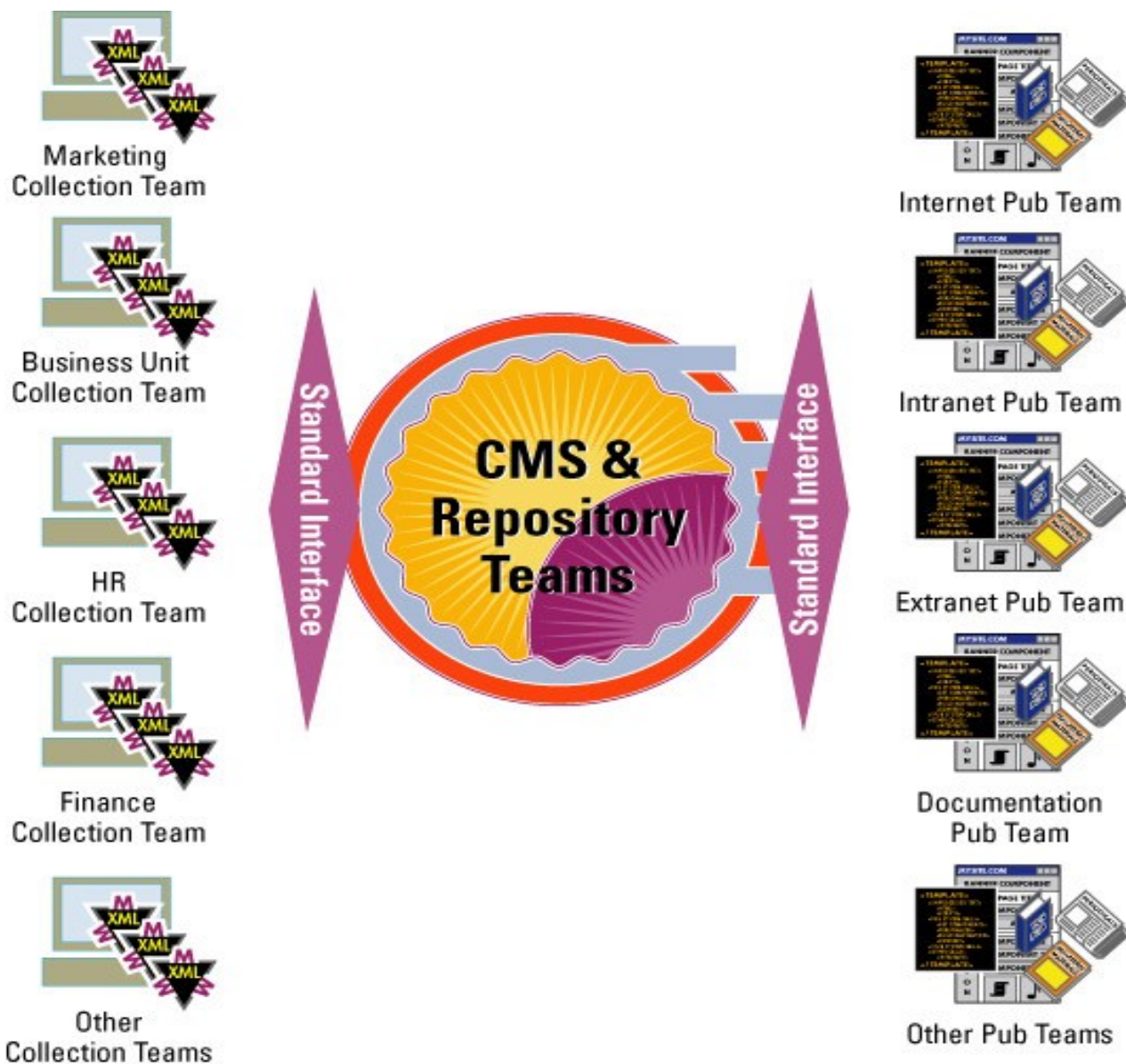


Serve the Organization

Create Standard Interfaces



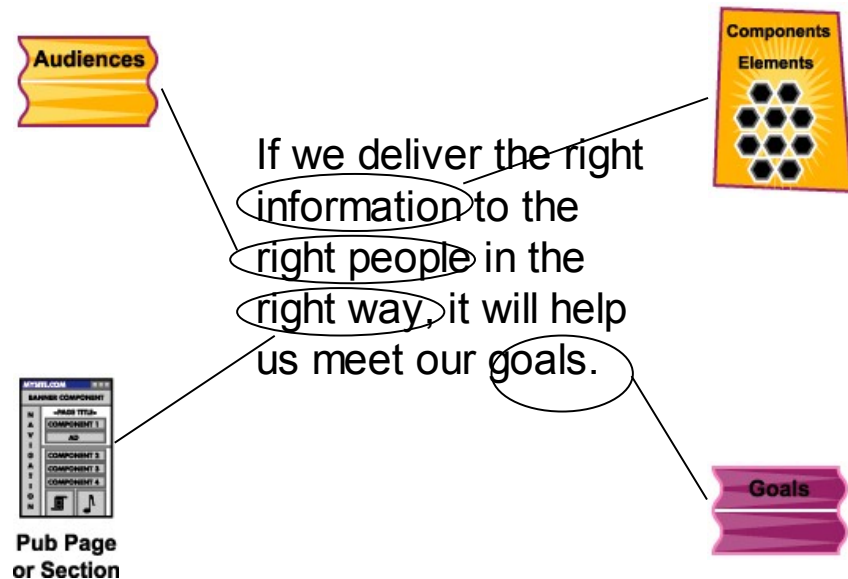
Serve the Organization



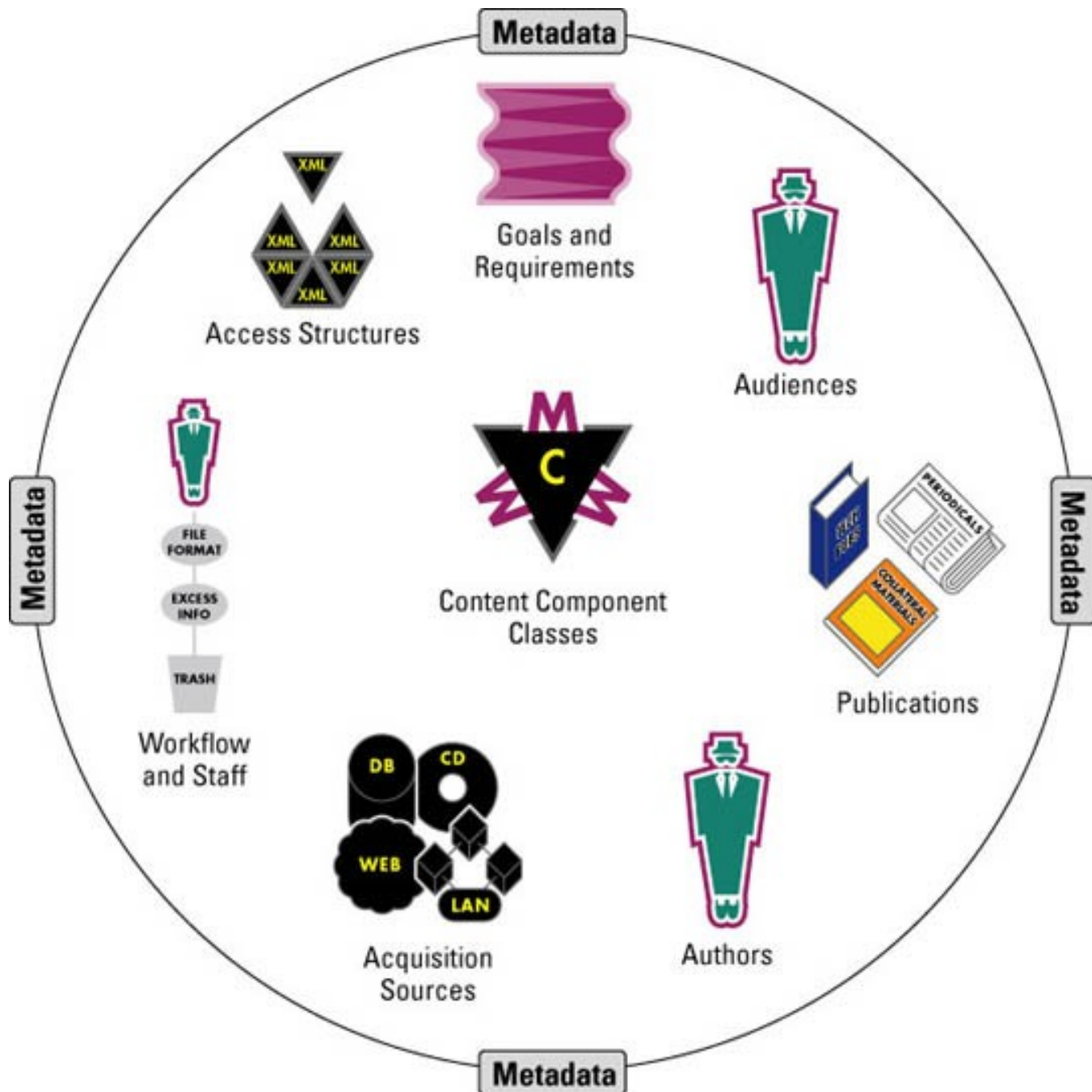
Serve the Organization

Manage the goals the system serves

- Names
- Descriptions
- Measurements
- Values



The UI I'd Like to See



Want More?

- Metatorial.com
 - CM Bible/ Laughing at the CIO
 - White papers, Presentations
 - Recorded Lectures and Courses
 - CM Design Tools
 - Workshop: Taming the Content Beast
- iSchool.washington.edu
 - Distance learning
 - Research
 - Summer IA Institute
- CMProfessional.org
 - BC Chapter
 - Folks just like you!

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