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Utilization and Benefits of Content Management Systems (CMS)
Agenda for Discussion

name of the company
interview partner
date of the interview

1. **Description of Business**
2. **Use of CMS**
3. **Costs and Benefits of CMS**
4. **Perspectives**

1   Description of Business

1.1 Name and founding year

1.2 Branch and product range

1.3 Locations

1.4 Number of employees and revenue p.a.

1.5 Organisational structure of the firm

1.6 Organisational structure of IT

2   Use of CMS

2.1   Which CMS are in use in which departments or networks and for how many years ? If there are more then one CMS in use, are they connected and how are their boundaries set ?

2.2   How is Document and Content Management differentiated in your firm ?

2.3   Who are the authors and what are their tasks concerning the publishing of Content ?

2.4   How many templates are in use and who created them ?

2.5   If you have editors, from which organisational department are they from and what are their tasks ?

2.6   Who is responsible for the content's metadata ?

2.7   Who receives the content ?

2.8   Do the content authors get feedback from the receivers ?

2.9   In which media and in which formats are the contents available for the receivers ?

2.10   Do you have an Intranet Portal with personalized Websites ?

2.11   Is the personalization user- or role-based and what was the reason for this solution ?

2.12   Do you have workflow functions in order to create or distribute content ?

2.13   Is there a necessity check for the contents ?

2.14   Is there a logical content organization ?

2.15   How is the content maintenance organized ?

2.16   Are there identical contents in different languages and how is their care organized ?

2.17   If you get external content, who is responsible for them and what are his or her tasks ?

2.18   Where there legal aspects regarding the implementation of CMS ?

3   CMS Costs and Benefits

3.1   What was the trigger of CMS implementation ?

3.2   Was a cost-benefit-analysis undertaken before the CMS investment decision ?

3.3   What was the final reason for the CMS investment decision ?

3.4   How much did it cost to purchase and implement the CMS ?

3.5   What kind of benefits were expected from the CMS and which ones were realized ?

3.6   What kind of problems occurred during the CMS project ?

3.7   How many content objects are there ?

3.8   Are there material or immaterial incentives for the authors in order to encourage the publishing of content ?

3.9   Is there a traffic analysis, logfile analysis or web usage mining related to the CMS ?

3.10   What is the most frequented content ?

3.11   What kind of resistance was shown towards the CMS ?

3.12   Does the board regard the CMS project as a success or a flop and for what reasons ?

3.13   Does the IT Management regard the CMS project as a success or a flop and for what reasons ?

4   Perspectives

4.1   Are there further plans to extend the CMS or its usage ?

4.2   What is the role of XML in the future of your company and what consequences does this have for the CMS ?

4.3   Is there a need for further integration of CMS and other business applications ?

4.4   Is there a connection seen in your company between CMS and business processes ?

4.5   Is there a connection seen in your company between CMS and knowledge management ?

4.6   Will CMS be an independent system in the future or will the CMS functions be integrated into other applications such as document management systems or operating systems ?

4.7   Have you considered selling content to other companies, either uniquely or regularly ?

Additional question:
Over all, what is the biggest challenge for the IT department at this time ?