



KEYNOTE

The MOJO of Content – Next Level CMS

Presented by

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MOJO – What ???

mo·jo (mō'jō')

n., pl. -jos or -joes.

→ A magic charm or spell.

→ An amulet, often a small flannel bag containing one or more magic items, worn by adherents of hoodoo or voodoo.

→ Personal magnetism; charm.

→ Life-energy

[Perhaps ultimately from Fula moco'o, medicine man.]

Life without MOJO ?



Life without MOJO ?



| MOJO and Content

What keeps the business, interaction between people, of our whole (web)-life alive?

**Communication, Know-how, Knowledge, Information
- *Content***

Content is the MOJO of our world

Based on this, what is a content management system?

CMS so far

Organize content

Structure content

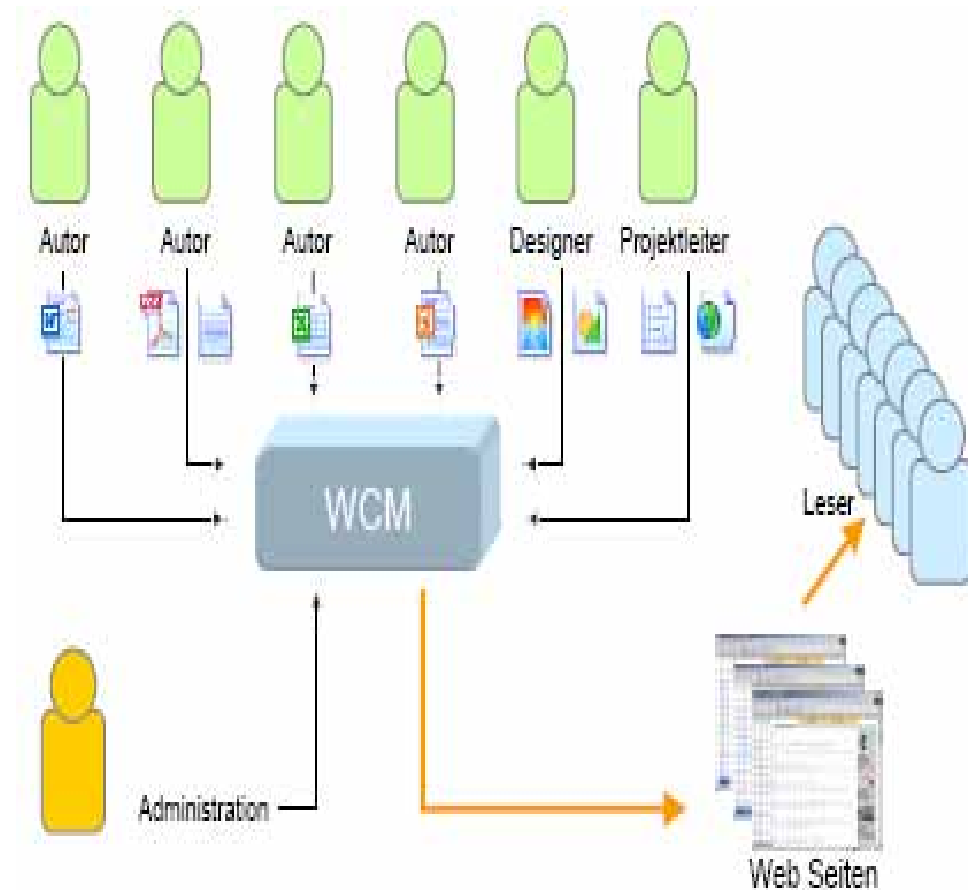
Content integration

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Emphasis is lying on
Content Management System

Pure Management has no MOJO –

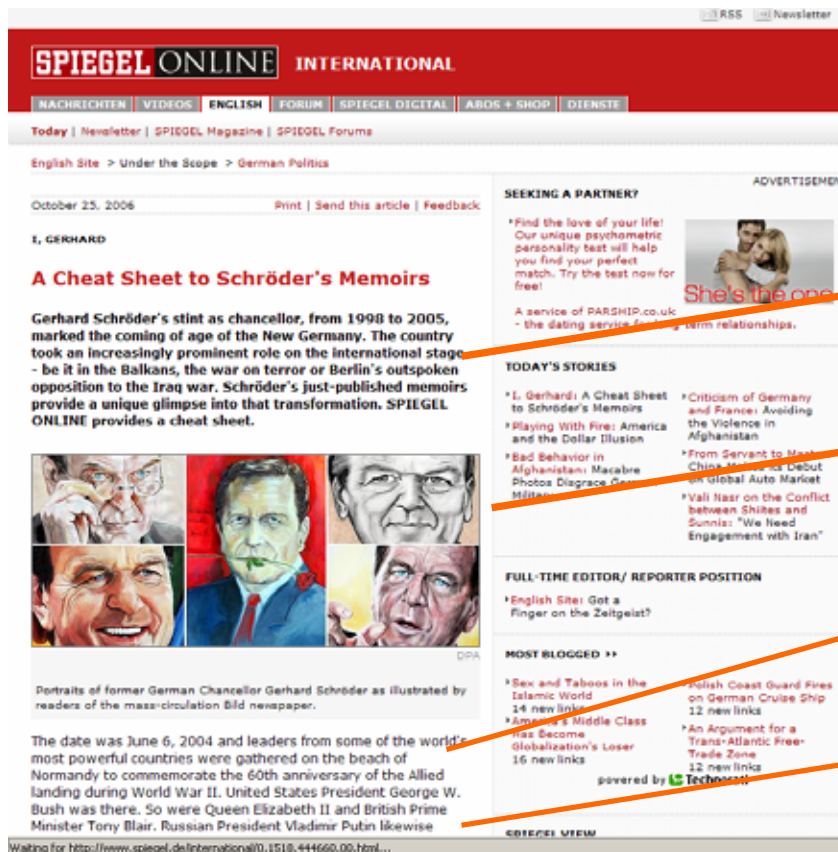
MOJO could be found inside the Content



CMS so far

Business content

Additional user generated content



Blog

Board

Feedback

...

CMS 2.0

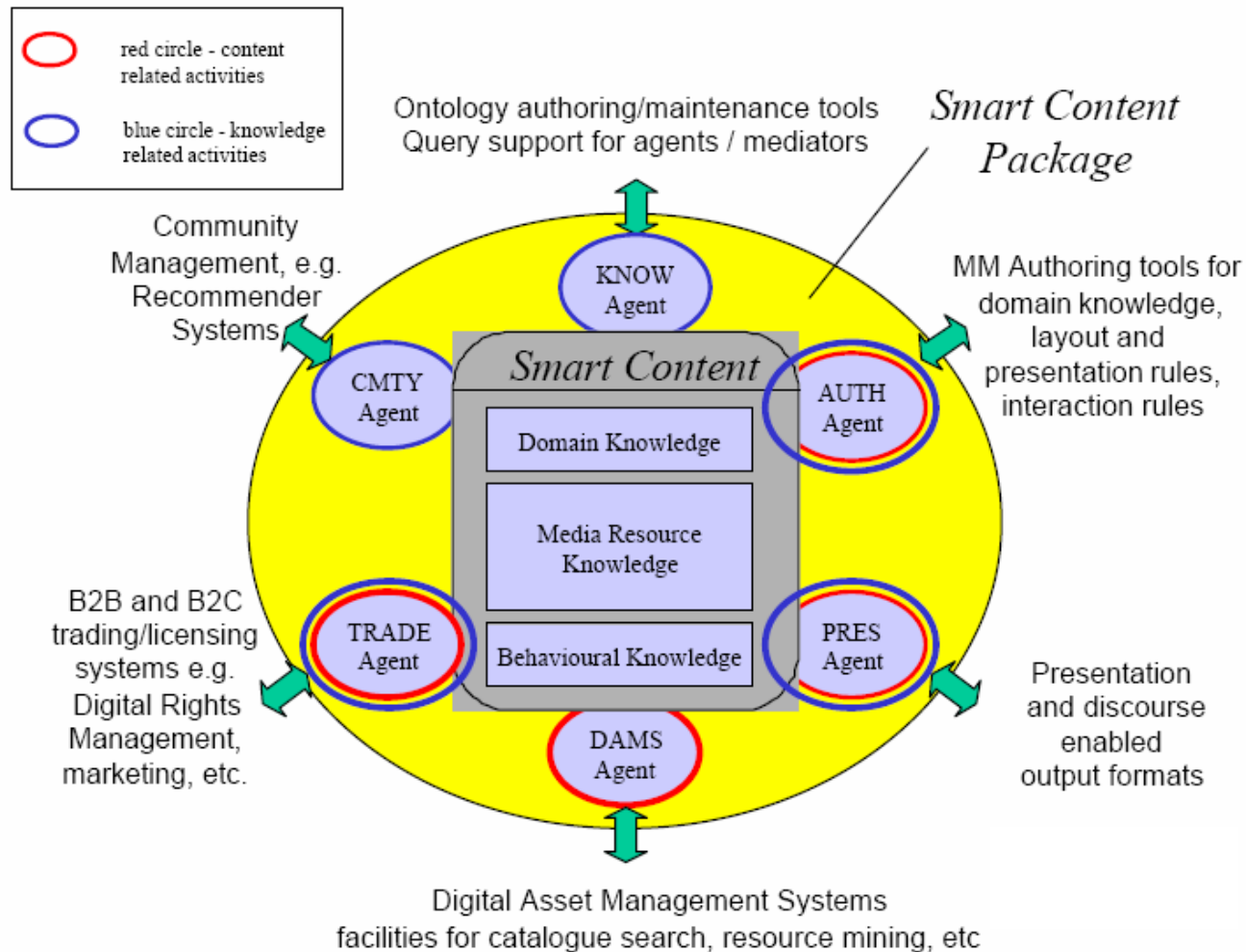
CMS 2.0 // Web 2.0

The lines between pure business driven content creation and user driven content is fading.

Content is getting smarter/multi-layered.

And so content management has too.

CMS 2.0 – Smart content



CMS 2.0 – Smart content properties

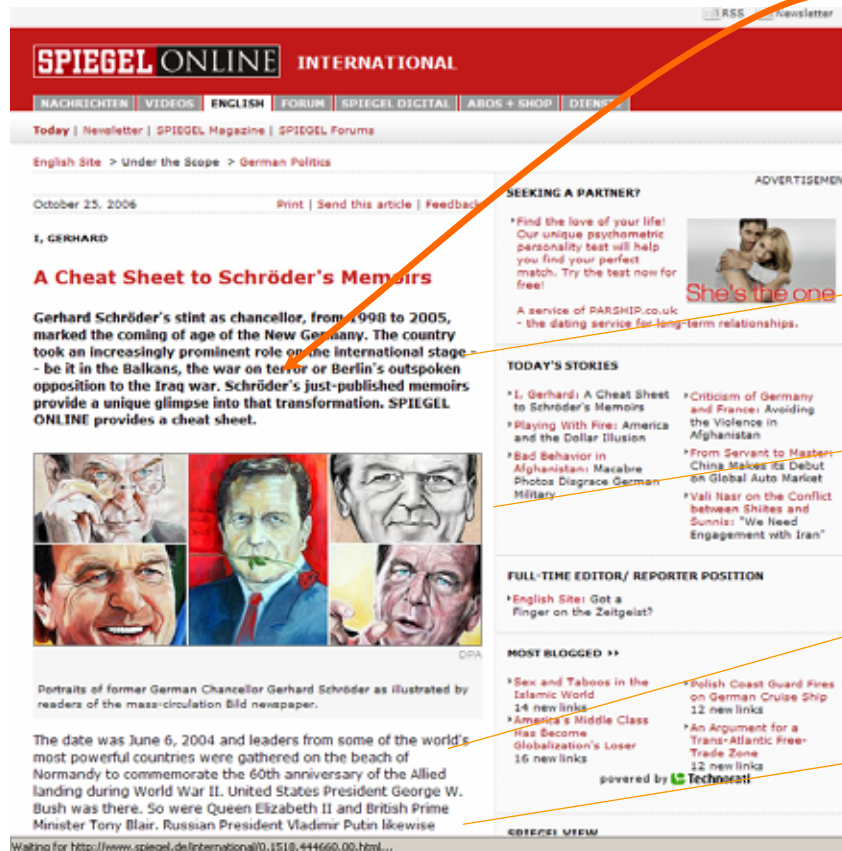
Basic content-related	Related to interfaces & interaction	Knowledge-related	Delivery-related	Related to personal user environment
<p>On-the-fly - e.g. dynamically generated</p> <p>IPR sensitivity - e.g. process wide protection of rights</p> <p>Traceability - e.g. agents can access content along the content life cycle</p> <p>Trusted - e.g. guaranteed authenticity and integrity</p> <p>Evolvability - e.g. multi-usage consumption</p>	<p>Advanced interfaces - e.g. knowing when to activate themselves</p> <p>Seamless navigation - e.g. live-size simulations</p> <p>Highly interactive - e.g. in terms of mode, roles, etc.</p> <p>Virtual, augmented and mixed reality</p> <p>“Immersive” - e.g. experience of “being there”</p> <p>Multimodal - e.g. perception through haptics, sound, smell</p>	<p>Knowledge based - e.g. understanding of “message”, “context”</p> <p>Collaborative - e.g. human-machine-machine-human collaboration</p> <p>Personalised, “responsive” - e.g. aware of user needs and preferences</p> <p>Proactive/Predictive - thinking ahead</p> <p>Adaptive - e.g. context sensitive</p> <p>Unobtrusive - e.g. available when needed</p>	<p>Interoperable - e.g. new multimedia standards</p> <p>Multi-channel (device independant) - e.g. network and device independent content</p> <p>Secure - e.g. sensitive transactions</p> <p>Ubiquitous - anything, anywhere, anytime</p>	<p>Devices - e.g. every object considered as a possible two ways interface (smart furniture, smart clothes, etc.)</p> <p>Personal (area) networks - Appliances autonomously configure into proximity networks; user inhabits and/or wears a network</p>

CMS 2.0 – Smart content

User defined direct content syndication

Business content

Additional user generated content



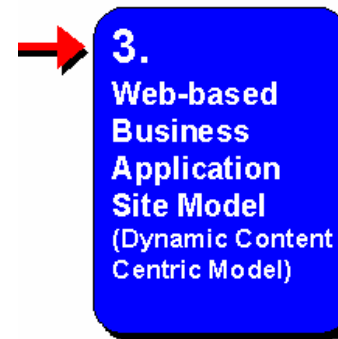
Blog

Board

Feedback

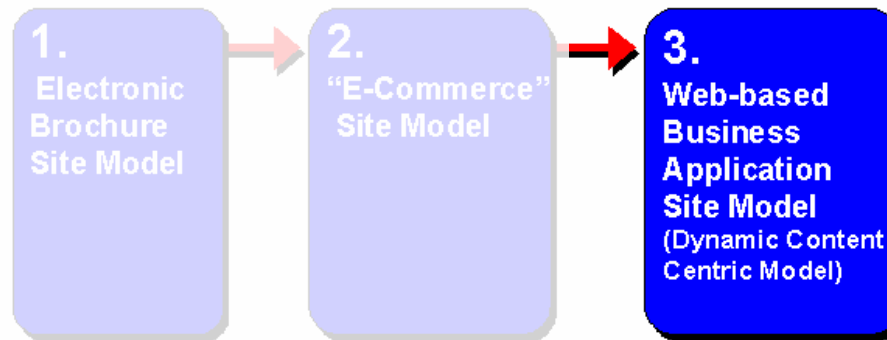
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CMS challenge



- Content driven.
- Separation of application from content enables content to be freely added to a site without affecting the design, and allows redesign to occur without impacting on content.
- An automated publishing process allows content creators throughout an enterprise to create and contribute their own content to a Web site without relying on technical resources. Content can be submitted to the Web sites directly from within their browsers.
- Content and design elements of the Web site are stored in a relational database on a server. The Web pages are created dynamically as they are requested.
- Collaboration & Interactive capability.
- Converts users from passive viewers into active participants.
- Allows contributors who have little or no technical knowledge about web site construction and design to contribute easily to a site and to manage contributions from their web browser.

CMS challenge



- Preserves the scope and goals of a site and allows people to contribute content while preventing a flood of organizational "shovelware."
- Automated content management. Ease of frequent content updates.
- Information is classified correctly and fits into an overall information architecture.
- Information can be personalized for specific users or user groups.
- Value-added information- (reviews, suggestions, advice etc.)
- Layout and visual design of pages is consistent and of the quality required.
- Separates the underlying application from the content and separates content from so Web developers can create a well-designed site, and designers and content providers can work in "Web time" to make changes as required.
- Treats the site as an application and the content as data and thereby enables sites to be managed as dynamic business applications.
- Treats the content as application data that can be altered as needed without any need to modify the underlying site.

CMS Challenge

- Content syndication aspects
- Content personalization between different websites
- Increase in integration of dynamic content elements
- Mapping of multi-layered content

To make sure that with your MOJO is everything alright...

| Dinner Challenge

...enjoy your meal !

Thank you.