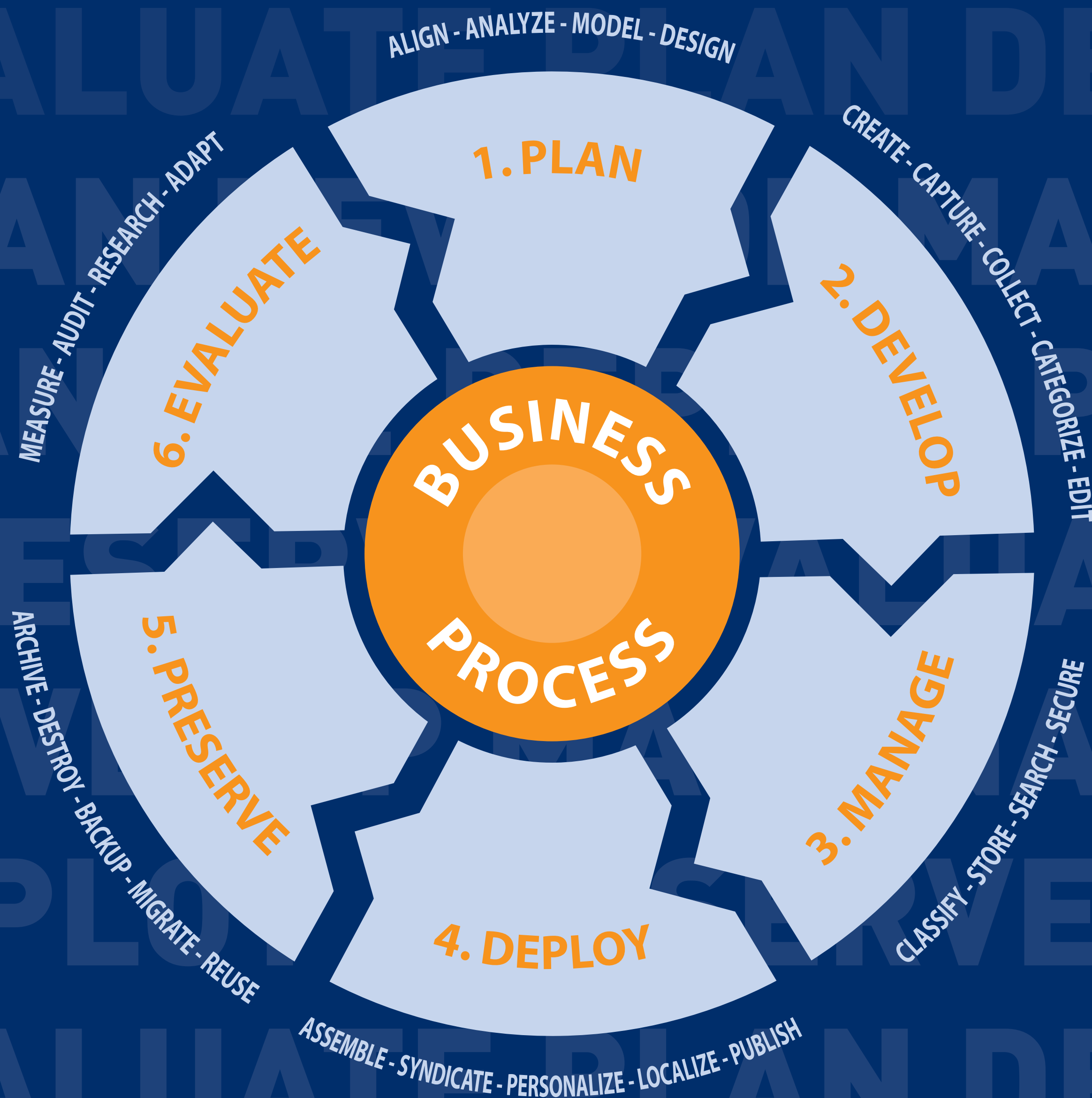


CONTENT MANAGEMENT LIFECYCLE POSTER



1. PLAN

The content management process starts with aligning the cm strategy to the business strategy. After an analysis, the content model is created and the information architecture designed.

2. DEVELOP

Content can be created, edited, captured, collected or acquired in any other way. Metadata is added to give content a meaningful context.

3. MANAGE

Content is classified to store and search it in a secure way, with an audit trail to prove its origin or to protect its intellectual property.

4. DEPLOY

An important stage is where the content is delivered to the user. This can be done in a personalized way, perhaps in combination with localization of the content for a specific geographical region.

5. PRESERVE

Some content will end its lifecycle here, but other content can start a new life or will be preserved for historical or other reasons.

6. EVALUATE

This is the moment to audit if the content is still up-to-date, if users can find, access and use it, and if the content strategy or the goals have to be redefined.

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About the CM Lifecycle Poster

The CM Lifecycle Poster describes the steps content management professionals take to plan, develop, manage, deploy, preserve, and evaluate content. Initiated by the organization's business process, the content management process is multi-disciplinary. This Poster helps content management professionals explain the concept of content management to all parties involved.

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