

Content Management Market Shares Strategies, and Forecasts, 2008 to 2014

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Abstracts

WinterGreen Research announces that it has a new study on enterprise content management markets. Systems are poised for significant growth as people move to purchase for new marketing and Web based applications based on XML and Web technologies.

Enterprise content management (ECM) systems are basic infrastructure for unstructured information. Unstructured information is becoming more structured as it is tagged with XML tags and managed in components enabling reuse and repurposing of content.

Content management is a central aspect of growing any business and staying competitive. Because content management provides access to information that can be used for decision making, the indexing and tagging systems become a significant aspect of determining usefulness.

Enterprise content management solutions help corporations organize, control and access vital business image and video content useful for designing marketing campaigns. Enterprise content management solutions matters to corporate IT because there are ever-increasing volumes of information, mounting regulatory requirements, and legislative pressure to provide information in a manner that is responsive to requests.

Supplier consolidation is driven by the movement of enterprise content management (ECM) to more complex infrastructure that requires ever increasing integration of systems. Disparate applications work with isolated repositories and these systems need to be integrated. Caching systems are evolving inside repository systems to speed up

delivery of information. Alternative delivery systems are creating flexibility for document and content capabilities. The entry of software as a services (SaaS) players and open source players changes the market by giving Web 2.0 market participants strategic advantage.

Content management relates to finding accurate information easily and to finding information that is not outdated. Clients and support teams report that the quantity of content is a problem. Being overwhelmed with too much old information relates to bad decision making and flawed conclusions. User problems with technical content are common. The problem is that sometimes users cannot find information quickly; they cannot understand it or cannot tell if it's current if they do find it, and information may be inconsistent. Good content management systems eliminate this possibility.

Enterprise content management is the base for a Web 2.0 strategy. Unification and structure for non-transactional information is needed in Web 2.0 environments. Web 2.0 is a lot of things -- it is image and video centric, it is social networking, it is runtime engines that are worked on by programmers 24x7, it is blogs, it is wikis, it is collaboration software, and it represents dynamic implementation of presentation logic.

Information is doubling at a rate of once every 7 months and this rate of increase is growing. Enterprise content management permits users to integrate a diverse set of technologies into a coherent product portfolio. The enterprise content management markets are anticipated to have exponential growth in content generation management and replication. Content-centric collaboration within enterprises is used to deploy technology solutions to address the information accumulation challenge.

Enterprise content management markets at \$3.4 billion in 2007 are anticipated to triple to \$9.3 billion by 2014. Revenue from the worldwide ECM market is anticipated to grow at 19% through 2014 in response to new analytics that permit improved decision making.

The ability to access information more rapidly, and to use that information to make informed decisions, is part of automated process. Initiatives that use text to implement services oriented architecture (SOA) services are anticipated to create a climate for growth of content management services. In this context documents may be text based, image based, video content, or software system modules. All the modules require management and indexing.

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OpenText

Adobe / Macromedia

Alfresco

Autonomy Group / Verity

Blue Coat Systems

Ektron

EMC / Documentum

FatWire

Hewlett Packard / Tower Software

IBM / WebSphere SOA / FileNet

Informatica

Intel / Sarvega
MicroSoft
Interwoven
JustSystems
Magnus Group / Vasont
Microsoft / SharePoint
OpenText / Artesia / RedDot
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