

Web Content Management Market Shares Strategies, and Forecasts, Worldwide, 2009 to 2015

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Abstracts

WinterGreen Research announces that it has a new study on Web Content Management software and services. The 2009 study has 625 pages, 215 tables and figures. Web content management is useful to businesses and the enterprise as the Internet becomes a significant retail channel and provides message transport for the supply chain. Worldwide markets are poised to achieve significant growth as the globally integrated enterprise uses systems to build out localized Web e-commerce sites that support a brand in every region.

Information integration has led to transformation of batch systems to real time systems. Improved maintenance costs are being achieved using Web content management. People can use information transformation technology that is flexible and can be applied in many different ways. Web content management is a significant aspect of the information transformation.

Web content management markets have grown as more content management is reclassified as more content touches the Web. The Web has become a significant channel for every enterprise. The Web is used to manage the supply chain in many cases. Social media are a large part of Web presence and consume Web content management software capability.

Protecting a global brand, delivering streaming video to a corporate portal, and making complex images available to promote products and services are a significant aspect of Web content management. Managing rich media assets is an essential component of an enterprise Web content platform.

Increasing volumes of rich media assets means companies are struggling to easily find,

manipulate and re-purpose rich media content across the enterprise. The digital brand management systems put users in control of rich media assets.

Key capabilities relate to creative tool and processing integrations. Media transformation and analysis can be accomplished. Media rendition and updates can be achieved. Thumb nailing is supported to better visualize pictures and images. Time-based multimedia indexing and management is provided. PowerPoint slide-level assembly can be consolidated.

Rich media vocabulary driven categorization can be accomplished. Metadata driven rich media search and retrieval is automated.

Enterprise e-business systems integration is a central aspect of e-business content management. The unstructured information takes on many of the characteristics of structured information when it is tagged. Unstructured data is being perceived as useful for making intelligent business decisions. Competitive factors in the enterprise content management industry include the availability of a framework, the ability to implement localization, quality, scalability, and reliability of software.

Language translation software and services are needed to establish a local presence. No matter what the enterprise, organization, or business charter is, language translation is needed to establish a local presence.

According to Susan Eustis, the lead author of the study, “the globally integrated enterprise is the market driving force in Web content management markets. The ability to control content within a company promotes reuse of the content. Web systems protect the brand by ensuring consistency and supporting management systems that achieve enforcement.”

Marketing is vital as companies seek to differentiate their message. Fragmented markets are confusing to people making purchase decisions. A content management system that consistent brand message sets a company above its competition. Success hinges on agility and consistency in communicating the brand.

Web content management software markets at \$635 million in 2009 are forecast to become \$1.4 billion by the end of the forecast period in 2015. Software is becoming much more robust as it combines the separate Web content, digital asset content, enterprise content, and rich media systems that have been used separately hitherto to support combined Web content management services. The combination of technologies

is anticipated to create systems that are more useful. These markets are part of a \$3.5 billion larger enterprise content management market, forecast to reach \$10.3 billion by 2015.

Contents

Web Content Management Executive Summary
Web Content Management Market Driving Forces
Web Content Management Market Shares
Web Content Management Market Forecasts

1. WEB CONTENT MANAGEMENT MARKET DESCRIPTION AND MARKET DYNAMICS

- 1.1.1 Web Sites Meet Variety Of Business Objectives
- 1.1.2 A Framework Is Critical
- 1.1.3 Meeting the Needs of Content Contributors
- 1.2 Key Trends in the WCM Market
 - 1.2.1 Web Content Management Key Market Factors: The Golden Triangle
- 1.3 Web Publishing
 - 1.3.1 Web Publishing Expanding Beyond Marginalized Departmental Sites
- 1.4 Enterprise Web Content Management Foundation
 - 1.4.1 Web Publishing Depends on Improved Security
 - 1.4.2 Web Content Management System Cultural Collision
 - 1.4.3 Web Content Management System
- 1.5 Security for Web Content Management
 - 1.5.1 Web Content Management System Cultural Collision
 - 1.5.2 Web Content Management System
 - 1.5.3 Master Data Content Management
- 1.6 Content Management In Different Size Organizations
 - 1.6.1 Rapid Product Introductions And Multi-Channel Marketing Campaigns Digital Technology Information Sharing For Business Functions
- 1.7 Web 2.0 Internet Scale Mainstream Applications
 - 1.7.1 Web 2.0 Design Patterns
 - 1.7.2 Data is Next for Web 2.0
 - 1.7.3 Network Effects
 - 1.7.4 Collaboration
 - 1.7.5 Social Networking Heuristics
 - 1.7.6 Wiki-Style Collaborative Editing

2. WEB CONTENT MANAGEMENT MARKET SHARES AND MARKET FORECASTS

2.1 Web Content Management Market Driving Forces

2.2 Web Content Management Market Shares

2.2.1 Open Text / RedDot / Vignette

2.2.2 Open Text RedDot Simplifies Web Content Management

2.2.3 RedDot, The Open Text Web Solutions Group

2.2.4 IBM Web Content Model Synchronization Between WBM and WID

2.2.5 IBM Web Content Management Business Process After Changes

2.2.6 EMC

2.2.7 Microsoft SharePoint Server 2010

2.2.8 Oracle Managing Multiple Web Sites

2.2.9 Oracle Single Solution for Managing All Types of Web Sites

2.2.10 Autonomy / Interwoven

2.2.11 EPiServer

2.2.12 Day Software

2.2.13 Day Software Customers

2.2.14 Day Software Leading Force In The Open Source Community

2.2.15 Joomla

2.2.16 Fatwire

2.2.17 Magnolia

2.2.18 Drupal

2.2.19 Web Content Management Software License Market Shares

2.2.20 Web Content Management Shipments Maintenance and Services Market Shares

2.3 Web Content Management Market Forecasts

2.3.1 Web Content Management Frameworks

2.3.2 Content Control Frameworks

2.3.3 Web 2.0

2.3.4 Web Content Management Midmarket License Market

2.3.5 Internet As A Critical Sales, Service And Communications Channel

2.3.6 Web Site Content Management Services

2.3.7 Channel and Solution Providers

2.3.8 Web Content Management WCM Market Rationalizes Components Of Analytics

Stacks

2.3.9 Addressing The Explosion of User Generated Content

2.4 Content Management Regional Analysis

2.4.1 Asia Pacific Web Content Management Market

2.5 Language Translation Market Driving Forces

2.5.1 Translation Services Depend On Having Excellent Writers

2.5.2 Multinational Companies Protect The Brand Consistently In Every Market

2.5.3 Enterprise Global Infrastructure

- 2.5.4 Globalization Market Sectors
- 2.5.5 Hybrid Machine Translation System
- 2.5.6 Disruptive Market Forces
- 2.6 Machine Language Translation Market Shares
 - 2.6.1 Localization Translation Software Market Leading Participants
 - 2.6.2 Lionbridge
 - 2.6.3 SDL Trados For Professional Translators
 - 2.6.4 SDL/ Trados Enterprise Translation Server
 - 2.6.5 Translations.com
 - 2.6.6 Translations.com GlobalLink Management System Software
 - 2.6.7 Symbio Software Development Centers In China, Taiwan and the United States
 - 2.6.8 Systran Enterprise Hybrid Machine Translation Solution
 - 2.6.9 Systran Intuitive Coding Technology
 - 2.6.10 Language Engineering Company LEC Power Translator
 - 2.6.11 AppTek Hybrid Machine Translation (HMT) System
- 2.7 Machine Language Translation Market Forecasts
- 2.8 Language Translation By Humans Market Shares

3. WEB CONTENT MANAGEMENT PRODUCT DESCRIPTION

- 3.1 Open Text / Vignette
 - 3.1.1 Open Text / Red Dot
 - 3.1.2 Open Text / Red Dot Optimization Services
 - 3.1.3 Open Text / Red Dot CMS Foundation.
 - 3.1.4 Open Text / Red Dot Library Services.
 - 3.1.5 Open Text / Red Dot Web Site Multiple Languages
 - 3.1.6 Open Text / Red Dot Web Solutions
 - 3.1.7 Open Text / Red Dot Content In Context
 - 3.1.8 Open Text / Red Dot Web Solutions
 - 3.1.9 Open Text / Red Dot Web Solutions for the Social Workplace
 - 3.1.10 Open Text Web Solutions for Multi-Sites
 - 3.1.11 Open Text Web Solutions for Multi-Sites for Going Global
 - 3.1.12 Open Text Web Content Management Brand Awareness
 - 3.1.13 Open Text Globalization & Localization
 - 3.1.14 Open Text Web Content Management Solution For Repurposed Content
 - 3.1.15 Open Text Performance Optimization
 - 3.1.16 Open Text Web Content Management Systems Implementation
 - 3.1.17 Open Text RedDot Simplifies Web Content Management
 - 3.1.18 Open Text RedDot Web Solutions 10

3.2 IBM Lotus Web Content Management

- 3.2.1 IBM SOA for Web Content Management
- 3.2.2 IBM Model Synchronization Between WBM and WID
- 3.2.3 IBM WebSphere Business Modeler Model
- 3.2.4 Make Changes in IBM WebSphere Integration Developer
- 3.2.5 IBM Web Content Management Business Process After Changes
- 3.2.6 IBM Lotus Web Content Management
- 3.2.7 IBM Lotus Web Content Management
- 3.2.8 IBM Web Content Management iWidgets Deployment
- 3.2.9 IBM Web Content Management LotusLive Engage
- 3.2.10 IBM LotusLive Dashboard
- 3.2.11 IBM WebSphere Portal Web Content Management

3.3 EMC

- 3.3.1 EMC Brand Management Solutions

3.4 Microsoft Share Point Web Content Management

- 3.4.1 Microsoft SharePoint 2010 Web Content Management Functions
- 3.4.2 Microsoft Business Collaboration Web Content Management Platform
- 3.4.3 Microsoft Business Collaboration Platform Sites
- 3.4.4 Microsoft Business Collaboration SharePoint Mobile Access
- 3.4.5 Microsoft Business Collaboration Platform Communities
- 3.4.6 Microsoft Business Collaboration Platform Content
- 3.4.7 Microsoft Business Collaboration Platform Search
- 3.4.8 Microsoft Web Based Business Collaboration Platform Business Intelligence

Insights

- 3.4.9 Microsoft Business Collaboration Platform Composites
- 3.4.10 Microsoft Business Collaboration Platform Administration
- 3.4.11 Microsoft Business Collaboration Platform Development
- 3.4.12 Microsoft SharePoint Web Content Management Repository
- 3.4.13 Microsoft SharePoint Web Content Management Search Criteria
- 3.4.14 Microsoft SharePoint Web Content Management Solutions

3.5 Oracle / Stellent

- 3.5.1 Oracle Web Content Management Lowers Integration Costs
- 3.5.2 Oracle UCM: Web Content Management
- 3.5.3 Oracle / Stellent Web Content Management:
- 3.5.4 Oracle's Multisite Web Content Management Solution
- 3.5.5 Oracle Minimize Web Development Costs
- 3.5.6 Oracle Web Content Accuracy and Quality
- 3.5.7 Oracle Manages Intranet and Web Content
- 3.5.8 Oracle Managing Multiple Web Sites

- 3.5.9 Oracle Web Content Management Records and Retention Management
- 3.5.10 Oracle Single, Unified Architecture for Content Management
- 3.5.11 Oracle Single Solution for Managing All Types of Web Sites
- 3.6 Autonomy / Interwoven
 - 3.6.1 Autonomy / Interwoven Addresses The Explosion of User Generated Content
 - 3.6.2 Autonomy / Interwoven Taps Into the Power of Social Media
 - 3.6.3 Interwoven Internet Based Brand Awareness Technology
 - 3.6.4 Autonomy / Interwoven ControlHub™
 - 3.6.5 Autonomy / Interwoven Product Architecture
 - 3.6.6 Autonomy / Interwoven Automation, Control, Compliance
 - 3.6.7 Interwoven Drives Efficiency
- 3.7 FatWire Content Server
 - 3.7.1 FatWire Content Server Deliver Targeted Content and Promotions
 - 3.7.2 FatWire Content Server For Driving Content Management Efficiencies
- 3.8 Percussion
- 3.9 Open Source CMS
- 3.10 Joomla!
 - 3.10.1 Joomla Based On PHP and MySQL
 - 3.10.2 Joomla User Management
 - 3.10.3 Joomla Media Manager
 - 3.10.4 Joomla Language Manager
 - 3.10.5 Joomla Banner Management
 - 3.10.6 Joomla Contact Management
 - 3.10.7 Joomla Polls
 - 3.10.8 Joomla Search
 - 3.10.9 Joomla Web Link Management
 - 3.10.10 Joomla Content Management
 - 3.10.11 Joomla Syndication and Newsfeed Management
 - 3.10.12 Joomla Menu Manager
 - 3.10.13 Joomla Template Management
 - 3.10.14 Joomla Integrated Help System
 - 3.10.15 Joomla Web Services
- 3.11 Drupal
 - 3.11.1 GoTwitr Built in Drupal
- 3.12 WordPress
- 3.13 Alfresco
 - 3.13.1 Alfresco Contribution By Teams
 - 3.13.2 Alfresco Low-Cost Commodity Scalability
- 3.14 Acquia

- 3.14.1 Alfresco CCK - Content Construction Kit
- 3.14.2 Alfresco Views & Blocks
- 3.14.3 Alfresco Images
- 3.15 Sitecore
 - 3.15.1 Sitecore Makes it Effortless to Create Content and Experience Rich Websites
 - 3.15.2 Sitecore Online Marketing Suite
 - 3.15.3 Sitecore Fast Intuitive Editing
 - 3.15.4 Sitecore Integration Anywhere and Everywhere
 - 3.15.5 Sitecore Multi-Site Deployment Made Easy
 - 3.15.6 Sitecore Built to Scale
 - 3.15.7 Sitecore Google-Friendly URLs Improve Site Rankings Instantly
 - 3.15.8 Sitecore Rapid Development
 - 3.15.9 Sitecore for International Companies
 - 3.15.10 Sitecore asier, Effective Communications
- 3.16 EPiServer
 - 3.16.1 EPiServer Page Type Builder
 - 3.16.2 Language Translation Web Content Brand Management
 - 3.16.3 Globalization Software Solutions
- 3.17 Lionbridge
 - 3.17.1 Lionbridge Automating Translation Management and Multilingual Content Management
- 3.18 IBM
 - 3.18.1 IBM - Natural Language Analysis And Translation Project Overview
- 3.19 Open Text / Red Dot Language Translation Localization of Web Content Management
- 3.20 SDL Trados Bosch Web-Based Portal Solution
 - 3.20.1 SDL Global Information Management Products
 - 3.20.2 Web Content Manager - SDL Tridion R5
 - 3.20.3 SDL Enterprise Class Web Content Management
 - 3.20.4 SDL Multi-Purpose Web Content Management
 - 3.20.5 SDL Content Creation for Web Publishing
 - 3.20.6 SDL Intuitive Web site editing with SiteEdit
 - 3.20.7 SDL / Trados / Idiom
 - 3.20.8 SDL / Trados / Idiom Translation Services
- 3.21 Systran
 - 3.21.1 Systran Machine Translation (MT) Technology Integrates Multilingual Functionalities
 - 3.21.2 Systran Intuitive Coding Technology

4. WEB CONTENT MANAGEMENT TECHNOLOGY

4.1 Web Content Management Functions

- 4.1.1 Blogs
- 4.1.2 Wikis
- 4.1.3 Markdown
- 4.1.4 Forums
- 4.1.5 Comments
- 4.1.6 Ratings
- 4.1.7 RSS Syndication And Aggregation
- 4.1.8 Increasing Productivity
- 4.1.9 Mitigating Project Risks
- 4.1.10 Collaborate On Workspaces
- 4.1.11 Invite Members
- 4.1.12 Organize Members Into Groups
- 4.1.13 Default Settings
- 4.1.14 Work With Templates
- 4.1.15 Allocate Workspace Dynamically
- 4.1.16 Centralize Communications
- 4.1.17 Assess Project Risks

4.2 Identify Assets

- 4.2.1 Identify Vulnerabilities

4.3 SOA Governance Facilitates Change And Information Transformation

- 4.3.1 IBM Solutions For Each Phase Of The SOA Service Lifecycle

4.4 Web 2.0

- 4.4.1 AJAX
- 4.4.2 Ajax Libraries
- 4.4.3 Web Content Manager UI Assessments
- 4.4.4 User Interface Customization Scripting
- 4.4.5 Form Field Validation
- 4.4.6 Content Management Used To Index And Coordinate Unstructured Data
- 4.4.7 Lifecycle Control of Content
- 4.4.8 Content Management Economic Benefit

4.5 Eco Systems Drive Web Content Management

- 4.5.1 Storage

4.6 Content Management vs. SOA Integration Implementations

- 4.6.1 Standardization Of Interfaces

4.7 Target Markets

4.8 Authoring Tool Technology Vendors

- 4.9 Collaborative Document Management
 - 4.9.1 Document Management Collaboration
 - 4.9.2 Web Marketing Positioning

5. WEB CONTENT MANAGEMENT COMPANY PROFILES

- 5.1 Adobe Systems
 - 5.1.1 Adobe Targets Businesses And Organizations
 - 5.1.2 Adobe Revenue
 - 5.1.3 Adobe Systems Revenue:
 - 5.1.4 Adobe Systems Software Tools
 - 5.1.5 Adobe Systems Creative Solutions Business Summary
 - 5.1.6 Adobe Knowledge Worker Market Opportunity
 - 5.1.7 Adobe Systems Knowledge Worker Products
 - 5.1.8 Adobe Systems Enterprise Opportunity
 - 5.1.9 Adobe Systems Enterprise Business Summary
 - 5.1.10 Adobe Systems Enterprise Strategy
 - 5.1.11 Adobe Systems Process Management
 - 5.1.12 Adobe Systems Content Services
 - 5.1.13 Adobe Systems Knowledge Worker and Enterprise Related Products
- 5.2 Alfresco
 - 5.2.1 Alfresco Team
- 5.3 Autonomy / Interwoven
 - 5.3.1 Autonomy Optimost Information Analytics
 - 5.3.2 Autonomy Interwoven Corporate Website Customers
 - 5.3.3 Autonomy Interwoven Website Products
 - 5.3.4 Autonomy Revenue
- 5.4 Day Software
 - 5.4.1 Day Software Customers
 - 5.4.2 Day Software Standards Leadership
 - 5.4.3 Day Software Open Source Leadership
- 5.5 Drupal
- 5.6 Ektron
- 5.7 EMC
 - 5.7.1 EMC Revenue
 - 5.7.2 RSA Information Security
 - 5.7.3 EMC Consolidated Revenues By Geography:
 - 5.7.4 Information Storage Segment
 - 5.7.5 EMC Symmetrix Systems

- 5.7.6 EMC CLARiiON Systems
- 5.7.7 EMC Celerra IP Storage Systems
- 5.7.8 EMC Centera Content Addressed Storage Systems
- 5.7.9 EMC Connectrix Directors and Switches
- 5.7.10 EMC Consumer and Small Business Products Division
- 5.7.11 EMC /Decho Corporation
- 5.7.12 EMC Content Management and Archiving Segment
- 5.7.13 EMC RSA Information Security Segment
- 5.7.14 EMC Global Services
- 5.7.15 EMC VMware Virtual Infrastructure Segment
- 5.7.16 EMC Distribution Channels
- 5.7.17 EMC Technology Alliances
- 5.8 EPiServer
 - 5.8.1 About Us
 - 5.8.2 EPiServer CMS
 - 5.8.3 EPiServer Revenue
- 5.9 Fujitsu
 - 5.9.1 Fujitsu OSS/NOS
 - 5.9.2 Fujitsu SOA
 - 5.9.3 Fujitsu CentraSite SOA Governance
- 5.10 Hewlett Packard (HP)
 - 5.10.1 Hewlett Packard (HP) SOA
 - 5.10.2 Hewlett Packard (HP) SOA Solutions
 - 5.10.3 Hewlett Packard (HP) SOA Systinet Governance
 - 5.10.4 HP Products and Services Segments
 - 5.10.5 Hewlett-Packard Technology Solutions Group
 - 5.10.6 Hewlett-Packard Enterprise Storage and Servers
 - 5.10.7 Hewlett-Packard Industry Standard Servers
 - 5.10.8 Hewlett-Packard Business Critical Systems
 - 5.10.9 Hewlett Packard Halo Telepresence Customers
 - 5.10.10 HP and Marriott
 - 5.10.11 HP and Tandberg
 - 5.10.12 Hewlett Packard Computer Industry Market Participant
 - 5.10.13 Hewlett Packard Global Provider Of Products
 - 5.10.14 HP Products and Services: Segment Information
 - 5.10.15 Hewlett Packard Technology Solutions Group
 - 5.10.16 Hewlett Packard Enterprise Storage and Servers
 - 5.10.17 HP and Tower Software Hewlett Packard Tower Software TRIM Context
- 5.11 IBM

- 5.11.1 IBM Business Partnering Strategy
- 5.11.2 IBM Strategic Priorities
- 5.11.3 IBM BPM Powered By Smart SOA
- 5.11.4 IBM Delivers Integration and Innovation to Clients
- 5.11.5 IBM Business Model
- 5.11.6 IBM Unified Communications In The Cloud Architecture
- 5.11.7 IBM LotusLive Cloud-Based Portfolio Of Social Networking And Collaboration Services
- 5.11.8 IBM Revenue
- 5.11.9 IBM Q1 2009 Revenue
- 5.11.10 IBM Q2 2009 Revenue
- 5.11.11 IBM Software Capabilities
- 5.11.12 IBM Systems and Technology Capabilities
- 5.11.13 IBM Worldwide Organizations
- 5.11.14 IBM Integrated Supply Chain
- 5.11.15 IBM Security
- 5.12 Joomla
- 5.13 Lionbridge
 - 5.13.1 Lionbridge Global Language and Content (“GLC”):
 - 5.13.2 Lionbridge Global Development and Testing (“GDT”):
 - 5.13.3 Lionbridge Interpretation:
 - 5.13.4 Lionbridge Language Technology Platform
 - 5.13.5 LionBridge Positioning Snapshot
 - 5.13.6 Lionbridge Translation and Localization Services
 - 5.13.7 Lionbridge Translation Service Delivery
 - 5.13.8 Lionbridge Localization Methodology
 - 5.13.9 Lionbridge Services
 - 5.13.10 Lionbridge Localization Services
 - 5.13.11 Lionbridge Terminology Management
 - 5.13.12 Lionbridge Software-as-a-Service (SaaS) And Enterprise Applications
 - 5.13.13 Lionbridge Technologies Revenue
 - 5.13.14 Lionbridge Sales And Marketing
 - 5.13.15 Lionbridge Clients
 - 5.13.16 Lionbridge Technologies Competition
 - 5.13.17 Lionbridge Technologies Solution Centers
- 5.14 Magnolia
- 5.15 Microsoft Corporation
 - 5.15.1 Microsoft Azure Services Platform
 - 5.15.2 Microsoft Windows Azure

- 5.15.3 Microsoft Live Services
- 5.15.4 Microsoft SQL Services
- 5.15.5 Microsoft .NET Services
- 5.15.6 Microsoft® SharePoint® Services & Dynamics® CRM Services
- 5.15.7 Microsoft Revenue Nine Months 2009
- 5.15.8 Microsoft Revenue
- 5.15.9 Microsoft Segment Revenue Microsoft Server and Tools Revenue
- 5.15.10 Microsoft Online Services Business Revenue
- 5.15.11 Microsoft Business Division Revenue
- 5.15.12 Microsoft Entertainment and Devices Division
- 5.15.13 Microsoft Competition
- 5.15.14 Microsoft Security Vulnerabilities
- 5.15.15 Microsoft Client Segment
- 5.15.16 Microsoft Segments
- 5.15.17 Open Text Livelink ECM Integration Microsoft Office SharePoint Server
- 5.15.18 Microsoft Multinational Computer Technology
- 5.15.19 Selected Microsoft Partners
- 5.15.20 Microsoft Financials 2008
- 5.15.21 Microsoft Software Products
- 5.16 Nstein Technologies
 - 5.16.1 Nstein Strategic Opportunity
 - 5.16.2 Nstein Clients
 - 5.16.3 Nstein Revenue
- 5.17 Open Text
 - 5.17.1 RedDot, The Open Text Web Solutions Group
- 5.18 Oracle
 - 5.18.1 Oracle Revenues:
 - 5.18.2 Oracle / Stellent
- 5.19 Percussion
 - 5.19.1 Percussion Customers
 - 5.19.2 Percussion Partners
 - 5.19.3 Percussion Team
- 5.20 SDL / Trados
 - 5.20.1 SDL Customers
 - 5.20.2 SDL TRADOS Studio 2009 SDL Translation Technology SDL / Idiom
 - 5.20.3 SDL / Idiom Translation Services
 - 5.20.4 SDL / Idiom Translators
 - 5.20.5 SDL / Idiom Multi-Media Studios
 - 5.20.6 SDL / FreeTranslation.com

- 5.20.7 SDL Revenue
- 5.21 Sitecore
 - 5.21.1 Sitecore Customers
 - 5.21.2 Sitecore Partners
 - 5.21.3 Sitecore Community
 - 5.21.4 Sitecore Investors
- 5.22 Tibco
 - 5.22.1 Tibco SOA
 - 5.22.2 Tibco Business optimization
 - 5.22.3 Tibco BPM
 - 5.22.4 Tibco Professional Services
 - 5.22.5 Tibco Competition
 - 5.22.6 Tibco Revenue
- 5.23 WordPress
 - 5.23.1 WordPress.org
 - 5.23.2 WordPress Well-Architected Personal Publishing System
- 5.24 List of Other Selected Web Content Management Companies

List Of Tables

LIST OF TABLES AND FIGURES

- Table ES-1 Web Content Server Market Driving Forces
- Table ES-1 (Continued) Web Content Server Market Driving Forces
- Table ES-2 Market Advantages of Web Content Servers
- Table ES-2 (Continued) Market Advantages of Web Content Servers
- Figure ES-3 Worldwide Web Content Management Software Shipments License, Maintenance, and Services Market Shares, Dollars,
- Figure ES-4 Web Content Management License, Maintenance, and Services Market Forecasts, Dollars, Worldwide, 2009-2015
- Table 1-1 Web Content Management Capabilities
- Table 1-2 Factors Impacting Web Content Management
- Table 1-3 Web Publishing Functions
- Figure 1-4 Web Content Management Agile Business Process
- Table 1-5 Web Publishing Functions
- Table 1-6 Content Management Digital Asset Uses
- Table 2-1 Web Content Server Market Driving Forces
- Table 2-1 (Continued) Web Content Server Market Driving Forces
- Table 2-2 Market Advantages of Web Content Servers
- Table 2-2 (Continued) Market Advantages of Web Content Servers
- Figure 2-3 Worldwide Web Content Management Software Shipments License, Maintenance, and Services Market Shares, Dollars,
- Table 2-4 Worldwide Web Content Management Software Shipments License, Maintenance, and Services Market Shares, Dollars, Worldwide, First Three Quarters 2009
- Figure 2-5 Business Process After Changes
- Figure 2-6 Autonomy Top Law Firm Revenue
- Figure 2-7 Web Content Management Shipments License Market Shares, Dollars, Worldwide, First Three Quarters 2009
- Table 2-8 Web Content Management Shipments License Market Shares, Dollars, Worldwide, First Three Quarters 2009
- Figure 2-9 Web Content Management Shipments Maintenance and Services Market Shares, Dollars, Worldwide, First Three Quarters 2009
- Figure 2-10 Web Content Management Shipments Maintenance and Services Market Shares, Dollars, Worldwide, First Three Quarters 2009
- Figure 2-11 Web Content Management License, Maintenance, and Services Market Forecasts, Dollars, Worldwide, 2009-2015

Table 2-12 Web Content Management License and Services, Market Forecasts, Enterprise and Midmarket, Worldwide, 2009-2015

Table 2-13 Content Management Framework Modules

Table 2-14 Web Content Management Driving Forces

Table 2-15 Competitive Aspects In The Web Content Management Industry

Table 2-16 Web Content Management Functions

Table 2-16 (Continued) Web Content Management Functions

Figure 2-17 Web Content Management Enterprise License Market Forecasts, Dollars, Worldwide, 2009-2015

Figure 2-18 Web Content Management Enterprise Market Forecasts, Units, Worldwide, 2009-2015

Figure 2-19 Web Content Management Midmarket License Market Forecasts, Dollars, Worldwide, 2009-2015

Figure 2-20 Web Content Management Mid Market Forecasts, Units, Worldwide, 2009-2015

Table 2-21 Web 2.0 Internet Content Management Benefits

Figure 2-22 Web Content Management Services Market Forecasts, Dollars, Worldwide, 2009-2015

Figure 2-23 Regional Web Content Management Segments, First Three Quarters 2009

Figure 2-24 Regional Web Content Management Segments, First Three Quarters 2009

Table 2-25 Localization Translation Market Driving Forces

Table 2-25 (Continued) Localization Translation Market Driving Forces

Table 2-26 Enterprise Market Sectors Needing Translation

Table 2-27 Software Translation Market Disruptive Market Forces

Figure 2-28 Language Translation License Market Shares, Worldwide, First Three Quarters 2009

Table 2-29 Machine Language Translation License, Maintenance, and Software Services Market Shares, Dollars, Worldwide, First Three Quarters 2009

Table 2-30 Lionbridge Localization Solution Functions

Figure 2-31 Machine Language Translation Market Forecasts, License, Maintenance, and Services, Worldwide, Dollars, 2009-2015

Table 2-32 Machine Language Translation Market Forecasts, Worldwide, Units and Dollars, 2009-2015

Figure 2-33 Language Translation Services Market Shares, Worldwide, Dollars, First Three Quarters 2009

Table 2-33 Language Translation Services Market Shares, Dollars, Worldwide, First Three Quarters 2009

Table 3-1 Open Text Web Solution Functions

Table 3-2 Open Text / Red Dot Web 2.0 Positioning

Table 3-3 Open Text / Red Dot Web Experience Delivery Functions

Table 3-4 Open Text / Red Dot Systems that Support Work Across Siloed Infrastructure

Table 3-5 Open Text / Red Dot Web Solutions for the Social Marketplace

Table 3-6 Open Text / Red Dot Web Solutions Features

Table 3-7 Open Text / Red Dot Web Solutions Functions

Table 3-8 Open Text / Red Dot Web Site Localization Features

Table 3-8 (Continued) Open Text / Red Dot Web Site Localization Features

Table 3-9 Open Text Web Solutions for Microsoft Features

Figure 3-10 Open Text Web Solutions for Microsoft Features

Table 3-11 Open Text Public Facing Web Sites

Table 3-12 Open Text Intranets

Table 3-13 Open Text Extranets

Table 3-14 Open Text Web Content Management Business Scenario Requirements

Table 3-15 Open Text Performance Optimization Functions

Table 3-16 Open Text RedDot Web Solutions 10 Benefits

Table 3-16 (Continued) Open Text RedDot Web Solutions 10 Benefits

Figure 3-17 Open Text RedDot CMS Static And Dynamic Publishing Models

Table 3-18 IBM Lotus Web Content Management Search Capabilities

Figure 3-19 IBM Closed Cycle Web Content Management Model

Table 3-20 IBM Web Content Stepwise Scenario Management

Table 3-20 (Continued) IBM Web Content Stepwise Scenario Management

Figure 3-21 WebSphere Web Content Management Integration Developer Assembly Diagram

Figure 3-22 WebSphere Web Content Management Integration Developer Business Process

Figure 3-23 WebSphere Web Content Management Integration Developer Business Object BO1

Figure 3-24 WebSphere Web Content Management Integration Developer Business Object after Modification

Table 3-25 WebSphere Web Content Management Integration Developer Task interface

Figure 3-26 WebSphere Web Content Management Integration Developer Business Process After Changes

Table 3-27 IBM Lotus Web Content Management Features

Table 3-27 (Continued) IBM Lotus Web Content Management Features

Table 3-28 IBM Lotus Web Content Management Benefits

Table 3-29 IBM Lotus Web Content Management Benefits

Table 3-30 IBM Web Content Management Key Components

Table 3-31 IBM Web Content Management iWidgets Deployment Steps

Table 3-32 IBM Web Content Management System Supports Selecting The Widget

Type and Source

Table 3-33 IBM Web Content Management LotusLive Engage services

Figure 3-34 IBM LotusLive Engage Dashboard

Table 3-35 IBM Lotus Web Content Management Dashboard Items:

Table 3-36 EMC WCM Capabilities Include Documentum Modules

Table 3-37 EMC Documentum Interactive Accelerated Delivery Services Benefits

Table 3-38 EMC Documentum Content Server Products

Table 3-38 (Continued) EMC Documentum Content Server Products

Table 3-39 EMC Brand Management Solutions Key Benefits

Table 3-40 EMC Web Content Management Solutions Key Benefits

Table 3-41 Microsoft Share Point Web Content Management Functions

Table 3-42 Microsoft Business Collaboration Platform Categories of Function

Figure 3-43 Microsoft Business Collaboration Server

Table 3-44 Microsoft SharePoint Web Content Management Repository Functions

Table 3-45 Microsoft SharePoint Web Content List Functions

Table 3-45 (Continued) Microsoft SharePoint Web Content List Functions

Table 3-46 Microsoft SharePoint Web Content Management Features

Table 3-47 Microsoft SharePoint Web Content Management Capabilities

Table 3-48 Microsoft SharePoint Web Content Management Business Connectivity Services,

Table 3-49 Oracle UCM: Web Content Management Benefits

Table 3-50 Oracle / Stellant Web Content Management Automated Template Driven Site Creation

Table 3-51 Oracle Universal Content Management: Web Content Management Key Features

Table 3-52 Oracle Universal Content Management: Web Content Management Key Benefits

Table 3-52 Oracle Web Content Management Universal Content Management Key Advantages:

Table 3-53 Oracle / Stellant Web Content Management Touchpoints As An Aspect Of Business Strategy

Table 3-54 Oracle / Stellant Web Content Management Multisite Applications Business Strategy

Table 3-55 OracleWeb Content Management of Multiple Web Sites

Table 3-55 (continued) OracleWeb Content Management of Multiple Web Sites

Table 3-56 Oracle Single, Unified Architecture for Content Management

Table 3-57 Autonomy / Interwoven Web Social Media Analysis

Table 3-58 Autonomy / Interwoven Social Media Analysis Functions

Table 3-59 Autonomy / Interwoven Social Media Management Functions

Table 3-59 (Continued) Autonomy / Interwoven Social Media Management Functions

Table 3-60 Interwoven Composite Application Provisioning (CAP) Solution Technical Specifications

Table 3-61 Interwoven Composite Application Provisioning (CAP) Solution Key features

Table 3-62 Interwoven Composite Application Provisioning (CAP) Solution Architecture

Table 3-63 FatWire Products

Table 3-64 FatWire Content Server Functions

Table 3-65 FatWire Content Server Dash Interface Designed For Business Users

Table 3-66 FatWire Content Server Functions

Table 3-67 FatWire Content Server Features

Table 3-67 (Continued) FatWire Content Server Features

Figure 3-68 Percussion Product Capabilities

Table 3-69 Percussion Web Content Management Functions

Table 3-69 (Continued) Percussion Web Content Management Functions

Table 3-70 Joomla Web Content Management Types Of System

Table 3-71 Web sites That Use Joomla:

Table 3-72 Core Joomla Framework Systems To Be Built

Table 3-73 Joomla Web Content Management System Features

Figure 3-74 WordPress State-Of-The-Art Publishing Platform

Figure 3-75 Alfresco Open Source Web Content Management

Figure 3-76 Alfresco Surf platform

Table 3-77 Acquia Drupal Features

Figure 3-78 Sitecore User Interface

Table 3-79 Language Translation Software Positioning

Table 3-80 Language Translation Content Positioning

Table 3-81 Leading Enterprise Organizations Use Of Localization Solutions

Table 3-82 Lionbridge Localization Solution Functions

Table 3-83 Lionbridge Freeway™ Hosted Technology Platform

Table 3-84 Lionbridge Freeway Functionality Exposed Via Web Services

Table 3-85 Lionbridge Use of Web Services Simplifies Translation Process

Table 3-86 IBM WebSphere® Translation Server

Table 3-87 SDL Trados/ Bosch Web-Based Portal Solution Challenges

Table 3-88 SDL Trados Bosch Web-Based Portal Solution Elements

Table 3-89 SDL Trados Bosch Web-Based Portal Solution Benefits

Table 3-90 SDL Global Information Management Products Complex Processes

Figure 3-91 SDL Enterprise-Ready Web Content Management

Table 3-92 SDL Enterprise Class Web Content Management

Table 3-93 Idiom® WorldServer™ Positioned As Globalization Software Solution Components

Table 3-94 Systran Machine Translation (MT) Technology Features
Table 3-95 Systran Machine Translation (MT) Technology Applications
Table 3-96 List Of Industry Specialized Dictionaries Developed By Systran:
Table 4-1 Web Content Management Functions
Table 4-2 SOA Governance Framework Aspects
Table 4-3 SOA Governance Framework
Figure 4-4 SOA Governance Vitality Method (SGVM)
Figure 4-5 SGMM Maturity Model Domains And Capabilities
Figure 4-6 IBM Model to Assemble, Deploy, Manage SOA Governance lifecycle Support of SOA Governance
Table 4-7 IBM SOA Governance Enabling Tools:
Table 4-7 (Continued) IBM SOA Governance Enabling Tools:
Table 4-7 (Continued) IBM SOA Governance Enabling Tools:
Table 4-8 AJAX Aspects
Table 4-9 Web Content Management Technologies
Table 4-10 Lifecycle Requirements For Controlling Content
Table 4-11 Key Mission Of Web Content Management
Table 4-12 Web Content Management Architecture
Table 4-13 Collaborative Document Management Functions
Table 4-13 (Continued) Collaborative Document Management Functions
Table 4-13 (Continued) Collaborative Document Management Functions
Table 4-13 (Continued) Collaborative Document Management Functions
Table 4-13 (Continued) Collaborative Document Management Functions
Table 4-14 Document Management Collaboration Modules
Table 4-15 Document Management Collaboration Module Features
Table 4-15 (Continued) Document Management Collaboration Module Features
Table 5-1 Autonomy Information Technology Positioning
Table 5-2 Autonomy Information Meaning Based Marketing
Figure 5-3 Autonomy Interwoven Meaning Based Marketing
Table 5-4 Autonomy Information Marketing Benefits
Figure 5-5 Autonomy Interwoven Major Brands Adopting Systems
Figure 5-6 Autonomy Interwoven Customers
Figure 5-7 Autonomy Interwoven OEM Partners
Table 5-8 Autonomy Interwoven Web Content Management Functions
Table 5-9 Autonomy Interwoven Modules
Figure 5-10 Autonomy Revenue Q2 2009
Figure 5-11 Autonomy Revenue
Figure 5-12 Autonomy Revenue Discussion
Table 5-13 Day Software Open Source Contributions

Table 5-14 Drupal Applications Positioning

Table 5-15 Drupal Built-In Functionality

Table 5-16 Ektron Web Site Functions

Table 5-17 Fujitsu CentraSite SOA Product Suite Features

Table 5-18 Fujitsu CentraSite SOA Management Information

Table 5-19 Hewlett Packard Product and Services Positioning

Table 5-20 Hewlett Packard Global Positioning

Table 5-21 Hewlett Packard Tower Software Global, Vertical Markets

Table 5-22 Hewlett Packard Tower Software Global, Reducing Risk During Litigation

Table 5-23 Hewlett Packard Tower Software Microsoft Office® Documents

Table 5-24 Hewlett Packard Tower TRIM Context Features Overview

Figure 5-25 IBM SMB Partner Go to Market Approach

Table 5-26 IBM Strategic Priorities

Figure 5-27 LionBridge Positioning Snapshot

Figure 5-28 Lionbridge Language Services Industry Structure

Figure 5-29 LionBridge Large Scale Contracts

Figure 5-30 LionBridge Macro Market Trends

Figure 5-31 LionBridge Global Mobile Workforce

Table 5-32 Lionbridge Industries Served

Table 5-33 Lionbridge Production Process Deliverables

Table 5-34 Lionbridge Services:

Table 5-35 LQS Functions

Table 5-36 Lionbridge Terminology Management Identifying, Capturing, and Deploying This Unique Terminology

Table 5-37 Lionbridge Globalization Audits Address:

Table 5-38 Lionbridge Cultural Assessments Elements:

Table 5-39 Lionbridge ROI

Table 5-40 Lionbridge Clients Who Purchased More Than \$2.0 Million In Services In 2008

Table 5-40 (Continued) Lionbridge Clients Who Purchased More Than \$2.0 Million In Services In 2008

Figure 5-41 LionBridge Client Base

Table 5-42 Lionbridge Competitors

Table 5-43 Lionbridge Technologies Principal Operational Facilities

Table 5-43 (Continued) Lionbridge Technologies Principal Operational Facilities

Table 5-43 (Continued) Lionbridge Technologies Principal Operational Facilities

Figure 5-44 Summary of Lionbridge Revenue By Geographical Region

Table 5-45 Magnolia Content Management Systems Features

Table 5-46 Magnolia Software Capabilities

Table 5-47 Microsoft Response to Security Vulnerabilities

Figure 5-48 Nstein Technologies Revenue

Table 5-49 Nstein Revenue

Table 5-50 Nstein Solutions

Table 5-51 Nstein Clients

Table 5-52 Oracle / Stellant Enterprise Content Management (ECM) Software Solutions

Table 5-53 Percussion Customers

Table 5-54 SDL Customers

Table 5-54 (Continued) SDL Customers

Table 5-55 SDL Trados Studio 2009 Features

Table 5-56 SDL Trados Studio 2009 Functions

Table 5-56 (Continued) SDL Trados Studio 2009 Functions

Table 5-57 SDL Products And Services

Table 5-58 SDL / Idiom Linguistic Services

Table 5-58 (Continued) SDL / Idiom Linguistic Services

Table 5-59 SDL Primary Localization Tools

Table 5-60 SDL Multi-Media Studio Functions

Table 5-61 Types of SDL Multimedia Projects

Table 5-62 WordPress Customers

COMPANIES PROFILED

IBM

EMC

Microsoft Corporation

Open Text

Adobe Systems

Alfresco

Day Software

Drupal

Ektron

EPiServer

Fujitsu

Lionbridge

Oracle

SDL / Trados / Idiom

Autonomy / Interwoven

Hewlett Packard (HP)

Joomla

Magnolia
Nstein Technologies
Percussion
Sitecore
Tibco
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