



Dawn Poulos



Bryan Chapman



Mark Hellinger

Sponsored by:



Reusability 2.0: At the Intersection of Learning and Enterprise Content Management

Facilitator:

Bryan Chapman

Chief Learning Strategist

Chapman Alliance

bryan@chapmanalliance.com



ChapmanAlliance
PASSIONATE ABOUT INNOVATIVE LEARNING



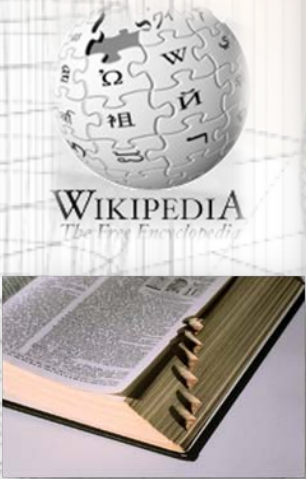
Brandon Hall Research
Associate



Definition

Enterprise Content Management (ECM)

Technologies used to capture **content**, store, preserve and deliver and documents and content related to organizational processes. ECM tools and strategies allow the management of an organization's **unstructured information**, *wherever that information exists.*



Definition

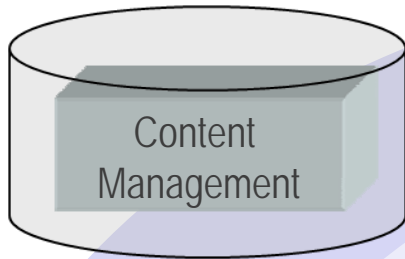
“Content” is information and experiences that may provide value for an end-user/audience. Content may be delivered via any medium.

Enterprise Content Management (ECM)

Technologies used to capture **content**, store, preserve and deliver and documents and content related to organizational processes. ECM tools and strategies allow the management of an organization's **unstructured information**, *wherever that information exists.*

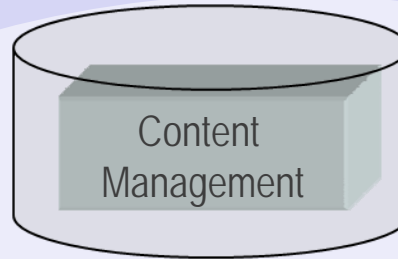


Company Wide



- Company Branding
- Policies
- Standard Operating Procedures (SOP)
- Company website (client facing)

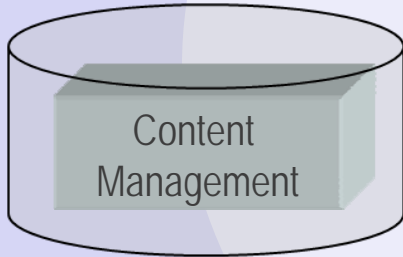
Documentation



- Books
- Manuals
- Workbooks
- Technical Drawings
- Photo Images
- Help
- Tutorials

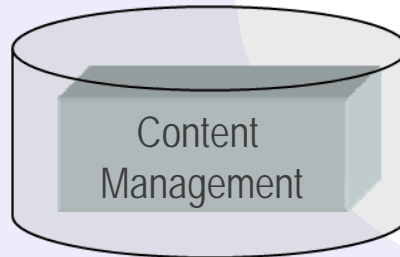
The Enterprise

Marketing/Sales



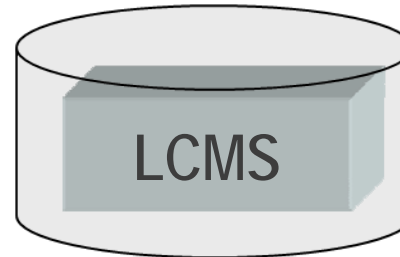
- Product Knowledge
- Competitive Analysis
- Sales Process
- Account Information
- Customer Satisfaction Data

Support/Help Desk



- FAQ boards
- Knowledgebases
- Workarounds
- Troubleshooting Guides

Training



- Lesson Plans for Classroom Learning
- Student Manuals
- Online Courses
- Competencies

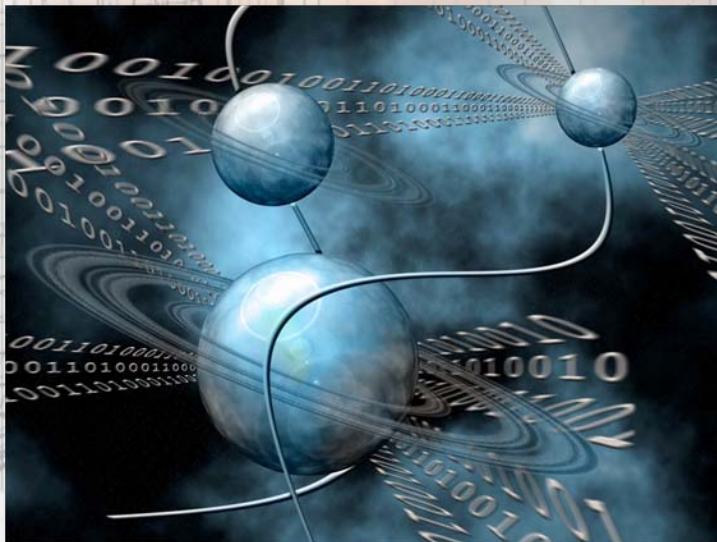


In what parts of your organization do you already have content management in play?

The
Enterprise

- ☐ Company Website
- ☐ Central Knowledge Management System
- ☐ Documentation
- ☐ Tech Support
- ☐ Marketing/Sales
- ☐ Line of Business Level
- ☐ Training/Learning
- ☐ Other (please type any "other" items in the chat window)

Learning/ECM Stages Where are you?



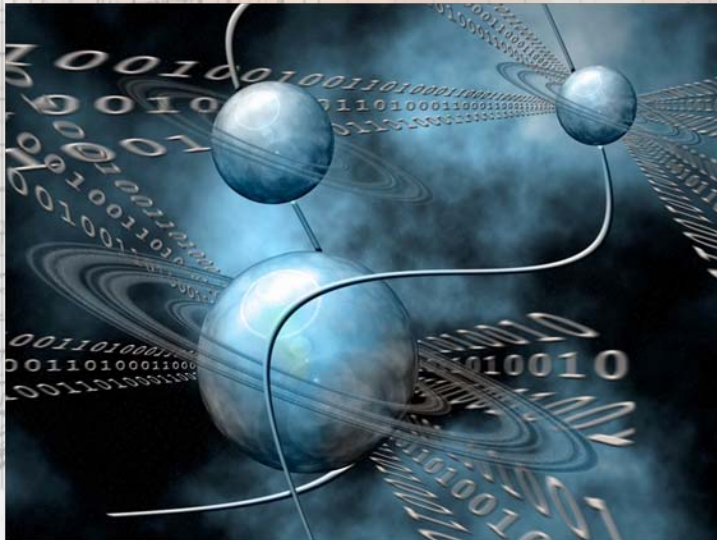
Stages of Progression (Training Perspective)

Stage	Description
Stage 0	Content stored on user desktops
Stage 1	Shared files on mapped (network) drives
Stage 2	Basic document management, check in/check out (i.e. Microsoft SharePoint, Documentum, etc.)
Stage 3	Project-based content repository with workflow (stand-alone LCMS, reusability restricted to training applications)
Stage 4	Simple linking to external content management repositories, item sharing (i.e. using protocol such as WEBDAV)
Stage 5	Integrated content and workflow (communities of practice, team room/workgroups, centralized reach to extended content, defined delivery channels)



Case Study #1 -

informa 



Case Study – **informa**

- Information provider for academic, scientific, professional and commercial business community
- 10,000 employees
- 100 offices in 40 countries
- Largest, publically-owned organizer of conferences and courses in the world holding 12,000 events annually
- 2,000 subscription-based information services
- 40,000 academic and business books in print



Case Study



Sales, Customer Service, Leadership



*Project Management,
Contract Management*



Sales Performance



*Commercial & Consumer
Banking*



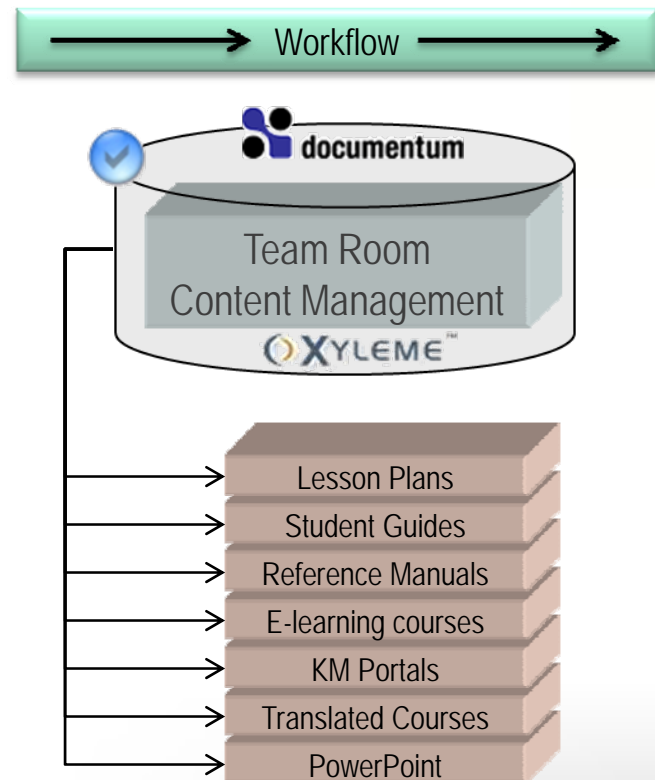
Case Study



Before

- Content Silos by company (stage 2, mapped drives)
- One-offs, highly customized
- Linear product development
- Non-integrated workflow

After



Case Study

Case Study – content & workflow



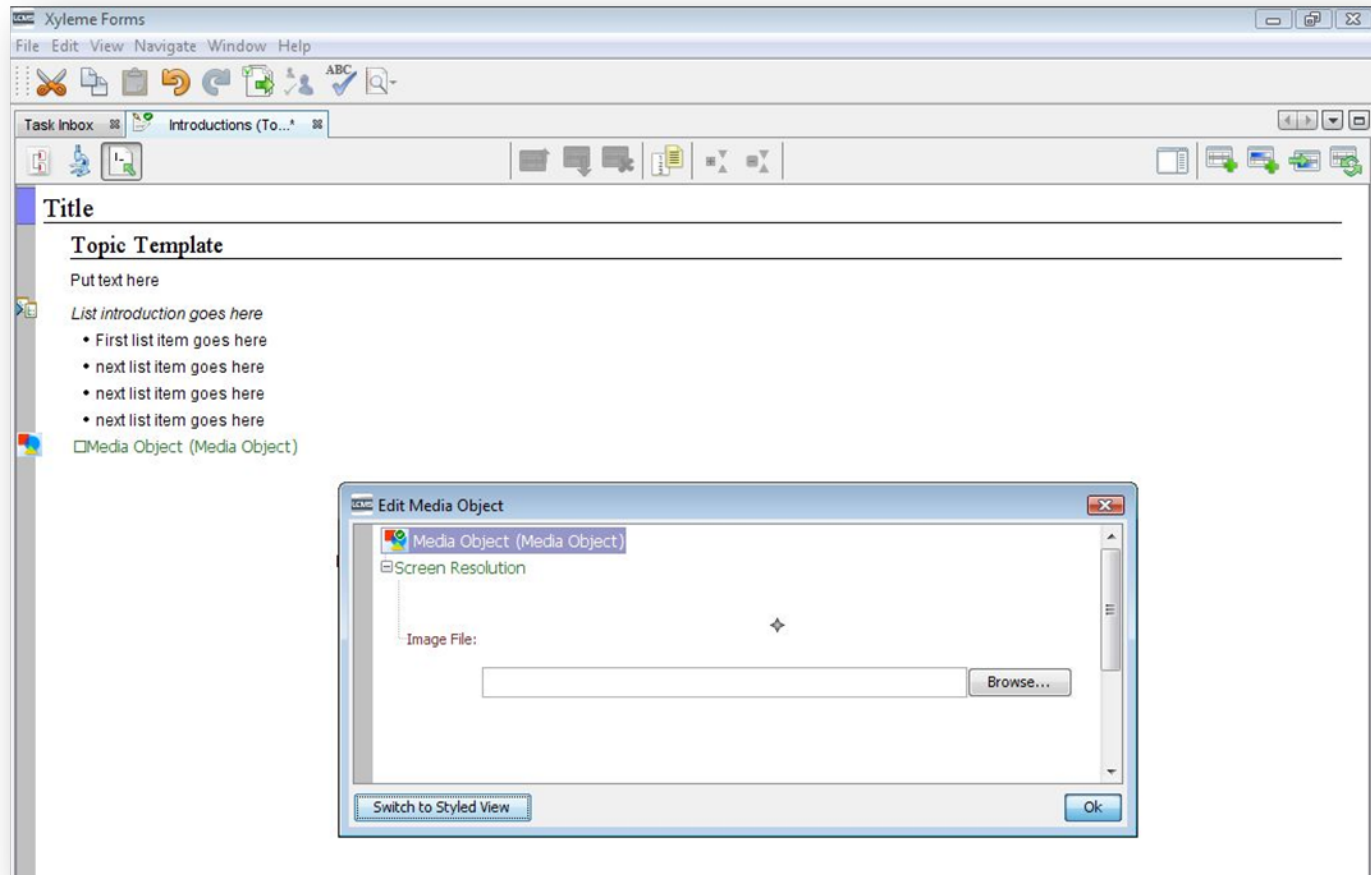
- Team Room
- Full-time staff and contractors
- Check-in, Check-out
- Tagging Content
- Content Ownership
- Sign-off and Approval
- Subject-Matter Experts Review (markup & feedback)
- Developmental Collaboration
- Level 1-4 Customizations (logo/branding, add content, change out examples, major rewrite)



Case Study



Case Study – comment



Case Study

Case Study – results



- Decrease Development Times
- Single-Source Production Environment
- Eliminate Content Silos
- OnDemand Publishing (auto feed to Docutech)
- Future Proofing Content
- Cut down on Redundancy of Engineering (program tools once, use in many places)
- Reduce costs for creating on-off customizations
- New service offering – customized content for customers

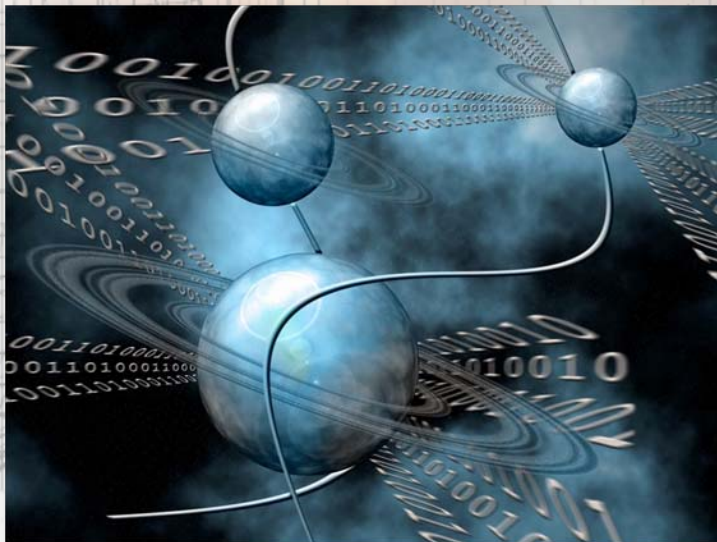


Case Study

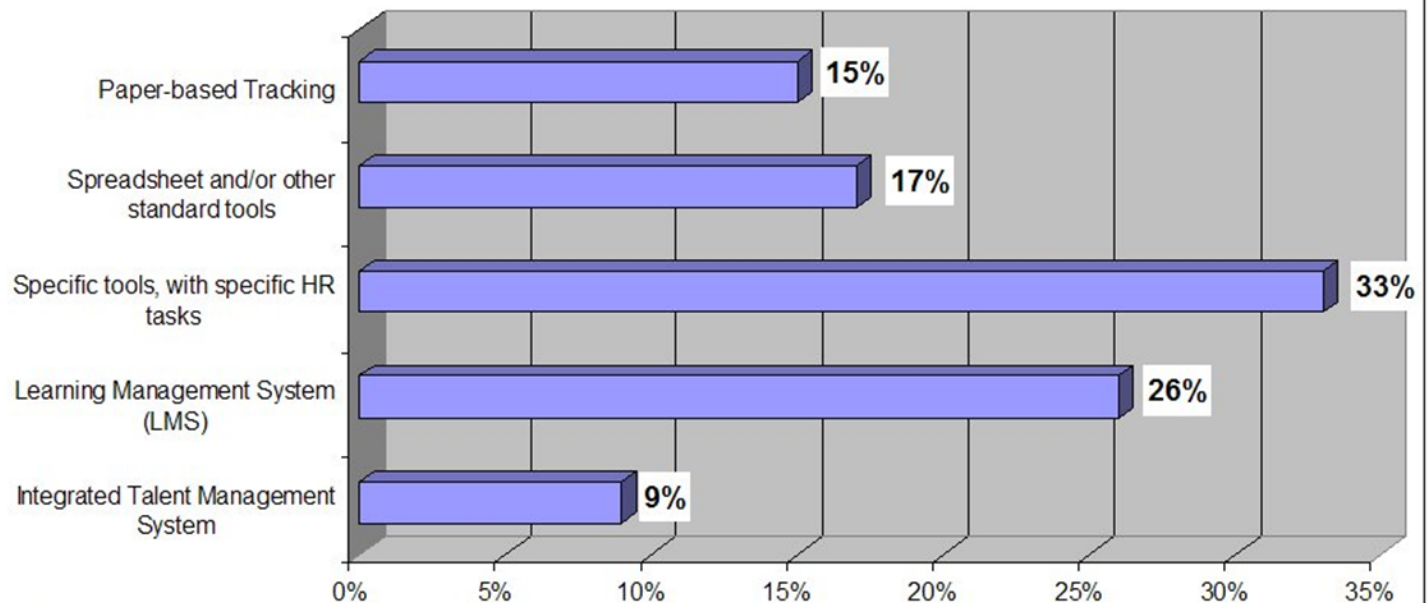
Case Study #2 -



Pharmaceutical



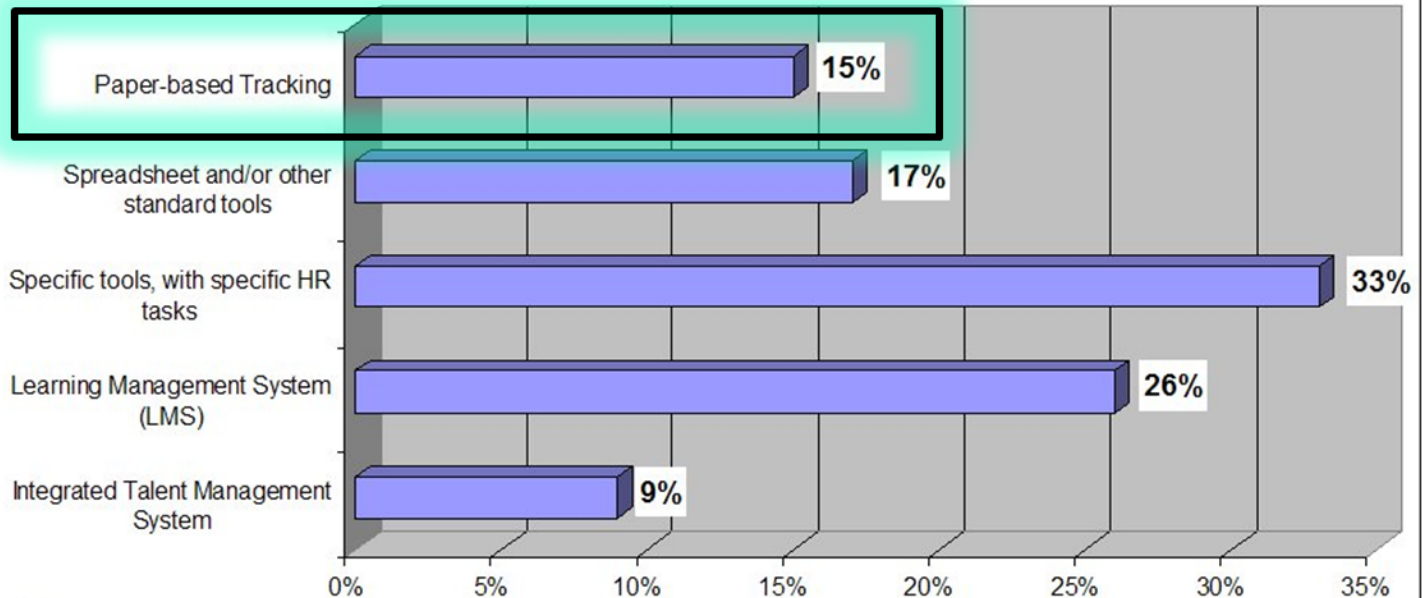
Case Study



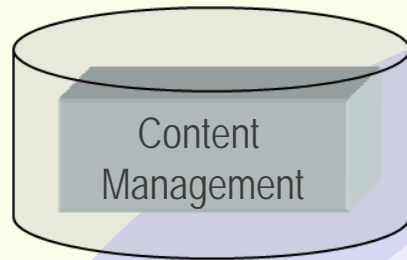
Case Study



Pharmaceutical



Company Wide

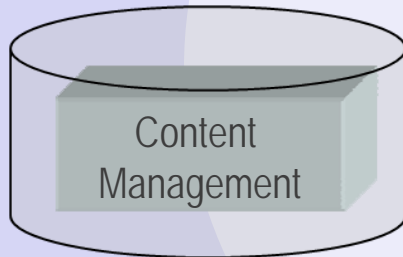


- Company Branding
- Policies

• Standard Operating Procedures (SOP)

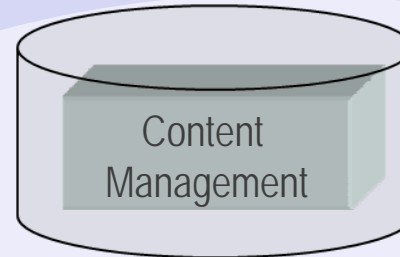
- Company website (client facing)

Marketing/Sales



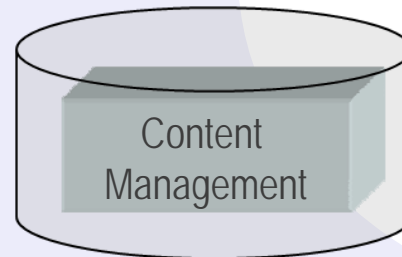
- Product Knowledge
- Competitive Analysis
- Sales Process
- Account Information
- Customer Satisfaction Data

Documentation



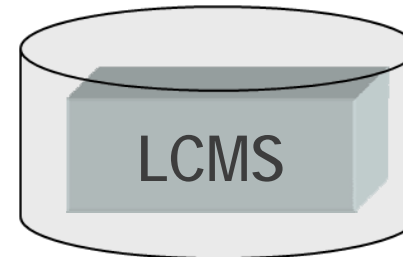
- Books
- Manuals
- Workbooks
- Technical Drawings
- Photo Images
- Help
- Tutorials

Support/Help Desk



- FAQ boards
- Knowledgebases
- Workarounds
- Troubleshooting Guides

Training



- Lesson Plans for ILT
- Student Manuals
- Online Courses
- Competencies
- On-the-Job Training
- Assessment

The Enterprise

Case Study – results

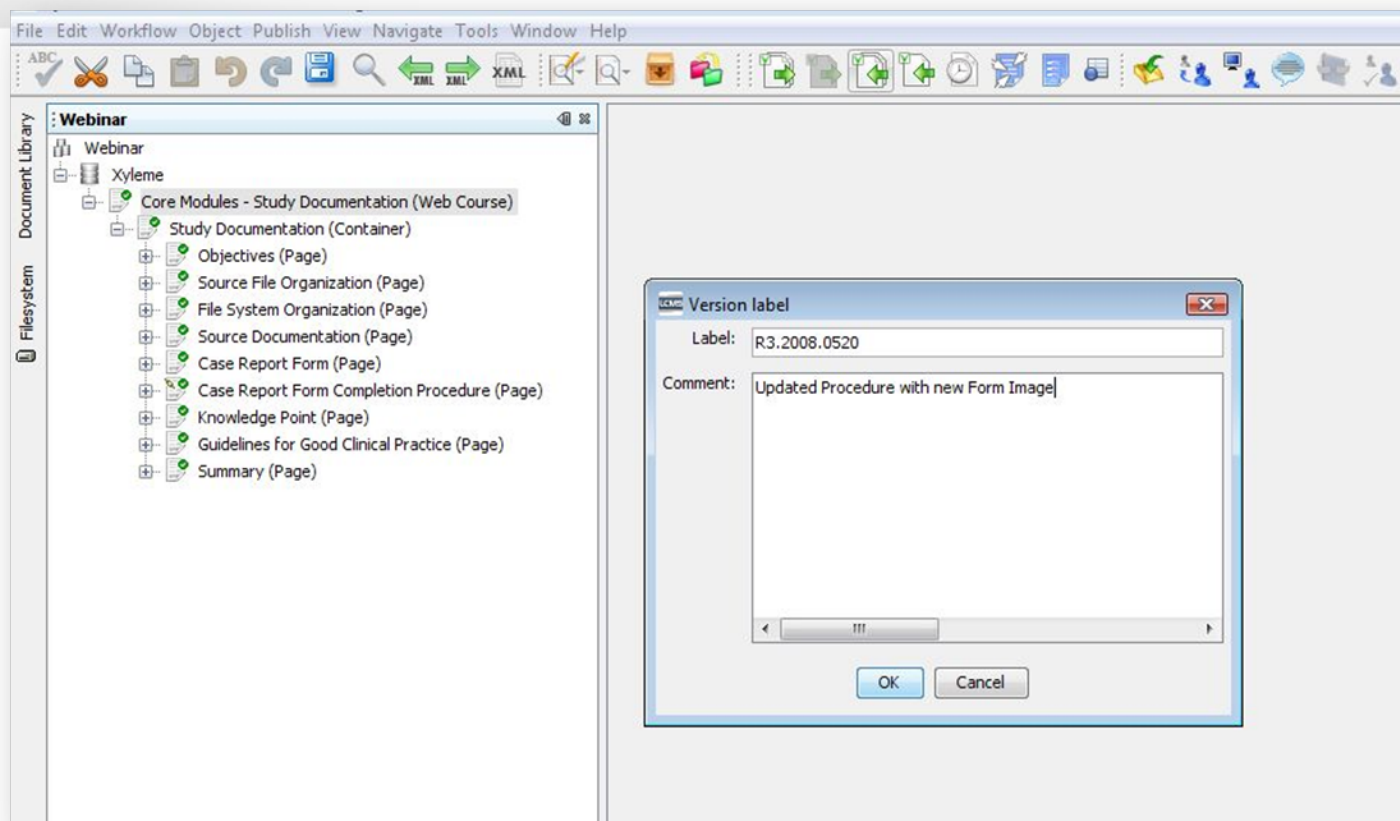


- Complete regulatory compliance
- Tracking OJT
- Single-source for Standard Operating Procedure development
- Digital sign-off capability
- Focused training
- Compliance Dashboard



Case Study

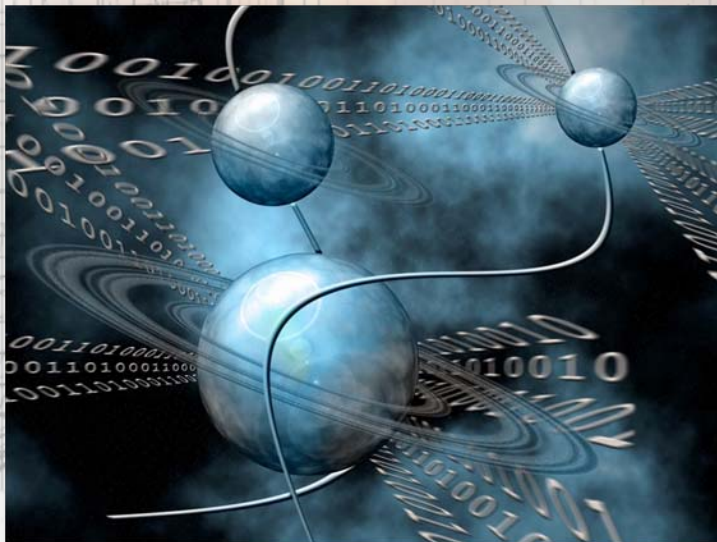
Case Study – comment



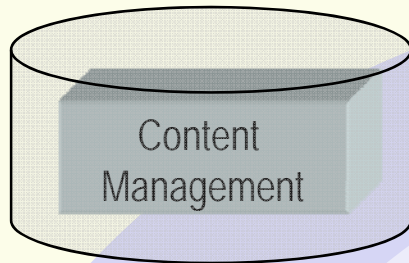
Case Study #3 -



High Tech - Software



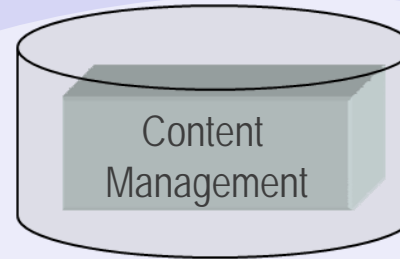
Company Wide



• Company Branding

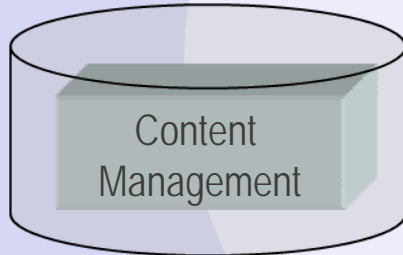
- Policies
- Standard Operating Procedures (SOP)
- Company website (client facing)

Documentation



- Books
- **Manuals**
- **Workbooks**
- **Technical Drawings**
- **Photo Images**
- **Video**
- **Help**
- **Tutorials**

Marketing/Sales



• Product Knowledge

- Competitive Analysis
- Sales Process
- Account Information
- Customer Satisfaction Data

Support/Help Desk

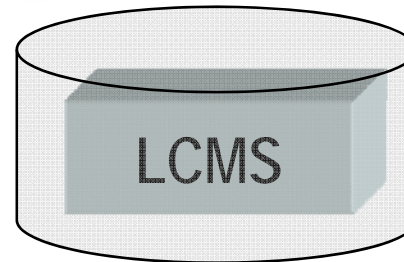


- **FAQ boards**
- **Knowledgebases**

- Workarounds
- Troubleshooting Guides

The Enterprise

Training



- **Lesson Plans for Classroom Learning**
- **Student Manuals**
- **Online Courses**

- Competencies

Case Study – results



High Tech - Software

- Uniformity of all product offerings
- Scalable for different target audiences: sales, partners, customer, and staff
- Content contributors who don't even know they are content contributors (video, drawings)
- Eliminate redundancy of production and maintenance cycles
- Uniform language translation process



Case Study

Case Study – comment



High Tech - Software

Xyleme Publishing Wizard - Windows Internet Explorer

Step 1 **Select Lessons**

Browse | [Search](#)

Library:

- CIW
 - Foundations
 - Site Designer
 - Java Programming
 - Web Languages
 - E-Commerce Designer
 - Object-Oriented Analysis and Design
 - Security Professional
 - Server Administrator
 - Internetworking Professional
 - Web Developer
 - XML Document Design
 - JavaServer Pages
 - ☒ Introduction to JavaServer Pages
 - ☒ JSP Fundamentals
 - ☐ JSP Directives
 - ☐ JSP and JavaBeans
 - ☒ JSP Custom Tags and Tag Libraries
 - ☐ JSP and Java Servlets
 - ☐ JSP, HTML Forms and Databases

Step 2 **Arrange Lessons**

Select Arrange Options Finish

Delete

Select	Up	Down	Pages	Preview
<input type="checkbox"/> Introduction to JavaServer Pages		↓	21	
<input type="checkbox"/> JSP Fundamentals	↑	↓	32	
<input type="checkbox"/> JSP Custom Tags and Tag Libraries	↑		25	

Step 3 **Book Options**

Select Arrange Options Finish

Course Title: Custom Course

Organization: Chapman Alliance

Class: Webinar

Instructor: Bryan Chapman

Description:

Date: 5/19/2008

Logo: chapmanAllianceLogo.png Browse...

Include Items:

- ☒ Title Page
- ☒ Course Objectives
- ☒ Courseware
- ☒ Classroom Setup
- ☒ System Requirements
- ☒ Index
- ☒ Exercise Files

Step 4 **Preview & Finish**

Select Arrange Options Finish

Title Page

Course Objectives

Courseware

Classroom Setup

System Requirements

--Introduction to JavaServer Pages

--JSP Fundamentals

--JSP Custom Tags and Tag Libraries

Index

Exercise Files

Your Book Progress

Lessons: 3

- Title Page
- Course Objectives
- Courseware
- Classroom Setup
- System Requirements
- Introduction to JavaServer Pages
- JSP Fundamentals

Pages: 78

Duration: 3 hrs

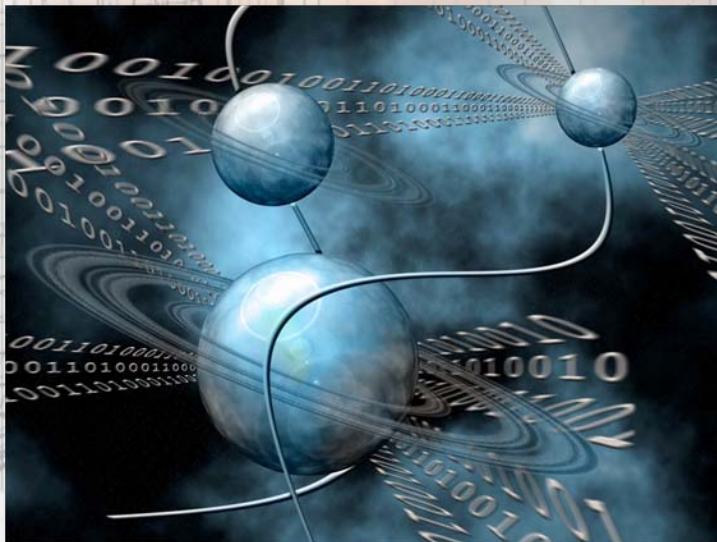
File Size: 4991 kb

Refresh Save Draft



Case Study

How do we get there?



8-Step Model to ECM Strategy

Step 1: Form a content management strategy task force

Step 2: Inventory existing content resources

Step 3: Map content to critical workflow

Step 4: Determine Output Types and Reusability Options

Step 5: Blueprint your content management strategy as use cases

Step 6: Find the right tool(s) for the job

Step 7: Prototype and Proof of Concept

Step 8: Change Management: Evangelize Modular Design



Choosing the right tool(s) for the job

- Traditional CMS products (i.e. Documentum, Vignette, Interwoven, etc.). Where do they fall short for training/learning purposes when used stand-alone?
- XML Publishing Tools – designed primarily as desktop publishing tools (i.e. ArborText, Xmetal, etc.)
- LCMS Technology - designed specifically for reusability of learning objects for structured and unstructured learning



Observations and Comments

- Integrated content management strategy will likely require multiple technologies, especially organizations that already have ECM in play.
- Advice: Leverage existing content management repositories (if they are working well) rather than proposing a one-size-fits-all solution.
- The biggest challenge will be handling change management in areas such as new workflow, tagging, taxonomies, governance, etc.
Technology is an enabler, but is NOT the whole key to leveraging ECM.





Dawn Poulos



Bryan Chapman



Mark Hellinger

Sponsored by:



Questions???

Facilitator:

Bryan Chapman

Chief Learning Strategist

Chapman Alliance

bryan@chapmanalliance.com



ChapmanAlliance

PASSIONATE ABOUT INNOVATIVE LEARNING



Brandon Hall Research
Associate

