



vamosa

Understand your content management strategy - with WTG

10 key queries addressed by the content audit:

- ▶ What are your existing content resources?
- ▶ How structured is your content?
- ▶ How much storage space is required for your information?
- ▶ What formats are included (e.g. HTML pages, .gif and .jpg files, Word documents)?
- ▶ How much duplication of information exists across your organisation?
- ▶ Who is creating / importing your content?
- ▶ Who is using this information?
- ▶ Can all of your users access the information they need?
- ▶ How fresh is your content and how often is it updated?
- ▶ How efficient is your content management solution (CMS) and do you need to replace it?

▶ Do you have a content management problem?

If the volume of digital content that is generated and stored within your organisation is growing uncontrollably, then you should address how best to manage that data. Why? Because your employees, business partners and customers, are all struggling to find the information they seek, causing your staff and supply chain to be less efficient and creating frustration for visitors to your website. The result - wasted time, effort and money for all concerned.

What's the solution?

The first step towards finding an effective content management solution, is to fully understand the scope, scale and nature of your existing information reserves, wherever they reside. WTG offers a content analysis workshop that

addresses these issues, and forms the basis of a future-proofed content management strategy.

Using Vamosa's Content Analyser tool, WTG's content team provide a clear picture of your existing content infrastructure. We examine your unstructured data stores (websites, file systems and other repositories) assessing their size, structure and usage, presenting our findings and recommendations in a detailed report.

The results of this analysis will help improve your business processes and assist in the creation of a clear and concise content management strategy.

Find out how WTG helps you find the right answers ▶▶▶▶

wtg
UNDERSTAND • INNOVATE • ENABLE

WTG's content auditing and management service

The WTG service

By using the Vamosa Content Analyser to avoid time consuming and complex manual approaches to content auditing, WTG moves you quickly towards a more effective CMS strategy. Giving you a clear understanding of your existing content stores including your Intranet, Extranet and website, and providing the building blocks for your future ECM strategy.

To understand how your organisation generates and uses its data, we take into account the creators, editors, readers, searchers and users of your content. This allows our content consultants to put the results of the Vamosa Content Analyser into context, and to offer relevant and practical advice on creating and implementing a new content plan. This will ensure that your new approach to information management continues to meet the needs of your business *and* your users.

WTG's content audit service has six well-defined stages:

Workshop

A meeting with your key stakeholders, where we discuss our approach, confirm your requirements, and determine the tasks and desired outcomes.

Specification

Our detailed audit specification defines the scope of the content analysis, including the required configuration for the Vamosa Content Analyser.

Configuration & preparation

This stage includes the installation of the Vamosa Content Analyser and the technical preparation for execution.

Execution

We run the Vamosa Content Analyser across your content repositories, refining the analysis criteria to ensure a complete sweep of all data resources. This stage

also includes the generation and review of the analysis report.

Report

Based on the technical analysis, we produce a Content Audit Report that includes an assessment of your current content and recommendations for content management planning.

Communication & refinement

Our consultant will present the findings of the Content Audit Report, and offer advice on your content management options moving forward.



Benefits

The results of the content audit will provide:

- ▶ A rapid understanding of the number and type of files, pages and images currently in place
- ▶ A summary of all assets discovered, giving total number of html pages; jpeg images; PDF documents; etc.
- ▶ HTML analysis includes the number of faulty pages (those returning an error message) as well as a Metadata summary and JavaScript report
- ▶ An insight into the age, size, distribution and location of those content assets
- ▶ Top 20 files by size, identifying the most likely candidates for review/editing/deletion
- ▶ Total size of all files, to allow for capacity planning
- ▶ An outline of the assets modified least recently, in preparation for updating/deletion
- ▶ An overview of how your existing content is being created and managed
- ▶ An analysis of your existing CMS and/or proposals for CMS implementation, covering:
 - ▶ The challenges of migrating your content
 - ▶ The level of duplication and number of errors in your existing content
 - ▶ The organisational implications of content ownership and management
 - ▶ The likely system resources needed for your content
 - ▶ The design of a new content and information architecture
 - ▶ The products best suited to satisfying your current and future CMS requirements

More about WTG

WTG is a business and technology consultancy focused on the delivery of innovative web solutions to the commercial and public sectors. After assessing your needs and gaining an understanding of your organisation, we will recommend the technology solutions most likely to help you achieve your strategic goals.

Embracing best-of-breed Portal, CMS, Collaboration and Enterprise Search technologies, our web-based solutions will allow you to:

- ▶ Improve the way your organisation works
- ▶ Connect your newly-extended enterprise
- ▶ Increase the flow of your business data
- ▶ Secure your IT infrastructure
- ▶ Raise your levels of productivity

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