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## Content Management Systems

### **The State of the Art in DIY Information Deployment**

Over the past ten years the Internet has brought a complete paradigm shift in corporate communications and information exchange both inside and outside the enterprise. The ability to harness the power of the rapid deployment and sharing of information has radically altered the way organizations do business. However, very often the reach of this power is limited by the needlessly complex task of updating and maintaining digital content which is often outside the skill set of non-IT end users in the enterprise environment. The rise of a new form of information distribution tool, the Content Management System, will greatly alter this balance of power over the next several years.

In simplest terms, a Content Management System is a software tool, for our purposes Web-based, which allows many individuals in an enterprise to organize information and engage in a collaborative content creation process. The end users of such a system do not need to know any kinds of programming languages, not even simple HTML, in order to manage and update content. The content can run the gamut from simple website news and events calendars to complicated customer information and ordering systems. The content is stored separately from the mechanism that will display it so that the same pool of data can be used across a variety of display formats, such as a website, a PDF, a Word doc, or a PDA.

In addition, Content Management Systems usually bring the concept of workflow management and version control to the deployment and sharing of information. This creates the ability for managers to assign tasks to content creators and then provide oversight as to how, and even if, that content should be presented to its target audiences. This workflow management can be divided into multiple layers, known as granularity, depending on the needs of an organization. This also enables Content Management Systems to serve as critical business applications since a significant amount of the day to day operations for many companies in today's information economy involves the creation, modification, deployment, and sharing of various types of data.

## **About webslingerz**

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webslingerz creates technology solutions which can increase the efficiency and profitability of any enterprise. The company offers a wide variety of products and services for e-commerce, business management, and higher education. webslingerz is comprised of two divisions: a technology division which is responsible for programming and system administration, and a media design division which is responsible for visual identity and information architecture. By working closely together, these divisions develop world-class solutions for our clients. webslingerz was incorporated in late 1995. The company has facilities in New York, Baltimore, Helsinki, and Chapel Hill.

## **About the Author**

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As President & CEO, Jeffrey is responsible for business development, marketing, and strategic planning at webslingerz. He has served in this capacity since founding the company in 1995. During this time he was also a founding partner at the law firm of Lockhart + Hoffman where he oversaw client strategy until the firm was acquired by Womble Carlyle Sandridge & Rice in 2002. Jeffrey holds a JD from the University of North Carolina School of Law and a BA in Russian from the University of North Carolina. He is admitted to the bar in North Carolina and Minnesota.

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