

WINTERGREEN RESEARCH, INC.

**Content Management Market Opportunities, Strategies,  
and Forecasts, 2004 to 2009**

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**Content Management**

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*Picture by Susie Eustis*

**MOUNTAINS OF OPPORTUNITY**

**WinterGreen Research, Inc.  
Lexington, Massachusetts**

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**CHECK OUT THESE KEY TOPICS**

*CONTENT MANAGEMENT MARKET SHARES*  
*CONTENT MANAGEMENT MARKET FORECASTS*  
*CONTENT MANAGEMENT DRIVING FORCES*

*IBM On Demand Content Management Workplace Solution*

*Open Text Content Knowledge Management*

*Content Management Technology Architecture*

*CONTENT ENGINES*

*ADDRESSING THE CONTENT LIFECYCLE CHALLENGE*

*STORAGE CONTENT MANAGEMENT SOLUTIONS*

*CONTENT MANAGEMENT REQUIREMENTS*

*ECO SYSTEMS DRIVE CONTENT MANAGEMENT*

*SCALABILITY, PERFORMANCE, AND AVAILABILITY*

*CONTENT MANAGEMENT TECHNOLOGY STRATEGY*

*SUPPORTING AUDIO COMMUNICATION*

*CONTENT MANAGEMENT VS EAI INTEGRATION IMPLEMENTATIONS*

*SARBANES-OXLEY*

**OPPORTUNITY ABOUNDS**

**WinterGreen Research, Inc.**

**Lexington, Massachusetts**

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## **Content Management Market Opportunities, Strategies, and Forecasts, 2004 to 2009**

**Common content management tasks include importing content or editing a document. Organizations have to deal with the proliferation of content in all formats. They are turning to content management solutions to maximize communication, improve efficiencies, and meet regulatory compliance. XML is the standard.**

**Effectively managing how and when content is re-purposed for Web sites can be a complex process. A large number of contributors, spread throughout the organization creates complexity. The problem is magnified when considering that this content is constantly being modified.**

**Content management supports information used internally by the enterprise. Sales data or product specifications can be tracked. Externally content provided to customers through a Web site can be managed by the enterprise. The content software manages Web pages, word processing documents, spreadsheets, HTML, XML, PDF, document images, email messages and other electronic content.**

**Content management supports enterprise content management software that does processing, communicating, and gathering information within the organization and from third parties.**

**Content management products are marketed to a diverse group operating in a broad range of industries. Customers include established companies migrating their operations online. Enterprise and service provider companies need content management.**

**Companies whose objective it is to deploy and manage critical business content across their organization represent target markets for content management. These customers typically consider the web and their web operations to be critical to their future success.**

**Content management markets at \$1 billion in 2003 are expected to reach \$2.1 billion by 2009. Market growth is tied to the transfer of the paper based enterprise to an enterprise that manages all information electronically. Publishing information to the Web is a small part of the total content management markets.**

## Companies Profiled

### Market Leaders

IBM Corporation  
EMC/Documentum  
Open Text  
Hummingbird  
Vignette  
Staffware  
FileNet  
TOWER Technology  
Interwoven

### Other Market Participants

Hyland  
Informatica  
Microsoft  
RedDot Solutions  
Stellent  
Divine

Ektron  
Blue Coat Systems  
Green Pasture Software  
Progressive Information Technologies  
Trigo  
Verity

# Content Management Market Strategies and Forecasts, 2004-2009

## REPORT METHODOLOGY

THIS IS THE *TWO-HUNDRED AND THIRD* REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, AND TELEPHONE EQUIPMENT. THE PROJECT LEADERS TAKE DIRECT RESPONSIBILITY FOR WRITING AND PREPARING EACH REPORT. THEY HAVE SIGNIFICANT EXPERIENCE PREPARING INDUSTRY STUDIES. FORECASTS ARE BASED ON PRIMARY RESEARCH AND PROPRIETARY DATA BASES. FORECASTS REFLECT ANALYSIS OF THE MARKET TRENDS IN THE SEGMENT AND RELATED SEGMENTS. UNIT AND DOLLAR SHIPMENTS ARE ANALYZED THROUGH CONSIDERATION OF DOLLAR VOLUME OF EACH MARKET PARTICIPATION IN THE SEGMENT. INSTALLED BASE ANALYSIS AND UNIT ANALYSIS IS BASED ON INTERVIEWS AND AN INFORMATION SEARCH. MARKET SHARE ANALYSIS INCLUDES CONVERSATIONS WITH KEY CUSTOMERS OF PRODUCTS, INDUSTRY SEGMENT LEADERS, MARKETING DIRECTORS, DISTRIBUTORS, LEADING MARKET PARTICIPANTS, OPINION LEADERS, AND COMPANIES SEEKING TO DEVELOP MEASURABLE MARKET SHARE. OVER 200 IN DEPTH INTERVIEWS ARE CONDUCTED FOR EACH REPORT WITH A BROAD RANGE OF KEY PARTICIPANTS AND INDUSTRY LEADERS IN THE MARKET SEGMENT.

**YOU MUST HAVE THIS STUDY**

# Content Management Market Opportunities, Strategies, and Forecasts, 2004 to 2009

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