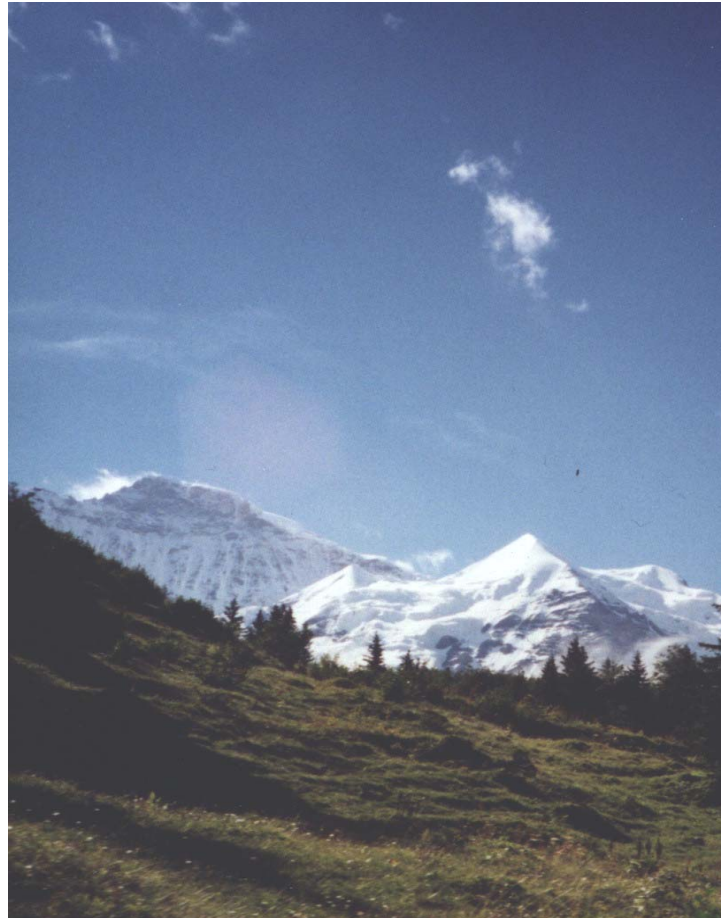


Web Content Management Market Shares, Strategies, and Forecasts, 2008 to 2014

Web Content Management Infrastructure



Picture by Susie Eustis

MOUNTAINS OF OPPORTUNITY

WinterGreen Research, Inc.

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CHECK OUT THESE KEY TOPICS

WEB CONTENT MANAGEMENT

WCM

COLLABORATION

REPOSITORIES

SEARCH

RECORDS MANAGEMENT

COMPONENT MANAGEMENT

RICH MEDIA MANAGEMENT

CONTENT COMPONENT MANAGEMENT

INTERACTIVE INTERFACE

CACHE

Compliance

Content Management Application Server

Blogs

Instant Messaging

Wikis

Web 2.0 Workflow

Instant Messaging (IM)

Life Cycle Management

Collaboration

Workflow

INTELLIGENT CONTENT MANAGEMENT

SOCIAL NETWORKING RUNTIME PLATFORM

PORTALS CONTENT MANAGEMENT TECHNOLOGY

OPPORTUNITY ABOUNDS

WinterGreen Research, Inc.

Lexington, Massachusetts

www.wintergreenresearch.com

Web Content Management Market Strategies, Market Shares, and Market Forecasts, 2008-2014

WinterGreen Research announces that it has a new study on Web content management markets. Systems are poised for significant growth as people move to purchase marketing and Web 2.0 based applications based on XML and integration technologies.

Web content management (WCM) systems are basic infrastructure for unstructured information published to the Web from departments. Unstructured information is becoming more structured as it is tagged with XML tags and managed in components enabling reuse and repurposing of content. As unstructured content begins to look like structured content, the database techniques are migrating to Web content management markets.

To effectively attract and engage customers online, marketing departments need to quickly and easily create landing pages, entire Web sites and a variety of interactive online campaigns that will enable them to unlock the potential of their interactive strategies.

Web positioning addresses systems appropriate for use by Web savvy consumers that select their financial instruments, insurance, or soap (whatever) based on their online experience. Solutions empower delivery of content that will engage individuals in the digital marketplace. Businesses seek to maximize online performance. Solutions enable customers to continue to leverage content in creative ways. Content drives online business performance.

Web content management (WCM) systems are basic infrastructure for placing unstructured information on Web sites. Web content management is a central aspect of growing the business and staying competitive because it provides access to information that can be used for decision making. Web content management solutions help corporations organize, control and access vital business image and video content useful for designing marketing campaigns.

Web content management solutions matter to corporate IT because they are used to manage the ever-increasing volumes of information used by marketing departments dispersed all over the world. Web content needs to conform to mounting regulatory requirements and legislative pressure. Web content management systems are used by marketing departments to provide information in a manner that is responsive to requests.

Caching systems are evolving inside repository systems to speed up delivery of information. Alternative delivery systems are creating flexibility for document and content capabilities. The entry of SaaS players and open source players changes the market by giving Web 2.0 market participants strategic advantage.

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

Web content management markets at \$372 million in 2007 are anticipated to reach \$2 billion by 2014. Market growth is a direct result of movements to leverage the Internet as a channel, respond to implementation of broadband networks for video and image transmission, create automated marketing systems implementation, and leverage market opportunities brought by the ability of have data sent over portable wireless devices.

Companies Profiled

Market Leaders

OpenText / RedDot

EMC
Interwoven

Market Participants

Adobe / Macromedia
Alfresco
Autonomy Group / Verity
Blue Coat Systems
Ektron
EMC / Documentum
FatWire
Hewlett Packard / Tower Software
IBM / WebSphere SOA / FileNet
Informatica
Intel / Sarvega
Interwoven
JustSystems
Magnus Group / Vasont
Microsoft / SharePoint
OpenText / Artesia / RedDot
Oracle / Stellent
Percussion
Tibco
Terremark
Thoma Cressey Bravo / Hyland Software
TigerLogic Corporation
Vignette
Yash
Younts Consulting

Web Content Management Market Shares, Strategies, and Forecasts, 2008-2014

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THIS IS THE 358TH REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, TELEPHONE EQUIPMENT, HEALTH EQUIPMENT, AND ENERGY. 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. WE ESTABLISH ACCURATE MARKET FORECASTS BASED ON ECONOMIC AND MARKET CONDITIONS AS A BASE. USE INPUT/OUTPUT RATIOS, FLOW CHARTS, AND OTHER ECONOMIC METHODS TO QUANTIFY DATA. USE IN-HOUSE ANALYSTS WHO MEET STRINGENT QUALITY STANDARDS. INTERVIEWING KEY INDUSTRY PARTICIPANTS, EXPERTS AND END-USERS. OUR RESEARCH INCLUDES ACCESS TO LARGE PROPRIETARY DATABASES. LITERATURE SEARCH INCLUDES ANALYSIS OF TRADE PUBLICATIONS, GOVERNMENT REPORTS, AND CORPORATE LITERATURE.

Mission Statement:

WinterGreen Research is an independent business research organization funded by sale of market research, competitive analysis, and return on investment studies all over the world. Research is conducted with integrity and independence that is supported by the revenue from the sale of studies by a distribution network. The company seeks to support its distribution network. The company is dedicated to its customers, to helping those customers grow and understand markets as the markets change and evolve. Automation of process is a central focus for the WinterGreen Research company.

Research is centered on new markets, evolving markets, and change in markets. Markets for new products depend on successful trials. Initial trials create a sounding board for a new product direction. Market growth for new products and services depends on completion of 100 successful trials with real paying customers. WinterGreen Research tracks those trials in various industries and the impact of the trials by talking to people.

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Web Content Management Market Shares, Strategies, and Forecasts, 2008 to 2014

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ENTERPRISE CONTENT MANAGEMENT TECHNOLOGY

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