

WINTERGREEN RESEARCH, INC.

**Web Content Management Market Shares, Strategies, and
Forecasts, Worldwide, 2009 to 2015**

Web Content Management Leverages All Enterprise Content



Picture by Susie Eustis

MOUNTAINS OF OPPORTUNITY

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

www.wintergreenresearch.com

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CHECK OUT THESE KEY TOPICS

WEB CONTENT MANAGEMENT

WEB CONTENT MANAGEMENT MARKET SHARES

Web Content Management Market Forecasts

Web Content Management Frameworks

Web Supply Chain

Web Channel

Web Retail Channel

Web Content Management Solutions

BRAND MANAGEMENT

COLLABORATION

SOCIAL NETWORKING

WEB CONTENT HEURISTICS

WIKI-STYLE

WEB COLLABORATION

WEB EDITING

WEB BASED INFORMATION

INFORMATION TRANSFORMATION

USER GENERATED CONTENT

WEB CONTENT MANAGEMENT WEB 2.0

WEB CONTENT MANAGEMENT E-COMMERCE SITES

OPPORTUNITY ABOUNDS

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LEXINGTON, Massachusetts (November 4, 2009) – WinterGreen Research announces that it has a new study on Web Content Management software and services. The 2009 study has 625 pages, 215 tables and figures. Web content management is useful to businesses and the enterprise as the Internet becomes a significant retail channel and provides message transport for the supply chain. Worldwide markets are poised to achieve significant growth as the globally integrated enterprise uses systems to build out localized Web e-commerce sites that support a brand in every region.

Information integration has led to transformation of batch systems to real time systems. Improved maintenance costs are being achieved using Web content management. People can use information transformation technology that is flexible and can be applied in many different ways. Web content management is a significant aspect of the information transformation.

Web content management markets have grown as more content management is reclassified as more content touches the Web. The Web has become a significant channel for every enterprise. The Web is used to manage the supply chain in many cases. Social media are a large part of Web presence and consume Web content management software capability.

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

Key capabilities relate to creative tool and processing integrations. Media transformation and analysis can be accomplished. Media rendition and updates can be achieved. Thumb nailing is supported to better visualize pictures and images. Time-based multimedia indexing and management is provided. PowerPoint slide-level assembly can be consolidated.

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Rich media vocabulary driven categorization can be accomplished. Metadata driven rich media search and retrieval is automated.

Enterprise e-business systems integration is a central aspect of e-business content management. The unstructured information takes on many of the characteristics of structured information when it is tagged. Unstructured data is being perceived as useful for making intelligent business decisions. Competitive factors in the enterprise content management industry include the availability of a framework, the ability to implement localization, quality, scalability, and reliability of software.

Language translation software and services are needed to establish a local presence. No matter what the enterprise, organization, or business charter is, language translation is needed to establish a local presence.

According to Susan Eustis, the lead author of the study, "the globally integrated enterprise is the market driving force in Web content management markets. The ability to control content within a company promotes reuse of the content. Web systems protect the brand by ensuring consistency and supporting management systems that achieve enforcement."

Marketing is vital as companies seek to differentiate their message. Fragmented markets are confusing to people making purchase decisions. A content management system that consistent brand message sets a company above its competition. Success hinges on agility and consistency in communicating the brand.

Web content management software markets at \$635 million in 2009 are forecast to become \$1.4 billion by the end of the forecast period in 2015. Software is becoming much more robust as it combines the separate Web content, digital asset content, enterprise content, and rich media systems that have been used separately hitherto to support combined Web content management services. The combination of technologies is anticipated to create systems that are more useful. These markets are part of a \$3.5 billion larger enterprise content management market, forecast to reach \$10.3 billion by 2015.

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Companies Profiled

Market Leaders

IBM
EMC
Microsoft Corporation
Open Text
Lionbridge
Oracle
SDL / Trados / Idiom
Autonomy / Interwoven

Market Participants

Adobe Systems
Alfresco
Day Software
Drupal
Ektron
EPiServer
Fujitsu
Hewlett Packard (HP)
Joomla
Magnolia
Nstein Technologies
Percussion
Sitecore
Tibco
WordPress

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Web Content Management Market Shares, Strategies, and Forecasts, Worldwide, 2009-2015

REPORT METHODOLOGY

THIS IS THE 420 TH 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 PARTICIPANT 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 IS A CENTRAL PART OF THE STUDY. OUR RESEARCH INCLUDES ACCESS TO LARGE PROPRIETARY DATABASES. LITERATURE SEARCH INCLUDES ANALYSIS OF TRADE PUBLICATIONS, GOVERNMENT REPORTS, AND CORPORATE LITERATURE.

FINDINGS AND CONCLUSIONS OF THIS REPORT ARE BASED ON INFORMATION GATHERED FROM INDUSTRY SOURCES, INCLUDING MANUFACTURERS, DISTRIBUTORS, PARTNERS, OPINION LEADERS, AND USERS. INTERVIEW DATA WAS COMBINED WITH INFORMATION GATHERED THROUGH AN EXTENSIVE REVIEW OF INTERNET AND PRINTED SOURCES SUCH AS TRADE PUBLICATIONS, TRADE ASSOCIATIONS, COMPANY LITERATURE, AND ONLINE DATABASES. THE PROJECTIONS CONTAINED IN THIS REPORT ARE CHECKED FROM TOP DOWN AND BOTTOM UP ANALYSIS TO BE SURE THERE IS CONGRUENCE FROM THAT PERSPECTIVE.

THE BASE YEAR FOR ANALYSIS AND PROJECTION IS 2008. WITH 2008 AND SEVERAL YEARS PRIOR TO THAT AS A BASELINE, MARKET PROJECTIONS WERE DEVELOPED FOR 2009 THROUGH 2015. THESE PROJECTIONS ARE BASED ON A COMBINATION OF A CONSENSUS AMONG THE PRIMARY CONTACTS COMBINED WITH UNDER STANDING OF THE KEY MARKET DRIVERS AND THEIR IMPACT FROM A HISTORICAL AND ANALYTICAL PERSPECTIVE. THE ANALYTICAL METHODOLOGIES USED TO GENERATE THE MARKET ESTIMATES ARE BASED ON PENETRATION ANALYSES, SIMILAR MARKET ANALYSES, AND DELTA CALCULATIONS TO SUPPLEMENT INDEPENDENT AND DEPENDENT VARIABLE ANALYSIS. ALL ANALYSES ARE DISPLAYING SELECTED DESCRIPTIONS OF PRODUCTS AND SERVICES.

YOU MUST HAVE THIS STUDY

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Web Content Management Market Shares, Strategies, and Forecasts, Worldwide, 2009 to 2015

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