

## ***Web Content Management -- Markets Reach \$1.4 Billion By 2015***

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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WinterGreen Research, Inc.

6 Raymond St.

Lexington, MA 02421

(781) 863-5078

[www.wintergreenresearch.com](http://www.wintergreenresearch.com)

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Thompson Financial and Global Information GII Info-Shop.

*Contact:*

**Susan Eustis, President and Co-Author**  
WinterGreen Research  
6 Raymond St.  
Lexington, MA 02421

(781) 863-5078 (Work)  
(617) 852-7876 (Cell)  
[susan@wintergreenresearch.com](mailto:susan@wintergreenresearch.com)  
[www.wintergreenresearch.com](http://www.wintergreenresearch.com)

