

WINTERGREEN RESEARCH, INC.

**Content Management Market Opportunities, Strategies,  
and Forecasts, 2005 to 2011**

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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 FORECASTS*

**Content Management Market Driving Forces**

**Key Mission of Content Mangement**

CM Architecture

Advantages of Content Management

*MULTI-SITE CONTENT MANAGEMENT CAPABILITIES*

***CONTENT MANAGEMENT FRAMEWORK SUITES***

***CONTENT ENGINES***

***SCALABILITY, PERFORMANCE, AND AVAILABILITY***

***ENTERPRISE E-BUSINESS CONTENT MANAGEMENT SOLUTIONS***

***CONTENT MANAGEMENT TECHNOLOGY STRATEGY***

***CONTENT MANAGEMENT INFORMATION TECHNOLOGY NEEDS***

***CONTENT INFORMATION COMMUNITY ACCESS NETWORKS***

***STORAGE OF CONTENT***

***NEXT GENERATION INTERNET***

***OPPORTUNITY ABOUND***

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## **Content Management Market Opportunities, Market Forecasts, and Market Strategies, 2005-2011**

Enterprise content management solutions are industry specific and may span several different product sets. Market growth of the content management market segment 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.

Content management relates to being able to move documents, media, and images around on the network in a manner that is easy. Content management is the management of unstructured information that complements the structured transaction content that has been the entire focus of enterprise computing systems.

IT has mastered transaction management of structured records in files and fields. Now it is at the cusp of learning how to manage unstructured imaging content as they have been doing for paper-based documents for millenniums.

The difference is that by making unstructured content available electronically, much more can be done with the information. It can be sorted and searched to find trends. Work efficiently is improved by quantum amounts.

The market for enterprise content solutions relates to management of unstructured information. The ability to control enterprise content is central to IT. 90% of information transmitted on the network is unstructured. Content management offers a range of capabilities. Digital asset management, lifecycle management collaboration, web content management, storage management, Sarbanes-Oxley compliance, and document process management are aspects of the content management markets.

Content management market analysis indicates that the combined software license markets at \$1.3 billion in 2004 are anticipated to reach \$4.5 billion by 2011. The trend is for enterprises to depend on content management software to achieve more efficient business process operation.

## Companies Profiled

### Market Leader

IBM  
Filenet  
EMC / Documentum  
Open Text

### Market Participants

Blue Coat Systems  
Data Return  
FatWire  
Hyland Software  
Interwoven  
Percussion Software  
Progressive Informtaion Technologies  
Savega  
Tibco  
Verity

DataPower  
Ektron  
Hummingbird  
Informatica  
Macromedia  
Microsoft  
Raining Data  
Stellent  
Vasont  
Vignette

## Content Management Strategies and Forecasts, 2005-2011

### REPORT METHODOLOGY

THIS IS THE 259TH 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.

**YOU MUST HAVE THIS STUDY**

# Content Management Market Opportunities, Strategies, and Forecasts, 2005 to 2011

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## ABOUT THE COMPANY

**WINTERGREEN RESEARCH**, HAS A UNIQUE RESEARCH STRATEGY THAT RELATES TO IDENTIFYING MARKET TRENDS THROUGH READING AND INTERVIEWING OPINION LEADERS. BY READING THE ELECTRONIC EQUIVALENT OF 40 FEET OF PAPER, WINTERGREEN RESEARCH SENIOR ANALYSTS CAN LEARN A LOT MORE ABOUT MARKETS, A LOT FASTER THAN CAN BE LEARNED THROUGH EXPENSIVE SURVEYS AND FOCUS GROUPS. THINKING ABOUT MARKET TRENDS IS A HIGH PRIORITY AT WINTERGREEN RESEARCH. AS WITH ALL RESEARCH, THE VALUE PROPOSITION FOR COMPETITIVE ANALYSIS COMES FROM INTELLECTUAL INPUT.

IT IS A LUXURY REALLY, AVAILABLE TO ONLY A VERY FEW PEOPLE, TO BE ABLE TO GATHER INFORMATION, LOTS OF INFORMATION FROM READING MASSIVE AMOUNTS OF CONTENT, AND THEN TRYING TO MAKE SENSE OF THAT CONTENT. THE ABILITY TO THINK ABOUT MARKET TRENDS IS ENHANCED BY DOING IT OVER AND OVER FOR MANY DIFFERENT MARKETS. THAT IS WHAT WINTERGREEN RESEARCH IS ALL ABOUT: READING AND THINKING IS AN ESSENTIAL ASPECT OF COMPETITIVE ANALYSIS. TALKING TO OPINION LEADERS IS THE THIRD ESSENTIAL ASPECT OF PRODUCING GOOD, RELIABLE DATA.

**WINTERGREEN RESEARCH**, FOUNDED IN 1985, PROVIDES STRATEGIC MARKET ASSESSMENTS IN TELECOMMUNICATIONS, COMMUNICATIONS EQUIPMENT, HEALTH CARE, INTERNET AND ADVANCED COMPUTER TECHNOLOGY. INDUSTRY REPORTS FOCUS ON OPPORTUNITIES THAT EXPAND EXISTING MARKETS OR DEVELOP MAJOR NEW MARKETS. THE REPORTS ASSESS NEW PRODUCT AND SERVICE POSITIONING STRATEGIES, NEW AND EVOLVING TECHNOLOGIES, AND TECHNOLOGICAL IMPACT ON PRODUCTS, SERVICES, AND MARKETS. MARKET SHARES ARE PROVIDED. LEADING MARKET PARTICIPANTS ARE PROFILED, AND THEIR MARKETING STRATEGIES, ACQUISITIONS, AND STRATEGIC ALLIANCES ARE DISCUSSED. THE PRINCIPALS OF WINTERGREEN RESEARCH HAVE BEEN INVOLVED IN ANALYSIS AND FORECASTING OF INTERNATIONAL BUSINESS OPPORTUNITIES IN TELECOMMUNICATIONS AND ADVANCED COMPUTER TECHNOLOGY MARKETS FOR OVER 30 YEARS.

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