

## **CONTENT MANAGEMENT**

# **Market Strategies, Market Opportunities, And Market Forecasts, 2002-2007**



## **HIGH TIDE AWAITS**

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

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## CHECK OUT THESE KEY TOPICS

- Content Management Market Description*
- Content Management Solutions Market Share and Market Forecast Analysis*
- Content Management Products*
- Content Management Company Strategies*
- Content Management Company Profiles*

### Content Management

**Market Strategies, Market Opportunities, and Market Forecasts  
2002-2007**

The market for enterprise content management solutions is emerging. Software companies provide a variety of products and services in the areas of enterprise content management, document management, software configuration management, and content-based applications.

Workgroup solutions are provided and enterprise content publishing or document management. In-house solutions are being replaced by packaged solutions because packages achieve an installed base that funds the evolution of additional system functionality. Complementary products include web tools, enterprise document repositories, and web servers.

Content management markets at \$795.5 million in 2001 are expected to reach \$1.7 billion by 2007. Market growth is a result of the desire to manage information electronically. Publishing information to the Web needs to be achievable for ordinary people.

## Companies Profiled

*Art Technology Group*

*BroadVision*

*Divine*

*Docent*

*Documentum*

*Eprise*

*eRoom*

*Filenet*

*International Business Machines (IBM)*

*Interwoven*  
*Inktomi*  
*Intraspect*  
*Orange*  
*Scan*  
*Simplewire*  
*Splendo*  
*VirtualTek*  
*Oracom*  
*Clix*  
*iWon*  
*SAPO*  
*Kamoon*  
*PlanetLogix*  
*Virtual Personalities*  
*Flypaper*  
*IMlogic*  
*Microsoft*  
*NewsEdge*  
*OpenText*  
*Oracle*  
*PlaceWare*  
*Rational Software Corporation*  
*ScreamingMedia*  
*SER Solutions*  
*Stratasoft*  
*Staffware*  
*Stellent*  
*InPhonic*  
*Royal Swets & Zeitlinger*  
*Vignette*  
*YellowBrix*  
*Webb Interactive Services / Jabber*  
*Wanadoo*

**REPORT METHODOLOGY**

THIS IS A NEW REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, OR 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 Strategies, Market Opportunities, and Market Forecasts 2002-2007**

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### **ABOUT THE PRINCIPAL AUTHORS**

**ELLEN T. CURTISS**, TECHNICAL DIRECTOR, CO-FOUNDER OF WINTERGREEN RESEARCH, CONDUCTS STRATEGIC AND MARKET ASSESSMENTS IN TECHNOLOGY-BASED INDUSTRIES. PREVIOUSLY SHE WAS A MEMBER OF THE STAFF OF ARTHUR D. LITTLE, INC., FOR 23 YEARS, MOST RECENTLY AS VICE PRESIDENT OF ARTHUR D. LITTLE DECISION RESOURCES, SPECIALIZING IN STRATEGIC PLANNING AND MARKET DEVELOPMENT SERVICES. SHE IS A GRADUATE OF BOSTON UNIVERSITY AND THE PROGRAM FOR MANAGEMENT DEVELOPMENT AT HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION. SHE IS THE AUTHOR OF RECENT STUDIES ON WORLDWIDE TELECOMMUNICATIONS MARKETS, THE TOP TEN INTERNET EQUIPMENT COMPANIES, THE TOP TEN CONTRACT MANUFACTURING COMPANIES, AND THE TOP TEN TELECOMMUNICATIONS MARKET ANALYSIS AND FORECASTS.

**SUSAN EUSTIS**, PRESIDENT, CO-FOUNDER OF WINTERGREEN RESEARCH, HAS DONE RESEARCH IN COMMUNICATIONS AND COMPUTER MARKETS AND APPLICATIONS. SHE HOLDS SEVERAL PATENTS IN

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