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Information Mapping Survey Reveals Content Management Systems (CMS) Do Not Meet Expectations

Survey Results Indicate that a Combination of Clean, Structured Content and Implementation of XML Authoring Tools Will Maximize Content Management ROI

Waltham, MA – September 30, 2005 – Information Mapping, Inc. (IMI), the leading provider of Information Life Cycle Solutions, today announced results from a recent survey concerning information challenges and deficiencies with Content Management Systems (CMS). Significant findings revealed that less than 50 percent of those surveyed do not integrate authoring tools with CMS due to difficulty, lack of knowledge and lack of planning. When asked about major concerns with CMS, those surveyed cited content that was redundant, confusing, and difficult to maintain, retrieve and re-use. The results also showed that on average, most respondents do not enforce writing standards as a baseline to ensure content consistency.

Close to 350 individuals took part in the survey, representing a diverse group of industries that included financial services/insurance (30%), technology (14%), government (12%), consulting and other services (9%), telecommunications (8%) and health care (14%). Key areas within their job functions include training, documentation, information technology, human resources, general management and operations.

The primary reasons reported for why CMS implementations were failing expectations was an inability to efficiently find, understand, and reuse information. The cause for failed expectations is due to a lack of consistency and quality of the information itself. Tom Raleigh, IMI executive vice president and general manager of professional services notes, "IMI has found through numerous engagements that well-organized, tagged, architected and designed information enhances overall information efficiencies. We especially see this transferring into the CMS arena as well."

"Without a well-integrated authoring and content-structuring process, poorly written, unstructured content translates into substantial inefficiencies and costs, regardless of the quality or cost of the CMS enterprise solution," continued Raleigh. "However, we have found that employing content best practices before, during and after CMS implementations can enhance overall ROI," said Raleigh.

XML Adoption

Participants were also surveyed to gain insight into their adoption of XML and the barriers to adoption within the context of CMS implementations. The structure of XML has been proven to provide a content architecture and design that lends itself to effective content creation, management, deployment and retirement.

The survey also showed that a majority (57 percent) of users have legacy Microsoft Word documents that, if converted into XML, would enhance the use and reuse of content. However, only 24 percent of respondents reported adoption of XML, and most noted extensive customization and lack of integrated authoring tools as the major barriers to adoption.

"These survey results indicate that a large majority of companies would reap significant benefits from the adoption of XML for use with content management, yet XML is not being adopted due to a lack of awareness and understanding of XML and the tools that are available to simplify authoring," said Raleigh. "By combining a structured-content process with available Microsoft Word-based XML authoring tools, companies can leverage XML to diminish the common challenges that existing CMS users are faced with and gain the promised return from their CMS investment."

About IMI

IMI is the leader in Information Life Cycle Solutions. IMI delivers consulting services, learning programs, and technologies that improve communications and make information easy to manage, access and use.

A track record of 82 percent repeat business attests to the company's high client satisfaction and is attributed to the stability of IMI's consultants, who average seven to eight years of Information Mapping experience. For the past 38 years, IMI's research-based Information Mapping® methodology and field-proven solutions have helped leading worldwide commercial and government organizations improve performance, solve information-intensive business challenges, and achieve long-term, measurable results.

About Communicare

Communicare is a Canadian consulting company serving Canadian business since 1978 and is the exclusive Canadian distributor of Information Mapping products and services. Our mission is to help our clients' manage their knowledge and improve performance.

We blend consulting and training services to build flexible solutions that address the unique challenges of each client's situation.

Note: Information Mapping is a registered trademark of Information Mapping, Inc.

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