

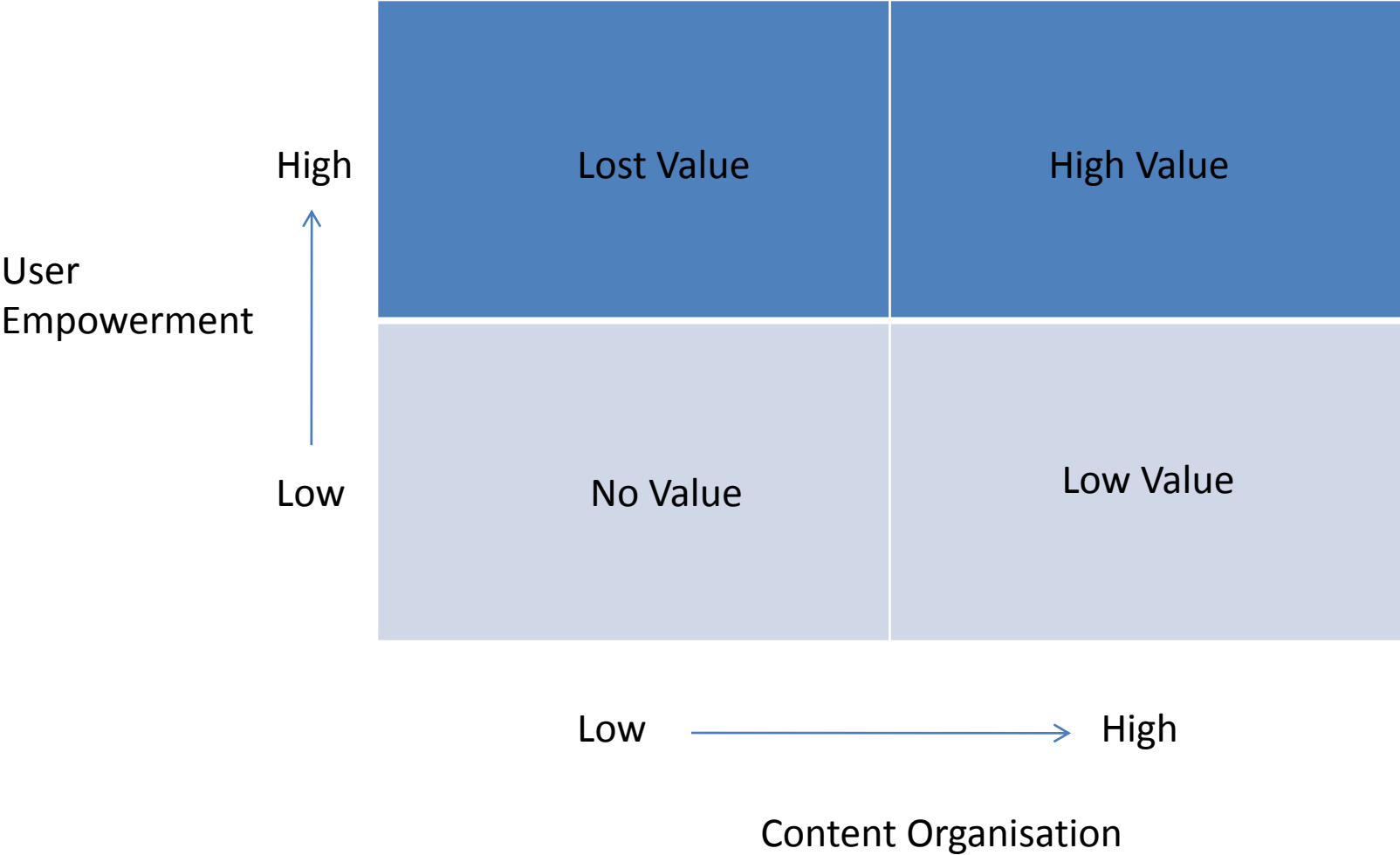
ENTICE

Enterprise Needs for Tools and Infrastructure for Content Exploitation

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People First, Process Second, Tool Third



Work plan

- Understand High Level Requirements/Problems
 - Today's objectives
 - Define the immediate needs and quick wins
 - Its not about the "tool" but we need to keep our "feet on the ground"
- Understand Scope
 - We can assume we don't need to sell the concept
 - WCM and ECM (we have problems in both areas, but also WEM)
- Engage Stakeholders
 - ITSRM
 - Extend participation
 - Plan future meetings
- Analyse existing situation – Technology Audit
 - What we have and what we do and how we do it
- Produce Recommendations
 - Strategy/Infrastructure/Tools
 - Define Costs
- Create Implementation Plan
- Engage Resources
- Measure Success