

KEYNOTE

The MOJO of Content – Next Level CMS

Presented by

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MOJO – What ???

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mo·jo (mō'jō')

n., pl. -jos or -joes.
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- →A magic charm or spell.
- →An amulet, often a small flannel bag containing one or more magic items, worn by adherents of hoodoo or voodoo.
- → Personal magnetism; charm.
- →Life-energy

[Perhaps ultimately from Fula moco'o, medicine man.]



Life without MOJO?





Life without MOJO?





MOJO and Content

What keeps the business, interaction between people, of our whole (web)-life alive?

Communication, Know-how, Knowledge, Information - Content

Content is the MOJO of our world

Based on this, what is a content management system?



CMS so far

Organize content

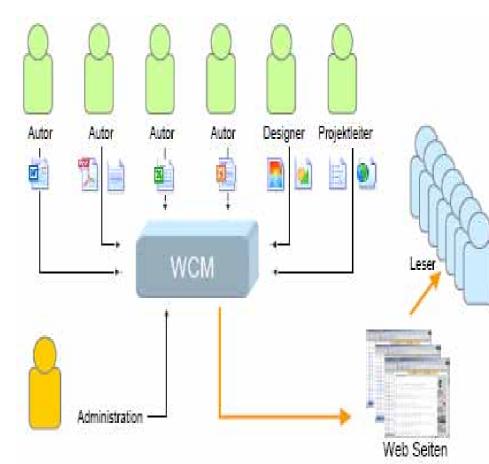
Structure content

Content integration

. . .

Emphasis is lying on Content <u>Management</u> System

Pure Management has no MOJO -



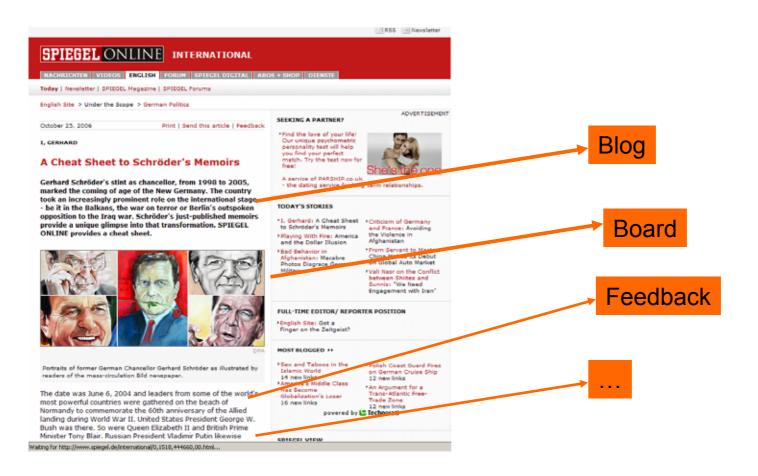
MOJO could be found inside the Content



CMS so far

Business content

Additional user generated content





CMS 2.0

CMS 2.0 // Web 2.0

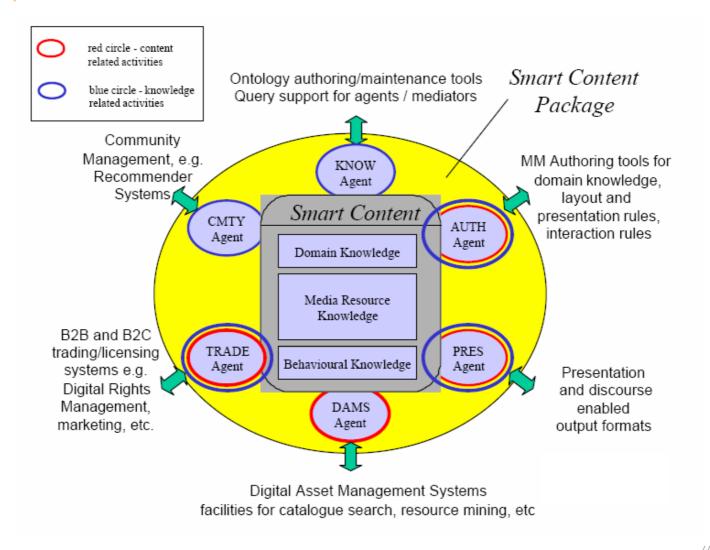
The lines between pure business driven content creation and user driven content is fading.

Content is getting smarter/multi-layered.

And so content management has too.



CMS 2.0 - Smart content





CMS 2.0 – Smart content properties

Basic content- related	Related to interfaces & interaction	Knowledge- related	Delivery- related	Related to personal user environment
On-the-fly - e.g. dynamically generated IPR sensitivity - e.g. process wide protection of rights Traceability - e.g. agents can access content along the content life cycle Trusted - e.g. guaranteed authenticity and integrity Evolvability - e.g. multi-usage consumption	Advanced interfaces - e.g. knowing when to activate themselves Seamless navigation - e.g. live-size simulations Highly interactive - e.g. in terms of mode, roles, etc. Virtual, augmented and mixed reality "Immersive"- e.g. experience of "being there" Multimodal - e.g. perception through haptics, sound, smell	Knowledge based - e.g. understanding of "message", "context" Collaborative - e.g. human-machine- machine-human collaboration Personalised, "re- sponsive" - e.g. aware of user needs and preferences Proactive/Predictve - thinking ahead Adaptive - e.g. context sensitive Unobtrusive - e.g. available when needed	Interoperable - e.g. new multimedia standards Multi-channel (device independant) - e.g. network and device independent content Secure - e.g. sensitive transactions Ubiquitous - anything, anywhere, anytime	Devices - e.g. every object considered as a possible two ways interface (smart furniture, smart clothes, etc.) Personal (area) networks - Appliances autonomously configure into proximity networks; user inhabits and/or wears a network



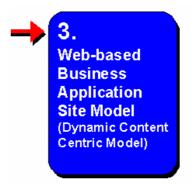
CMS 2.0 - Smart content

Walting for http://www.spiegel.de/international/0,1510,444660,00.html...

User defined direct content syndication **Business** content Additional user generated content SPIEGEL ONLINE INTERNATIONAL Today | Neveletter | SPIEGEL Magazine | SPIEGEL Forums English Site > Under the Scope > German Politics ADVERTISEMENT SEEKING A PARTNER? October 25, 2006 Print | Send this article | Feedba *Find the love of your life! I, GERHARD Our unique psychometric personality test will help you find your perfect match. Try the test now for A Cheat Sheet to Schröder's Memoirs A service of PARSHIP.co.uk Gerhard Schröder's stint as chancellor, from 1998 to 2005, the dating service for long-term relationships. marked the coming of age of the New Germany. The country took an increasingly prominent role on the international stage - be it in the Balkans, the war on terror or Berlin's outspoken TODAY'S STORIES opposition to the Iraq war. Schröder's just-published memoirs *I, Gerhard: A Cheat Sheet *Criticism of Germany provide a unique glimpse into that transformation. SPIEGEL Board to Schröder's Memoirs and France: Avoiding ONLINE provides a cheat sheet. Playing With Fire: America the Violence in Mighanistan and the Dollar Illusion From Servant to Ma *Bad Behavior in China Makes its Debut on Global Auto Market Afghanistanı Macabre Photos Disgrace Ger Military *Vali Nasr on the Conflict between Shiites and Sunnis: "We Need **Feedback** Engagement with Iran' FULL-TIME EDITOR/ REPORTER POSITION English Site: Got a Finger on the Zeitgeist? MOST BLOGGED >> *Sex and Taboos in the Polish Coast Guard Fires Portraits of former German Chancellor Gerhard Schröder as illustrated by Islamic World on German Cruise Ship readers of the mass-circulation Bild nevenager. 12 new links America's Middle Class *An Argument for a Haz Become The date was June 6, 2004 and leaders from some of the world's Trans-Atlantic Free-Trade Zone most powerful countries were gathered on the beach of 16 new links 12 new links Normandy to commemorate the 60th anniversary of the Allied powered by C Technosati landing during World War II. United States President George W. Bush was there. So were Queen Elizabeth II and British Prime Minister Tony Blair. Russian President Vladimir Putin likewise COTECE! VIEW



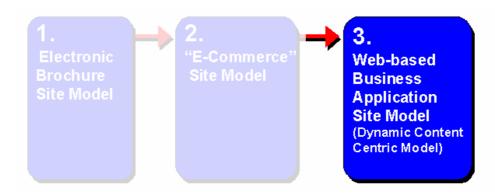
CMS challenge



- Content driven.
- Separation of application from content enables content to be freely added to a site without affecting the design, and allows redesign to occur without impacting on content.
- An automated publishing process allows content creators throughout an enterprise to create and contribute their own content to a Web site without relying on technical resources. Content can be submitted to the Web sites directly from within their browsers.
- Content and design elements of the Web site are stored in a relational database on aserver. The Web pages are created dynamically as they are requested.
- Collaboration & Interactive capability.
- → Converts users from passive viewers into active participants.
- Allows contributors who have little or no technical knowledge about web site construction and design to contribute easily to a site and to manage contributions from their web browser.



CMS challenge



- Preserves the scope and goals of a site and allows people to contribute content while preventing a flood of organizational "shovelware."
- Automated content management. Ease of frequent content updates.
- → Information is classified correctly and fits into an overall information architecture.
- → Information can be personalized for specific users or user groups.
- → Value-added information- (reviews, suggestions, advice etc.)
- Layout and visual design of pages is consistent and of the quality required.
- → Separates the underlying application from the content and separates content from so Web developers can create a well-designed site, and designers and content providers can work in "Web time" to make changes as required.
- Treats the site as an application and the content as data and thereby enables sites to be managed as dynamic business applications.
- Treats the content as application data that can be altered as needed without any need to modify the underlying site.



CMS Chalenge

- Content syndication aspects
- → Content personalization between different websites
- → Increase in integration of dynamic content elements
- Mapping of multi-layered content

To make sure that with your MOJO is everything alright...



Dinner Challenge

...enjoy your meal!

Thank you.