

Ten Top Tips for a Successful WCMS Implementation

Dominic Mills
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Tip 1: Thoroughly
capture your
requirements
before you start





How the customer explained it





How the customer explained it



How the Project Leader understood it





How the customer explained it



How the Project Leader understood it



How the Analyst designed it





How the customer explained it



How the Project Leader understood it



How the Analyst designed it



How the Programmer wrote it





How the customer explained it



How the Project Leader understood it



How the Analyst designed it



How the Programmer wrote it



How the Business Consultant described it





How the customer explained it



How the Project Leader understood it



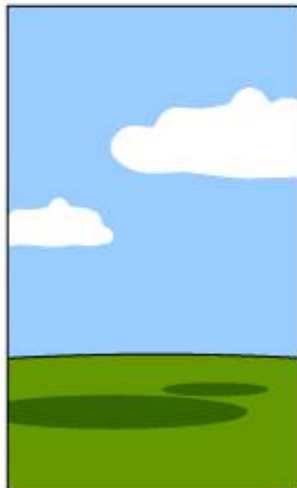
How the Analyst designed it



How the Programmer wrote it



How the Business Consultant described it



How the project was documented





How the customer explained it



How the Project Leader understood it



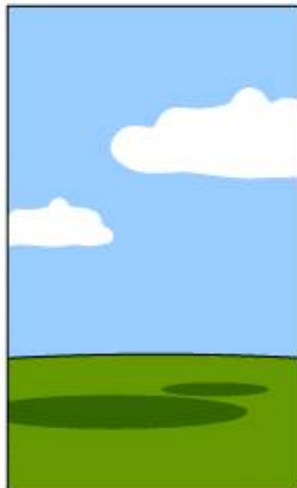
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How the project was documented



What operations installed





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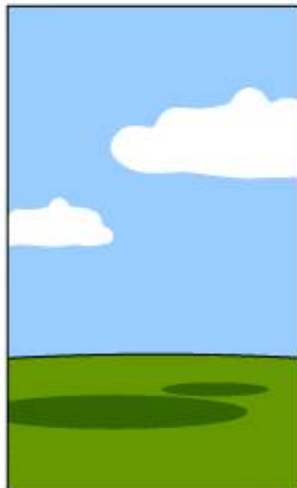
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What operations installed



How the customer was billed





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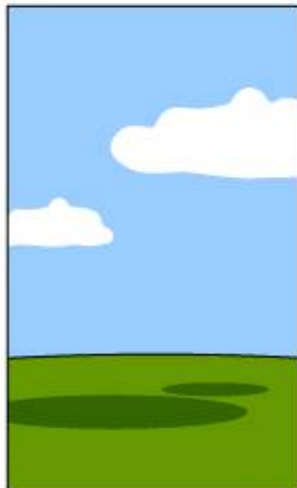
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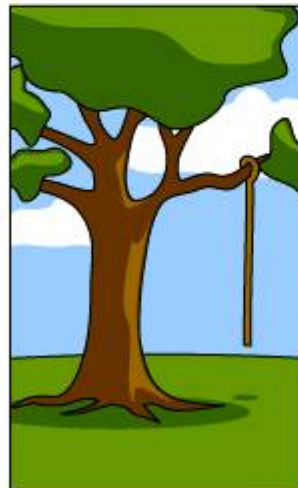
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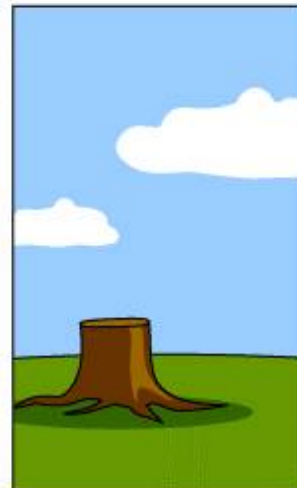
How the project was documented



What operations installed



How the customer was billed



How it was supported





How the customer explained it



How the Project Leader understood it



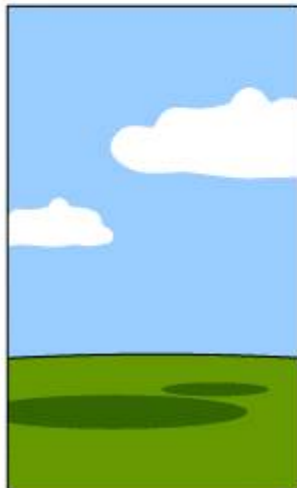
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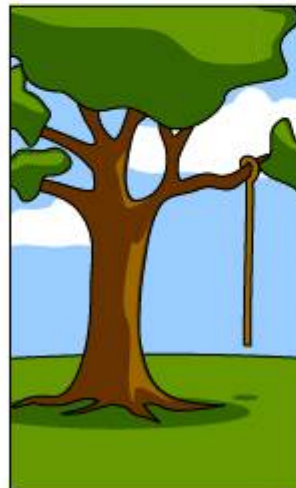
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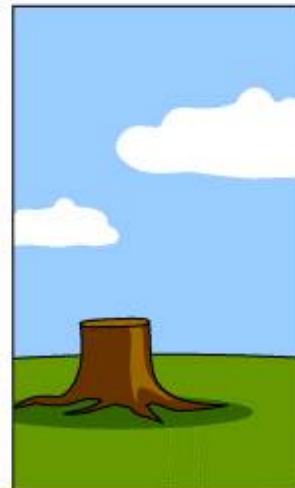
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What operations installed



How the customer was billed



How it was supported



What the customer really needed



Tip 2: Make sure
your designs will
work effectively
in a WCMS



Effective Design

- WCMS should allow you to implement almost any design
- Best practice is key...
- and remember, don't design for print
- ...or a static website – content will evolve
- Good design = flexible and easy to maintain website



Tip 3: Consider splitting
the implementation
projects into
phases



Bite Size Chunks

- Great vision is good
- Good innovation is great
- Most successful projects often those divided into manageable chunks
- Each 'bite size chunk' should deliver benefit and return on investment
- Project sponsors love proportional returns



Tip 4: Define milestones and performance metrics



Milestones and Metrics

- Start with unambiguous requirements
- Develop shared milestones
- Produce a workable project plan
- Recognise expertise
- Identify milestone related performance metrics



Tip 5: Establish clear change control mechanisms



Managing Change

- Change can be good, but only if managed effectively
- Robust change control is essential
- Impact assess: effort, time and cost
- You will then make better informed decisions





How the customer explained it



How the Project Leader understood it



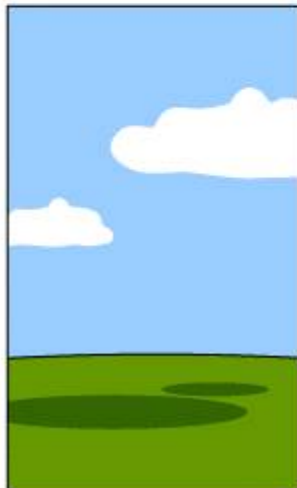
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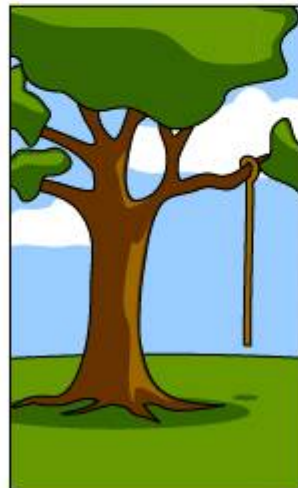
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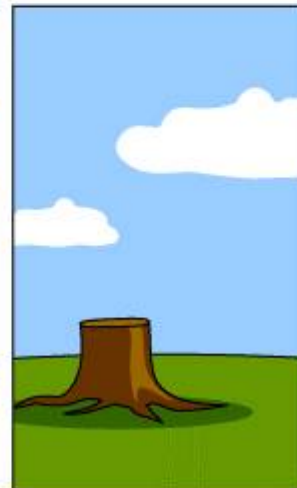
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What the customer really needed



Tip 6: Take advantage of best-practice knowledge



Knowledge is Power

- Use 'in house' experts, but recognise when to consult others
- If budget is limited, focus on knowledge transfer
- Don't just buy /acquire software without the expertise to get the best from it
- Take advantage of other people's mistakes



Tip 7: Plan content migration early



Migrate in an Orderly Fashion

- It's never too early to think about migration
- Audit that content!
- Assess the best approach
- Identify resources
- Get on with it



Tip 8: Don't forget why you wanted a WCMS



Why are we doing this again?

- Shiny new technology?
- Realise business benefit?
- Realise Return On Investment?

- Make sure everybody understands 'why'
- ...and how to measure whether you are achieving it

- Much more likely to realise your vision if everybody involved understands it!



Tip 9: Ensure you have an effective post implementation support plan



The end is just the beginning

- WCMS will become an integral part of day to day operations
- Effective post delivery support plan is crucial
- Great launch pad for innovation



Tip 10:
Remember that
implementing a
WCMS is only
the first step



Foundations for Success

- WCM initiatives deliver tangible benefits if well planned and executed
- Significant further ongoing returns can also be realised
- Consider role of WCM in overall web strategy and...
- ...in marketing strategy
- Adopt an integrated approach to deliver the highest returns



Ten Top Tips

1. Thoroughly capture your requirements before you start
2. Make sure your designs work effectively in a WCMS
3. Consider splitting the implementation project into phases
4. Define milestones and performance metrics
5. Establish clear change control mechanisms
6. Take advantage of best practice knowledge
7. Plan content migration early
8. Don't forget why you wanted a WCMS
9. Ensure you have an effective post implementation support plan
10. Remember that implementing a WCMS is only the first step



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