Content Management Market Shares, Strategies, and Forecasts, 2008 to 2014

Content Management Infrastructure

Picture by Susie Eustis

MOUNTAINS OF OPPORTUNITY

WinterGreen Research, Inc.

REPORT # SH29821665 728 PAGES 251 TABLES AND FIGURES 2008 $3,300

Lexington, Massachusetts www.wintergreenresearch.com

CHECK OUT THESE KEY TOPICS

ENTERPRISE CONTENT MANAGEMENT
ECM
DIGITAL ASSET MANAGEMENT
DAM
WEB CONTENT MANAGEMENT
WCM
COLLABORATION
REPOSITORIES
SEARCH
RECORDS MANAGEMENT
COMPONENT MANAGEMENT
CACHE
Compliance
Content Management Application Server
Imaging
Web 2.0 Workflow
Call Service Controller
Instant Messaging (IM)
Voice
Video
Collaboration
Workflow
INTELLIGENT CONTENT MANAGEMENT
SOCIAL NETWORKING RUNTIME PLATFORM
PORTALS CONTENT MANAGEMENT TECHNOLOGY
ENTERPRISE MANAGEMENT

OPPORTUNITY ABOUNDS

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Enterprise Content Management Market Strategies, Market Shares, and Market Forecasts, 2008-2014

WinterGreen Research announces that it has a new study on enterprise content management markets. Systems are poised for significant growth as people move to purchase for new marketing and Web based applications based on XML and Web technologies.

Enterprise content management (ECM) systems are basic infrastructure for unstructured information. Unstructured information is becoming more structured as it is tagged with XML tags and managed in components enabling reuse and repurposing of content.

Content management is a central aspect of growing any business and staying competitive. Because content management provides access to information that can be used for decision making, the indexing and tagging systems become a significant aspect of determining usefulness.

Enterprise content management solutions help corporations organize, control and access vital business image and video content useful for designing marketing campaigns. Enterprise content management solutions matters to corporate IT because there are ever-increasing volumes of information, mounting regulatory requirements, and legislative pressure to provide information in a manner that is responsive to requests.

Supplier consolidation is driven by the movement of enterprise content management (ECM) to more complex infrastructure that requires ever increasing integration of systems. Disparate applications work with isolated repositories and these systems need to be integrated. Caching systems are evolving inside repository systems to speed up delivery of information. Alternative delivery systems are creating flexibility for document and content capabilities. The entry of software as a services (SaaS) players and open source players changes the market by giving Web 2.0 market participants strategic advantage.

Content management relates to finding accurate information easily and to finding information that is not outdated. Clients and support teams report that the quantity of content is a problem. Being overwhelmed with too much old information relates to bad decision making and flawed conclusions.

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User problems with technical content are common. The problem is that sometimes users cannot find information quickly; they cannot understand it or cannot tell if it's current if they do find it, and information may be inconsistent. Good content management systems eliminate this possibility.

Enterprise content management is the base for a Web 2.0 strategy. Unification and structure for non-transactional information is needed in Web 2.0 environments. Web 2.0 is a lot of things -- it is image and video centric, it is social networking, it is runtime engines that are worked on by programmers 24x7, it is blogs, it is wikis, it is collaboration software, and it represents dynamic implementation of presentation logic.

Information is doubling at a rate of once every 7 months and this rate of increase is growing. Enterprise content management permits users to integrate a diverse set of technologies into a coherent product portfolio. The enterprise content management markets are anticipated to have exponential growth in content generation management and replication. Content-centric collaboration within enterprises is used to deploy technology solutions to address the information accumulation challenge.

Enterprise content management markets at $3.4 billion in 2007 are anticipated to triple to $9.3 billion by 2014. Revenue from the worldwide ECM market is anticipated to grow at 19% through 2014 in response to new analytics that permit improved decision making.

The ability to access information more rapidly, and to use that information to make informed decisions, is part of automated process. Initiatives that use text to implement services oriented architecture (SOA) services are anticipated to create a climate for growth of content management services. In this context documents may be text based, image based, video content, or software system modules. All the modules require management and indexing.

Companies Profiled

Market Leaders

IBM

EMC
OpenText
MicroSoft
Interwoven

Market Participants

Adobe / Macromedia
Alfresco
Autonomy Group / Verity
Blue Coat Systems
Ektron
EMC / Documentum
FatWire
Hewlett Packard / Tower Software
IBM / WebSphere SOA / FileNet
Informatica
Intel / Sarvega
Interwoven
JustSystems
Magnus Group / Vasont
Microsoft / SharePoint
OpenText / Artesia / RedDot
Oracle / Stellent
Percussion
Tibco
Terremark
Thoma Cressey Bravo / Hyland Software
TigerLogic Corporation
Vignette
Yash
Younts Consulting

Content Management Market Shares, Strategies, and Forecasts, 2008-2014

THIS IS THE 357TH REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, TELEPHONE EQUIPMENT, HEALTH EQUIPMENT, AND ENERGY. 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. WE ESTABLISH ACCURATE MARKET FORECASTS BASED ON ECONOMIC AND MARKET CONDITIONS AS A BASE. USE INPUT/OUTPUT RATIOS, FLOW CHARTS, AND OTHER ECONOMIC METHODS TO QUANTIFY DATA. USE IN-HOUSE ANALYSTS WHO MEET STRINGENT QUALITY STANDARDS. INTERVIEWING KEY INDUSTRY PARTICIPANTS, EXPERTS AND END-USERS. OUR RESEARCH INCLUDES ACCESS TO LARGE PROPRIETARY DATABASES. LITERATURE SEARCH INCLUDES ANALYSIS OF TRADE PUBLICATIONS, GOVERNMENT REPORTS, AND CORPORATE LITERATURE.

Mission Statement:

WinterGreen Research is an independent business research organization funded by sale of market research, competitive analysis, and return on investment studies all over the world. Research is conducted with integrity and independence that is supported by the revenue from the sale of studies by a distribution network. The company seeks to support its distribution network. The company is dedicated to its customers, to helping those customers grow and understand markets as the markets change and evolve. Automation of process is a central focus for the WinterGreen Research company.

Research is centered on new markets, evolving markets, and change in markets. Markets for new products depend on successful trials. Initial trials create a sounding board for a new product direction. Market growth for new products and services depends on

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completion of 100 successful trials with real paying customers. WinterGreen Research tracks those trials in various industries and the impact of the trials by talking to people.

YOU MUST HAVE THIS STUDY

Enterprise Content Management Market Shares, Strategies, and Forecasts, 2008 to 2014

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