Chapter 9
Evaluation of Content Management Systems

Tobias Kowatsch and Wolfgang Maass

Abstract In this part of the book we provide results from an online survey targeting companies of Content Management Systems (CMSs). The objective of this survey is to provide an overview of the capabilities of today’s CMSs, in particular with regard to the adoption of semantic technologies. The survey has been promoted as part of the European Project Interactive Knowledge Stack (IKS, iks-project.eu). It was available online from June to November 2010. Overall, 27 CMS companies have been selected for publication in the current book. Accordingly, detailed profiles are available for each CMS provider company. These profiles are now available for IT executives of potential CMS customers to make decisions on which CMS providers fit best to their business. This chapter provides an overview of the survey methodology and descriptive statistics before each profile is presented.

9.1 Introduction

Content Management Systems (CMSs) are used in almost every industry by millions of end-user organizations around the world. In contrast to the 90s, they are no longer used as isolated applications in one organization today but they support business critical core operations in business ecosystems, for instance, in the media sector for eCommerce transactions. In addition, applications such as Facebook, Youtube, Google Maps, Twitter or Scribd show that content management today is more interactive and more integrative: interactive because end-users are increasingly content

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creators themselves and integrative because content elements can be embedded into various other applications as well.

The EU project IKS investigates how Semantic Technologies (e.g., RDF, Microformats, OWL, SPARQL, SWRL among many others) can increase interactivity and integration capabilities of CMSs and how they provide business value to millions of CMS end-user organisations with semantically enriched data (e.g., from DBPedia, CIA Factbook, UK census data etc.).

As part of the IKS project, the Institute of Technology Management at University of St. Gallen together with Salzburg Research and the Germany Research Center for Artificial Intelligence have conducted an online survey in 2010 that targeted provider firms of CMSs. The objective of this survey is to provide an overview of today’s CMS capabilities including the use of Semantic Technologies that are relevant to IT executives of potential CMS customers. In this sense, IT executives can use this information to select relevant CMS provider companies that best fit their business. The contribution of this chapter is threefold: First, we provide details on the survey methodology in the next Section. Then, the results are presented in the form of descriptive statistics and by the profiles of 27 CMS provider companies.

9.2 Methodology

The design of the survey and its items have been adapted from prior research [1, 2]. The survey instrument is presented in Table 9.1.

<table>
<thead>
<tr>
<th>Category</th>
<th>Survey item / instructions</th>
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<tr>
<td>Management Summary</td>
<td>Interactive Knowledge Stack (IKS) is an Integrating Project part-funded by the European Commission. It will provide an open source technology platform for semantically enhanced content management systems (CMSs) by 2012. The objective of this survey is to evaluate CMSs for a book that will be relevant to IT executives of potential CMS customers. This survey targets therefore CMS provider firms that want to be visible in that book by providing information of their CMSs. The book will be published in the first quarter of 2011. The survey will take you approx. 25 minutes to complete. Please take your time as your input will be verified by our partners from Salzburg Research and the German Research Center for Artificial Intelligence. With your agreement, we will create a link to the website of your company on the IKS portal after you have completed this survey. All information provided by you will be only used within our project and for the book publication process. Personal information is important and required to verify your inputs.</td>
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<tr>
<td>Personal Details</td>
<td>Name, e-Mail address, phone number, job position</td>
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