
Developing a Business Case for XML-based Content Management Systems

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Abstract

One would think that with the magnitude of XML-based tools into the marketplace it would be easier to justify authoring and storing documents directly in XML. By now most managers have been exposed to the benefits of creating XML content management systems according to some agreed upon set of documentation rules. However, understanding the benefits of this technical approach and being able to justify the expense of implementing it are two different things. Many XML developers are not able to articulate the long-term advantages of converting corporate data repositories to XML in order to build a suitable business case to get such a project off the ground. This session will help business managers articulate the long-term advantages of converting corporate data repositories to XML in order to build a suitable business case to get such projects off the ground by outlining the many cost savings and revenue generation opportunities created by managing enterprise data directly in XML.

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The author did not prepare a paper for the proceedings.

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Brian Buehling is currently the Managing Director for Dakota Systems, a consulting firm specializing in XML-related technologies. Prior to Dakota, he worked in various capacities on content management systems for several companies including Facts and Comparisons, John Deere, and SBC Communications. His team's decision support system at John Deere Health was selected as a Finalist for Business Intelligence Applications at Comdex/Window World Open 1997 and was nominated for the 1997 Smithsonian Award for innovation in information technology. He has earned a M.B.A. with concentrations in Finance and Strategy from the University of Chicago and a M.S. in Systems Science and Mathematics from Washington University, St. Louis, Missouri. Previously he was a visiting lecturer at Ohio University teaching business communication and computational theory.