



ASSESSING ROI FOR CONTENT  
MANAGEMENT SYSTEMS

---

## **Abstract**

This paper provides cost calculation tools and related benefits assessments that help determine the return on investment (ROI) of enterprise content management systems.

We provide a spreadsheet summary to help tally direct cost savings when implementing the MERANT content management system, Collage™. We also discuss indirect cost savings, including cost avoidance, economies derived from streamlined IT processes, and potential new business opportunities enabled by more efficient use of in-house resources.

The non-cost related benefits of content management systems are also presented. These indirect benefits include the ability to enforce consistent look, feel and brand image across websites and pages; support for distributed contributors regardless of platform or preferred authoring tool; the ability to quickly publish content with fewer errors; the security to protect digital assets during change; and version control safeguards that enable rollback to previous states of selected content or entire websites.

**CONTENTS**

**The Challenges of Content Management..... 1**  
 Understanding the Hidden Costs of the Web..... 1  
 Choose Where to Focus Resources..... 2

**Turn Challenge into Opportunity.....2**

**Cost Control Across the Web Lifecycle..... 2**

**Content Creation Made Simpler.....3**  
 Potential Manpower/Time Savings..... 3  
 Business Benefits.....3  
 IT and Contributor Benefits.....5

**Maintenance..... 7**  
 Potential Manpower/Time Savings..... 7  
 Business Benefits.....7  
 IT Benefits.....8

**Deployment (publishing).....10**  
 Potential Manpower/Time Savings..... 10  
 Business Benefits.....10  
 IT Benefits.....10

**Enhancements.....12**  
 Potential Manpower/Time Savings..... 12  
 Business Benefits.....12  
 IT Benefits.....12

**ROI Summary.....13**  
 A Typical Company.....13

**MERANT Collage ROI Calculations.....14**

**ROI Now and Into the Future.....14**

**Conclusion.....15**

---

## The Challenges of Content Management

Establishing an enterprise web infrastructure, and then enabling efficient, ongoing content changes can be costly and time-consuming tasks. Repetitive and error-prone manual processes eat up the time and talent of technical teams.

As the Web has matured, it has become advantageous to automate a lot of the work previously done piece by piece, over and over again, by IT. Just as enterprise application development adopted software configuration and change management tools to automate and speed development, now web teams are finding similar advantages in content management systems.

Speed of implementation, quality of the results, and control of content and changes are mandatory for a web content management system. When it is fast and easy for IT to build the infrastructure, and intuitive for contributors to provide content, a content management system can quickly pay for itself. It can do so by lowering website start up costs, speeding time to web for content and applications, and lowering IT web administration costs. It also frees up time and talent for more strategic initiatives for your company, and improves website quality.

Whichever kind of ROI your company is after—direct cost savings or indirect new opportunities—a priced-right content management system can quickly pay for itself, allowing your company to realize ongoing cost savings. You then have the freedom to choose how to leverage the savings, whether by reducing staff or redeploying them to enable more effective uses of the Web.

## Understanding the Hidden Costs of the Web

Internet based business operations require extension of existing IT infrastructures as well as design of whole new ones specific to the Web. This in itself can be expensive and take more time than you want. To keep costs down at this stage, businesses should look for a tool that provides design templates and components, technical building blocks ready for out-of-box use, productivity boosters like setup wizards, and import capabilities to quickly flow code and content into the new web infrastructure.

Once launched, a website will incur additional cost of managing it going forward. This cost is incurred during creation, maintenance, deployment and enhancement of the website's changing content.

Lastly, content is highly varied and can reside in any number of applications on heterogeneous platforms. Web content changes constantly, and the changes can originate from any one of multiple drivers, both inside and outside IT walls. As a result, companies are experiencing, a level of web startup and change complexity that can quickly overwhelm resources. They need automation, high component re-use and workflow automation to succeed.

---

*“The emphasis of web development management products is less about the development tools and more about integrating the contributions of a large number of diverse contributors to a website, and the constant flow of changes to that website.”*

— International Data Corp.

---

## Choose Where to Focus Resources

Today, the “webmaster” or other IT gatekeeper is typically in charge of organizing and implementing the flow of change, distributed contributions and ongoing updates that happen in a web-enabled business, all while attempting to ensure the security of the site and its content.

Managers may feel that the only way to keep up is to keep “throwing bodies”—i.e., more technical personnel—at the problem. Or, one could build a home-grown automated content management system (but that takes more, not less, IT energy).

In contrast to adding personnel or building home-grown systems, automating infrastructure setup and content management with an out-of-box system can yield significant cost savings at each step in the website lifecycle. This paper will explore a number of these benefits, followed by the percentage gains realized from these benefits.

---

## Turn Challenge into Opportunity

Companies are looking for ways to establish web content infrastructure and manage change well, in order to reduce risk, improve responsiveness and accomplish more with less. Content management is vital to these goals because it enables automated, processes to facilitate change, it protects and organizes assets during development and change, and it improves the workflow and collaborative efficiency of web teams.

- **Growth.** The volume and complexity of enterprise digital assets is growing exponentially. Maintaining website integrity while facilitating change is time-consuming and costly.
- **Time to market.** Web-based applications and content need to demonstrate business advantage—fast. Late applications and outdated content erode the financial potential of the Web.
- **Access.** Digital assets must be readily available for use and reuse in applications, without risking their integrity or generating unnecessary manual rework.
- **Competitive advantage.** Using the Web well expands business coverage, creates global opportunities and enables continual improvements in customer satisfaction.
- **Collaboration.** The vast number of content providers and breadth of enterprise digital assets adds complexity. Without managed content and contribution policies, time and money are wasted.
- **Risks.** As digital assets become increasingly central to everyday business operations, the disruptions of errors, time lags and bottlenecks are felt more acutely.

---

## Cost Control Across the Web Lifecycle

MERANT has identified four main areas in the web content lifecycle where companies can realize direct cost savings, indirect savings in terms of money not spent and enhanced revenue potential in terms of improved website content, timeliness, integrity and functionality for users. These areas are:

- Content creation

- Maintenance
- Deployment
- Enhancement

The qualitative and the quantitative ROI statements below are based on MERANT experience both with MERANT Collage customers and in implementing MERANT Collage within our own IT department. As the saying goes, “your mileage may vary.” However, if anything, analyst reports have provided corroborating numbers and, in many cases, even more impressive ROI numbers.

---

## Content Creation Made Simpler

Content creation has expanded from posting marketing brochures to interactive transactional sites and departmental intranets threading throughout a company.

To date, companies that have experienced this growth have found that the only way to manage the volume and myriad types of content is to increase the size of their web management teams or home-grow a change management system, in an attempt to make sense and keep track of it all.

Now, content management systems are affordable and feature rich. The rationale for doing without, or building and maintaining a custom system, is vanishing.

### Potential Manpower/Time Savings

- 15 percent for template designers
- 5 percent for business contributors
- 10 percent for webmaster employees
- 10 percent for webmaster contractors

Content management brings order, control and protection to your company’s websites, while reducing the need to hire more and more webmasters or outsource web maintenance.

---

*“MERANT Collage was the ideal tool choice. The easy, seamless integration with our Macromedia Dreamweaver applications and the pre-built Java components will enable our Intranet and development to be up and running in virtually no time.”*

— Steve Young, Assistant Director, Network Support, North East ISD

---

### Business Benefits

**Preserve existing site investment.** The MERANT Collage import function allows easy migration of existing site content into the centralized MERANT Collage repository without interruption to site publishing. Meanwhile, it allows the web team to revisit the organization of existing data within the new environment.

**Quick start design components.** Out-of-box design components provide web designers with pre-built page design applications, such as banners, navigation bars,

authentication, syndication, document listing, etc., to enable quick setup of a professional-looking site.

**Update once, import anywhere.** When a company has many websites to support, bulk import of those sites' content saves bulk time. An update need be performed only once, not for each and every supported website affected by a content change.

**Less training, more productivity.** Designers or content contributors, applying their existing skills, can continue to use their preferred authoring tools. Learning curve is minimized while productivity is increased.

**Interface, content creation tool of choice.** Business contributors can use common desktop tools such as Microsoft Office, so that content management becomes a non-intrusive part of workflow. Distributed content owners from different global locations can use the built-in, browser-based content contribution editor to contribute content in a WYSIWYG setting so that content can be contributed and previewed as it would have been published without actually being deployed.

**Economics of reuse.** Protected, versioned assets and states allow for efficient reuse of content across the enterprise and its multiple sites. All changes are tracked to allow for error recovery.

**Consistent image and brand identity.** Common templates and enforced common look and feel enable better brand reinforcement and consistent communication of the corporate image.

**Approval verification.** Approval process and direct content contribution from content owners reduces errors. Built-in diagnostics such as link checking and impact analysis additionally safeguard against errors before deployment.

**Flexibility.** Ability to define and accept definition of XML metadata on the digital assets provides new ways to use, reuse, store and manage content.

**Fewer bottlenecks and posting errors.** Protected and enforced workflow empowers designers and contributors to do more without webmaster intervention, yet webmasters maintain control because they define the pages and common templates to which content is published.

**Fewer, faster review cycles.** Ability to preview the content prior to deployment saves review time.

## WHAT CUSTOMERS TELL US

### When non-technical people own the content

MERANT Collage has been critical to some of our customers in enabling departmental managers to control and update their website content, without IT intervention. First, MERANT Collage design automation and wizards allowed the IT team to quickly setup the templates and web contribution infrastructure. Then, once the corporate templates and standards were set, MERANT Collage allowed these contributors to publish content without webmaster intervention. As a result, new content was available immediately, versus the weeks previously required to get through the web posting process.

## IT and Contributor Benefits

**No need to switch applications.** A content management system must work with the most widely used, market-leading applications. Multimedia designers need to use familiar, market-leading applications such as Macromedia Dreamweaver, Adobe Photoshop and others. Retrieving and submitting templates directly from and to a content manager repository in a controlled environment is key to minimizing the learning of new tools in order to interact with a content management system. A content management system should be as non-intrusive as possible to content authors.

**With no new interface to learn, more non-technical users can participate in content creation.** As with original IT setup and support for design authors, everyday business users should be able to contribute to the richness and freshness of a site without lengthy processes in place.

### WHAT CUSTOMERS TELL US

#### When technology investments must be preserved

One of our customers, heavily invested in Macromedia Dreamweaver, needed a system that could manage web changes, contributor workflow and not require a change of tools or platforms. MERANT Collage easily integrated with their existing applications and tools. The easy, seamless integration with Macromedia Dreamweaver applications allowed the designers to continue using an authoring tool that is powerful and familiar to them.

#### **Browser access means no individual client or administrator installations required.**

At the most basic level, a content management system must provide universal access to content and content management features through a browser interface. Content contributors across the enterprise range in profession, resources, skill, and location. Therefore, anything other than browser access is a significant barrier to use of the system.

**When a company has many websites in existence, bulk import of those sites saves bulk time.** Companies today typically have dozens of websites including extranets, intranets and public Internet sites. At the Fortune 500 level, companies may easily have hundreds of websites today, consisting of hundreds of pages each. Getting all these websites managed under a single tool is impossible without a bulk import capability. The time saved, even if only a few sites are being imported, can save a webmaster months of manual error-prone efforts.

**Less need to design pages from scratch.** The product of choice should provide sample models that can be used as learning aids, prototypes and best practices. This establishes a consistency across users, across the enterprise.

**More reuse of content.** Content authoring and design costs are reduced because centrally stored, easily accessible content can be reused. Templating enables reuse of a single page layout and design for multiple pages across a site. IT operational costs are reduced because the webmaster is able to offload more of the publishing process to the system.

**Fast standards setup enables focus on content.** By developing templates and deploying templates with MERANT Collage, the web page designer controls the look and layout of the web page and designates areas that can be populated with content.

One common web page template, for example, “locks down” the banner and navigation portions of a page, but allows the end-user to contribute to a section designated for page-specific content. In addition to the benefit of providing a consistent look and feel, templating offers the ability to reuse page templates to create multiple pages in a site. This frees the web page designer from involvement in the development of each and every web page on the site.

**Eliminate many manual error-prone task steps.** Content that changes frequently or is personalized for each user requires dynamic production. Some content management systems use the dynamic publication capability to enable real-time publication of content as soon as it passes final approval in the workflow. This can have tremendous positive impact on the speed at which an organization publishes information.

**XML support opens up new ways to use content.** XML metadata enables content extensibility, is human-readable, and is internationalized when used with Unicode. These factors enable a key aspect of development: speed. In the Internet market, one’s ability to get out a product quickly is very important.

**Preview before you post content.** Finally, because content typically comprises a number of disparate elements—page layout, graphics, navigation—it is imperative that the contributor have the ability to view content as it will appear to visitors of the site. Content preview allows the contributor to continually review work in progress and QA the content without having to go through all the steps required to actually publish content.

---

## Maintenance

Websites today experience a much higher rate of change than ever before. That rate of change is expected to continue increasing as enterprise websites proliferate, as they become more “creative” with rich data types, and as more distribution points beyond the website are required.

### Potential Manpower/Time Savings

- 30 percent webmaster employee
- 30 percent webmaster contractor

### Business Benefits

**Faster updates.** With templates in place and automated merging of new and changed content, maintenance is faster and less prone to error.

**Approval workflow.** Approval workflow process prevents publication of unapproved changes.

**Audit trails.** Automatic versioning tracks changes over time—easier to roll back, trace the history of a change or identify source of any errors.

**Accuracy.** Automated link verification throughout the website ensures accuracy and fewer customer frustrations resulting from broken links.

**Impact analysis.** Changes to one item may have impact on other assets, such as a page and possibly the whole site. A content management system can offer automated impact analysis and identify items referenced and affected by a planned change of an asset.

**Fewer contractors.** With more tasks automated, the enterprise is less dependent on web team contractors.

**Lower IT burden.** Email notification combined with task management delivers a team collaboration environment allowing team direct communications and ownership, thus reducing IT bottlenecks.

**Reuse.** “My view” of the content allows for easy content reuse and collaboration across teams.

**Fallbacks and site integrity.** Asset rollback provides quick response to posting errors without rolling back the whole site.

---

*“With a team of developers dispersed in various locations, we looked for a web content management tool that would be easy to implement and use. After exploring several solutions, MERANT’s Collage far exceeded our expectations.”*

— Erik Steensen, Senior Internet Engineer, Allfirst Bank

---

## IT Benefits

**Automated merge of new and changed content.** Web page publication methods are either static or dynamic, depending upon the approach required by the needs of an organization. Although sites use a dynamic approach for some content publication, most sites require only static publication for the type of content they currently publish. In static publication, HTML pages are generated by the content management system by merging contributor content with page templates. The resulting static pages are then presented to site visitors. The automation of this merging is key to any content management system, saving the webmaster significant manual task time.

**Version control.** Managing versions of content is integral to the effective management of a site. Contributors working on the same piece of content need assurance that their work will not be overwritten, and that they do not risk accidentally overwriting the work of others. Check-in and check-out ability is therefore an essential component of content management. Versioning should also allow contributors to know whether they are working with the latest version, and allow them to merge changes made in separate versions when needed.

### WHAT CUSTOMERS TELL US

#### When webmasters leave

One company that implemented MERANT Collage did so after three of their contract webmasters left without notice.

Unfortunately, much of the company's website left with them, on their laptops. However, the bulk import capabilities of MERANT Collage allowed them to recover their content from backup sources, and in much less time than any other method.

**Automated link verification throughout the website.** The content management system should have a mechanism to check both internal and external links referenced throughout the site(s). Link verification is one of the most time-consuming manual tasks faced by webmasters today. A report of those no longer valid should be available automatically, so the website can remain accurate and current.

**Task management and email notification.** Web development requires collaboration among members from different groups. A content management system can provide a collaboration environment that allows direct communications through email notification among the team members. In addition, task assignment management gives responsibility directly to owners and helps track task progress. IT staff can now concentrate on technical assignments and avoid becoming a website maintenance bottleneck.

**Reduction of dependency on contractors.** The increased number of contributors, increases in types and quantity of content, and the pace and complexity of web change have resulted in many companies turning toward subcontractors for assistance. While contracting can be beneficial in the short term, many firms found themselves retaining these costly contractors for long periods. In some cases, when contractors depart, much of the website knowledge and content may leave with them. The fundamental value of a content management system, with its ability to provide a content repository, versioning and automated content dependency management, is that it provides key protection from contractor-based vulnerabilities.

**Having “my view” of the content allows for easy content reuse and collaboration across teams.** A content management system should offer workspaces where users and work groups can choose to collaborate in private or shared workspaces. With this capability, teams of content contributors can test and preview their contributions without affecting the production site or other team members’ work.

**Asset rollback provides quick response to posting errors without rolling back whole site.** Sometimes even the most highly controlled process produces an error, and a method is required for correction. The ability to roll back a content element, a page—even an entire site—can be critical. In the case of a graphical error in a logo, for example, only the graphical element needs to be rolled back; other changes should not have to roll back with it.

---

## Deployment (publishing)

Historically, a company's purely informational B2C website was published to a server, and the webmaster's life was relatively simple. Today the number and types of websites, the complexity of websites, the geographies of websites, complexities of ever-changing networks, and the distribution of content to destinations beyond websites has increased the deployment management time exponentially.

### Potential Manpower/Time Savings

- 10 percent webmaster employee
- 15 percent network administrator

### Business Benefits

**End-to-end management of the web lifecycle.** Integrated deployment capabilities are built into the base product, to cover the complete lifecycle of web content.

**Code and content convergence.** Code and content can be deployed jointly to ensure web initiative success and faster time to web. Web application developers can collaborate with the other web team members to coordinate code/content publishing.

**Control.** Distributed server management capabilities let you define the location or target to which you want to publish content.

**Flexibility.** Support for both immediate and scheduled deployment means content is published when and only when it's needed.

**Consistency.** Control of templates, deployment processes and scheduled updates ensures consistency of published websites—and corporate identity—as sites and content are replicated globally.

**Selective deployment.** A complete site, a partial site, or an individual asset can be deployed independently of other web creation and development activities.

---

*"With MERANT Collage, it is taking us just a few days to do things that used to take weeks, and just hours for things that used to take days."*

— Joseph Andrieux, E-Commerce Manager, Reading Alloys Inc.

---

### IT Benefits

**Application development.** Web initiatives involves web application development and web content management. To get the inventory data to the Web to enable e-commerce, IT staff will need to develop applications that extract information from the back-end enterprise systems, such as the inventory management system and the order entry system. The application developing teams may use different development management tools, follow a different development process, and employ the software configuration management principles. However, to complete the web development lifecycle, the code, output from the application development teams, must be deployed with content jointly

to the Web to ensure the success of e-business. A content management system saves time and increases productivity because it allows the web application developers to collaborate with the web team members to coordinate code/content publishing.

**Fewer separate systems, fewer manual steps.** A content management tool should be comprehensive enough to incorporate (1) the integration of design tools, (2) the management of content, and (3) the capability to deploy or publish the website. Having separate tools for each step means more manual processes for the webmaster.

**Get content where it needs to go, faster.** The ability to direct deployments should not be an after-the-fact exercise by the webmaster, but rather an integrated function of the content management system. From within the tool, the ability to define different destination mapping locations simplifies the webmaster's goal of having a refreshed site available, where it is needed, upon demand.

**Control the time of deployment.** There are times when a website needs to deploy upon demand to satisfy immediate requirements or repair incorrectly posted data. There is normally a scheduled time when sites are published in order to refresh with the latest current data provided by contributors. Both should be available to the webmaster.

**Deploy with fewer errors.** Having an integrated deployment capability within the same tool that manages the content ensures that the right content is consistently deployed to multiple sites, as needed. The manual tasks that would otherwise be needed to publish the same content to several global sites (and potentially produce new errors) are removed.

**Deploy only as much as you need.** The ability to update (or roll back to) any or all of a site is a tremendous savings of manpower resources that could be better applied to more strategic activities.

**Integration with PVCS tools.** PVCS Version Manager, a leading application development management system from MERANT, offers integration with Collage and supports code/content jointly development. This saves time and boosts productivity, as code can be deployed jointly with content managed by Collage.

---

*"At the time MERANT Collage was selected, some people within our area were already successful users of PVCS Version Manager, so we were familiar with MERANT and the excellent level of technical support they would provide."*

**— Joel Plaut, CTO at Avantrust**

---

---

## Enhancements

Increasing the web team size used to be the only way to get enhancements developed and deployed. In some cases good ideas were simply shelved due to lack of resources. Your content management system needs to allow you to gain back those missed opportunities.

### Potential Manpower/Time Savings

- 10 percent webmaster employee
- 15 percent webmaster contractor
- 10 percent template designers (savings caught in creation lifecycle step)
- 10 percent business contributor (savings caught in creation lifecycle step)

### Business Benefits

**More quality without more staff.** With automated content management, the web team now has more time to implement new web initiatives without increasing staff size.

**More reuse, less redundancy.** Organization and automation of content enables more reuse, which reduces contributor and webmaster rework.

**More targets.** Better content control allows easier deployment of the same content to different distribution points.

---

*“The ability to achieve rapid application development is facilitated within the design of MERANT’s Collage. Developers can produce advanced site functionality with reusable drag-and-drop design components.”*

— IDC

---

### IT Benefits

**More time.** The IT skill set should not be wasted on basic tasks, such as check-in/check-out. With automated content management the web team now has more time to implement new web initiatives without increasing staff size. At the same time, IT is ultimately responsible for the website. A content management system can help strike a balance between empowering business users and maintaining control.

**Better organization and automated management of content enables higher reuse, which reduces rework.** A webmaster wants a cleaner, more organized and protected content management system. With these things in place, reuse becomes higher as individual content pieces are easier to locate and access.

**Better content control allows easier deployment of the same content to different distribution points.** An inherent advantage to a centralized content management system is the ability to re-purpose content for a variety of channels, such as globalization, access devices such as PDAs and mobile phones, or additional servers for load balancing and performance management.

---

## ROI Summary

### A Typical Company

For the purpose of calculating ROI with MERANT Collage, and based on the four categories we have presented, here is a typical “example” ROI breakdown for an average company with the following attributes:

<b>Annual Revenue:</b>	\$500,000,000*
<b>Number of Employees:</b>	2,500
<b>Webmaster Employees:</b>	10.0 (annual loaded cost \$100,000, base \$75,000 + benefits \$25,000)
<b>Webmaster Contractors:</b>	2.5 (annual loaded cost \$150,000)
<b>Network Administrators:</b>	2.0 (annual loaded cost \$80,000, base \$60,000 + benefits \$20,000)
<b>Template Designers:</b>	6.3 (annual loaded cost \$80,000, base \$60,000 + benefits \$20,000)
<b>Business Contributors:</b>	375 (annual loaded cost \$64,000, base \$48,000 + benefits \$16,000)

The summary model which follows shows how this company realizes ROI in terms of yearly savings from using MERANT Collage. Your savings in some cases will be higher than detailed and lower in some. For example, MERANT Collage allows the enterprise to move existing sites into MERANT Collage all at once or in stepped stages. In others words, ROI may be realized over time as the capabilities of the product are tapped and optimized for a company’s specific IT system.

\*Figures given in U.S. dollars.

## MERANT Collage ROI Calculations

This summary for a “typical company” is derived from an ROI calculator MERANT has used to estimate cost and manpower time savings for actual customers. To assess the potential ROI using your company’s variables, please register and download the complete calculator from our website at [www.merant.com](http://www.merant.com) at the MERANT Collage page. Or, please contact us at one of our worldwide locations.

ROLE	NUMBER OF PERSONS IN ROLE	PERSON/ TIME SAVINGS	ANNUAL PERSONNEL/ TIME SAVINGS	ANNUAL PERSON COST	ANNUAL PERSON SAVINGS
<b>CONTENT CREATION</b>					
Template Designer	6.3	15%	0.94	80,000	75,000
Business Contributor	375*	5%	18.75	64,000	1,200,000
Webmaster Employee	10	10%	1.00	100,000	100,000
Webmaster Contractor	2.5	10%	0.25	150,000	37,500
<b>TOTAL</b>					<b>1,412,500</b>
<b>MAINTENANCE</b>					
Webmaster Employee	10	30%	3.00	100,000	300,000
Webmaster Contractor	2.5	30%	0.75	150,000	112,500
<b>TOTAL</b>					<b>412,500</b>
<b>DEPLOYMENT (publishing)</b>					
Webmaster Employee	2	10%	1.00	150,000	100,000
Network Administrator	10	15%	0.30	100,000	24,000
<b>TOTAL</b>					<b>124,000</b>
<b>ENHANCEMENTS</b>					
Webmaster Employee	10	10%	1.00	100,000	100,000
Webmaster Contractor	2.5	15%	0.38	150,000	56,250
<b>TOTAL</b>					<b>156,250</b>
<b>ROI TOTAL SAVINGS</b>					<b>2,105,250</b>

Notes: Costs are given in U.S. dollars. Annual time savings represent potential reduction in employee/contractor time expended on task.

\* Business contributors are often more numerous than realized initially. They are the people responsible for content, though they may currently depend on a webmaster for posting.

## ROI Now and Into the Future

Customers tell us that the cost savings benefits of MERANT Collage become apparent quickly. In addition to the immediate savings of faster setup and web infrastructure development, MERANT Collage also provides longer term savings and operational efficiencies, including:

**Reduced risk**

MERANT Collage establishes standard, enforced processes. Process management, with mandatory checkpoints and approvals, reduces costly errors such as inadvertent content overwrites, unauthorized postings, contradictory information or duplicated information on a website. Instead, systematic review and approval is mandated before anything is published to the Web. This can include review and approval by business managers, legal staff, the marketing department and other responsible parties.

---

“With the difficult economic outlook in place, companies are focused on driving profits, and technology can help. The consensus goal...is to leverage IT budgets to decrease costs and help the bottom line in a difficult market environment.”

— Morgan Stanley Dean Witter

---

**Buy-in by employees**

When you give content creators the ability to contribute without fear of making mistakes, you encourage them to be actively involved in a better website. Webmasters are more productive because they don't have to personally manage each posting or technical translation, and they are assured that non-technical contributors cannot “break” the website. Marketing managers are assured of consistent visual identities and brand reinforcement.

**Capturing more opportunities**

Content management reduces how much of a webmaster's time is spent managing and manipulating the content, changes and submissions. It enables more reuse, which reduces time and money spent maintaining sites. As a result, more time, people and money are available to exploit new opportunities and provide new features, not just fixes.

---

## Conclusion

Investing in content management is a smart move providing high ROI. Cost savings, in turn, allow your organization to continue dealing with exponentially growing code and content assets—without exponential growth in employees or contractors.

In addition, content management yields numerous indirect or “soft” benefits, more difficult to measure for ROI, but perhaps even more valuable in the long run.

That's why companies are looking for productivity tools for their IT and web teams, tools which get web infrastructures up quickly, and which are able to bridge the needs of web application developers, website designers and, ultimately, the spectrum of content contributors within a business.

---

“Ease of installation was a key factor. We could not afford a lengthy, cumbersome implementation process. We had to have an effective solution in place that could be rapidly adopted across the organization.”

— Joel Plaut, CTO at Avantrust

---

MERANT Collage is an ideal choice for any business looking to speed time to web, reduce maintenance costs and streamline content contribution without risk. Designed and built by experts in web technology and content management, Collage has been successfully used in many challenging customer environments for more than five years.

**MERANT Collage offers:**

- **Ease of implementation.** Simple installation process and full functionality packaged with the product require limited service assistance to implement. The majority of the customers can complete the implementation in less than 30 days.
- **Fast infrastructure setup.** Easy to use application engines, sample sites, and project templates to increase productivity and speed site creation. Import capability moves your existing assets over quickly.
- **Code/content jointly deployment.** Thorough seamless integration with PVCS Dimensions and Version Manager, Collage completes the web development life-cycle by supporting code/content jointly development.
- **Flexible deployment.** Administrative time and effort is reduced with multiple server mapping, scheduled or on-demand deployment, and integrated code deployment
- **Flexible content contribution.** Support for different user skill levels and authoring tools.
- **Workflow management.** Access permissions and approval process automation reduces errors and mitigates risk.
- **Team collaboration.** Flexible task management combines with email notification to provide a collaborative environment for all involved, including content owners, designers, webmasters, and the web application developers. Meanwhile, management has visibility into the tasks assigned and their progress and status.
- **Open, standards-based solution.** Makes life easier for IT by supporting standards such as JAVA, XML, WebDAV, FTP, WebFolders, and LDAP, to easily integrate with existing applications and processes.
- **Content security.** Central content repository protects content and traces change to reduce web maintenance overhead.

MERANT is ready to help you complete a more extensive review of your web content organization and more accurately project the benefits you may experience with Collage. Please contact us at one of our worldwide locations listed at the end of this document.

---

“MERANT offers a content management tool that helps IT organizations manage and control the life cycle change processes. The company brings experience, proven technologies, best practices, and partnerships together that address the major aspects of managing change on an enterprise scale.”

— International Data Corp. “Application Lifecycle Management Bulletin”

---

MERANT is a global leader in software solutions that manage and transform digital assets for business advantage. MERANT expertise derives from more than 25 years in enterprise application development, software configuration management, and best practices for enabling asset evolution and performance. Customers at more than 30,000 sites worldwide, including all of the Fortune 100 and the majority of the Global 2000, rely on MERANT to protect, trace and re-use enterprise software and content. For additional information, visit [www.merant.com](http://www.merant.com).

## WHITE PAPER

**800 547 7827**

[www.merant.com](http://www.merant.com)

[info@merant.com](mailto:info@merant.com)

### **MERANT Worldwide**

<b>Australia</b>	(+61) 3 9522 4466
<b>Belgium</b>	(+32) 15 30 81 20
<b>France</b>	(+33) 1 70 92 94 94
<b>Germany, Austria, Switzerland</b>	(+49) 089 96 27 10
<b>Japan</b>	(+81) 3 5456 5430
<b>Korea</b>	(+82) 2 6001 3311
<b>The Netherlands</b>	(+31) 33 450 20 70
<b>Norway</b>	(+47) 22 91 07 23
<b>Singapore and Asia/Pacific</b>	(+65) 6834 9880
<b>United Kingdom</b>	(+44) 0800 328 0243
<b>United States</b>	(1) 800 547 7827

**Also available through authorized resellers.**