



Web Content Migration: - 4 steps to build in content quality

Why automated transformation migration is the only approach

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Introduction

When deciding to migrate web content into a new Enterprise Content Management system (ECM system), organizations often stick their heads in the sand about Enterprise Content Governance (ECoG). Overwhelmed by the volume of content they own, they listen to those ECM system vendors who claim ECoG to be ‘too difficult’, preferring instead to believe that content migration can really be as simple as moving content out of one system and into another.

However, web content migration demands more work than that.

The need for businesses to protect costs and competitive edge has never been greater. That’s why now is the time for organizations to control and structure their content properly across the enterprise, including on the web. By establishing good content quality and truly effective Enterprise Content Governance at the point of content migration, businesses can optimize their investment in new enterprise content management systems, while reducing costs, improving corporate efficiency, ensuring compliance and reducing their carbon footprint.

ECM system vendors often present their systems as the cure-all for enterprise content woes, but the truth is these systems don’t support the process of providing structure and control. They only provide the most basic of content upload tooling, meaning there is no way to ensure content is usable, actionable and findable – and no way to align content to ECoG standards.

Nevertheless, ensuring good content quality during a web content migration does not have to be difficult. In this document, you’ll discover why a software-based transformation migration is the best approach to your web migration project. You’ll learn why automation is fundamental to this. And you’ll see that using Vamosa’s solutions are uniquely able to help you migrate your web content quickly, easily and in full accordance with ECoG practices.

The challenges with traditional approaches to web content migration

There are a number of approaches that organizations typically take to web content migration. Whilst each has its merits, all struggle to address content quality and ECoG effectively.

Manual cut and paste

Some companies, particularly those with websites of less than 2,000 pages, consider using a team of people equipped with a couple of web browsers. This team basically cuts and pastes content from the existing source system into the browser-based view of the new target system.

However, this presents a number of problems.

Firstly, an ECM system often hides metadata from users, causing those copying and pasting content to miss fundamental metadata values. Manually recreating this missing metadata then becomes the only solution, but this is costly and hugely prone to error.

To prevent error, the team should ideally dual-key data into the new environment, but that brings us to the second problem – the processing capabilities of the resource team. On average, one person can typically cut and paste between 20-30 pages a day, but that means a website of 1,000 pages would take a team of ten people up to a month to migrate – without any dual-keying involved.

In addition, all content must be copied and pasted into the target system before any links can be implemented, meaning content must be visited at least twice. On top of this is the often protracted Q&A process.

Ultimately, the risks inherent within manual web migration can make it an impractical approach for even the smallest of migration projects.

Home-brewed scripts

Accepting the limitations of a manual cut and paste, most organizations recognize the value of technology to a migration project. The only decision they need to make is whether to build a custom solution, or to invest in a standard migration toolset.

It's important to remember that making a custom solution fit-for-purpose can require considerable investment in time before migration takes place. If no existing templates, style sheets or standards have been implemented into the source content, it increases the number of scripts that have to be created every time a new content type or web page type is discovered. This requires more people, which in turn adds to the complexity, costs and development timescales of the project.

Moreover, custom-built migration solutions lack longer term value. While a custom-built inventory system or ECM system can have a lifespan of years or possibly decades, a content migration solution is typically only required for a matter of months. When the migration is complete, therefore, the toolset becomes obsolete.

This makes the ROI with home-brewed scripts minimal. Plus, it is difficult to justify a home-brewed approach when tried-and-tested solutions are readily available.

As-is software migration

An as-is migration copies all content, related assets (.PDF files, images and other documents) and associated metadata from the source to target system without any modification. But unless you are moving to XML-based content – with a close fit in the authoring and presentation framework between the source and target systems – work must still be done to the content to ensure the migration adds value to the business.

This is because web content, just like any other business content, must be indexed, classified and filed so that users can find it and understand its value; compliance, knowledge-sharing and business productivity make this fundamental. An ECM system, however, is a warehouse. It doesn't cleanse and enhance metadata; it simply consolidates distributed content into a single location. Therefore it cannot impose order or content quality.

During an as-is migration, it's likely that content lifecycle metadata will need to be recreated from scratch as a post-migration activity. ECM system-specific metadata will also not survive the transition. And without addressing these issues, the newly-deployed content will present exactly the same challenges as it did in the old system.

Metadata-enhanced migration

Importantly, more and more organizations are understanding the need to take care of their metadata. Governance initiatives – such as compliance with 'eGMS', the metadata framework for the UK public sector – are driving the need to implement new metadata standards, with the understanding that rich metadata enables the ECM system to organize content in a meaningful manner for both authoring and presentation purposes.

A metadata-enhanced approach, then, is a worthwhile web migration. Existing metadata is validated, cleansed and transformed to match the target requirements. The new ECM system features high quality content within a manageable and scalable structure, delivering excellent ROI.

Fig 1: Costs of Various Methods 1 – Simple Migration

Simple migration - lift and shift, rename, link management

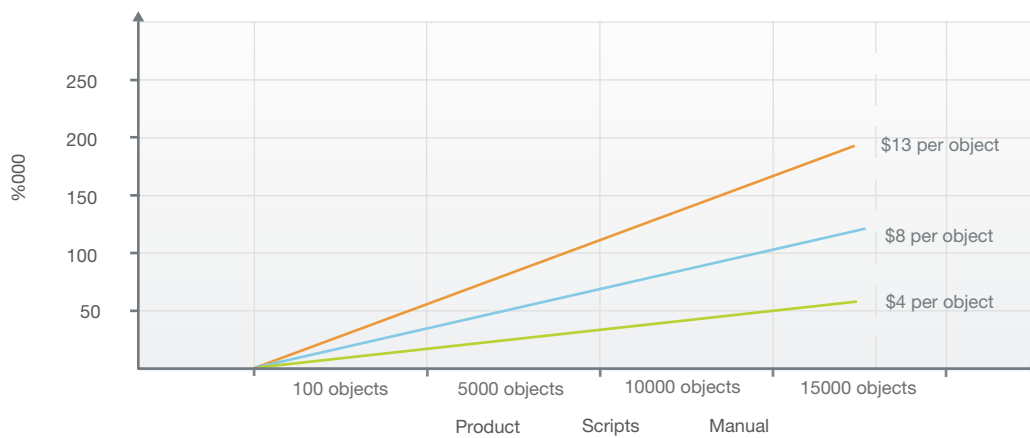
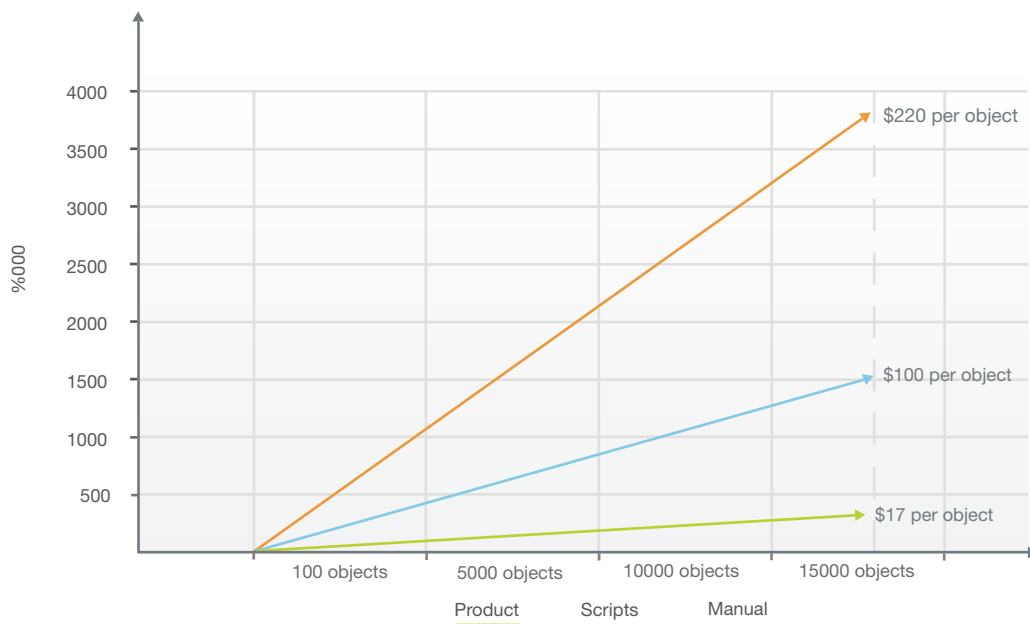


Fig 2: Costs of Various Methods – Complex Migration

Complex migration - selective breakdown of objects, rename, complex IA changes, additions of 20 metatags, classification, taxonomy, brand governance, link management



The best approach: transformation migration

Whilst a metadata-enhanced migration recognizes the importance of content quality, it still fails to address one critical point: the links within the information architecture (IA).

Enterprises often build an entirely new IA when investing in a new ECM system. What's more, the new ECM system will often consolidate and redesign source content templates. Yet the migration approaches outlined above only perform a superficial rewrite of links so that they 'fit' the target ECM system, failing to map source content effectively to the target IA.

To do this, a transformation process is required. This fully transforms source content to meet the requirements of the new ECM system. It also enables an organization to comply with accessibility standards – such as W3C's 'Web Accessibility Initiative', or the US Government's Section 508 of the Rehabilitation Act – by correcting content as necessary.

More importantly, however, it offers an opportunity to perform a number of quality enhancing activities, such as de-duplication of assets and brand enforcement – ensuring content quality is built in to the new ECM system from the outset.

With a transformational approach, organisations can take full advantage of the features of their new ECM system platform and maximize the potential ROI.

Transformation migration, step-by-step

Automate, automate, automate

The biggest question with a transformation project is – how do you validate, cleanse and transform metadata quickly? Few companies can afford the costs of a protracted migration process, making time of the essence.

The fact is, content cleansing and transformation is not something that can be done manually. HTML code standards, accessibility, brand governance, search engine optimization and more must be assessed and optimized as required, but relying on people to do this is time-consuming and risky for the business.

The answer is to avoid the need for human intervention. Content quality – and effective Enterprise Content Governance – can very easily be automated, through software that will analyze and optimize the content being migrated.

From the initial scoping, to migration and ongoing monitoring and maintenance, Vamosa's solutions for Enterprise Content Governance fully automate the complete lifecycle for content quality.

How to build in content quality from the start

Ensuring that content quality is built in and optimized from the outset does not have to be complicated, but it does demand a process. To achieve effective ECoG, there are four simple steps that must be undertaken before a transformation migration takes place.

Step 1: Understand source content

Firstly, organizations should analyze existing source content. This enables the migration team, the content owners and the target platform implementers to identify potential problem areas, highlighting content that may be more complicated to migrate.

The first step in Vamosa's ECoG solution, Vamosa Content Analyzer conducts a fully automated assessment of the size, structure and usage of the content. When analyzing your website, Content Analyzer will automatically count the number of pages, as well as recording which are live and which are regularly viewed – rapidly helping you to scope the amount of work required.

Because this process is fully automated, the analysis can typically be completed within a week.

Step 2: Understand the target system

Once the source content is understood, it's important to carry out a comprehensive proof of concept, to ensure the functionality of the selected ECM system is compatible with the strategic aims of the organization.

With this complete, a gap analysis should be performed between the source environment and target system, in order to scope out the business rules that will transform content and metadata from source to target.

Step 3: Define the migration process

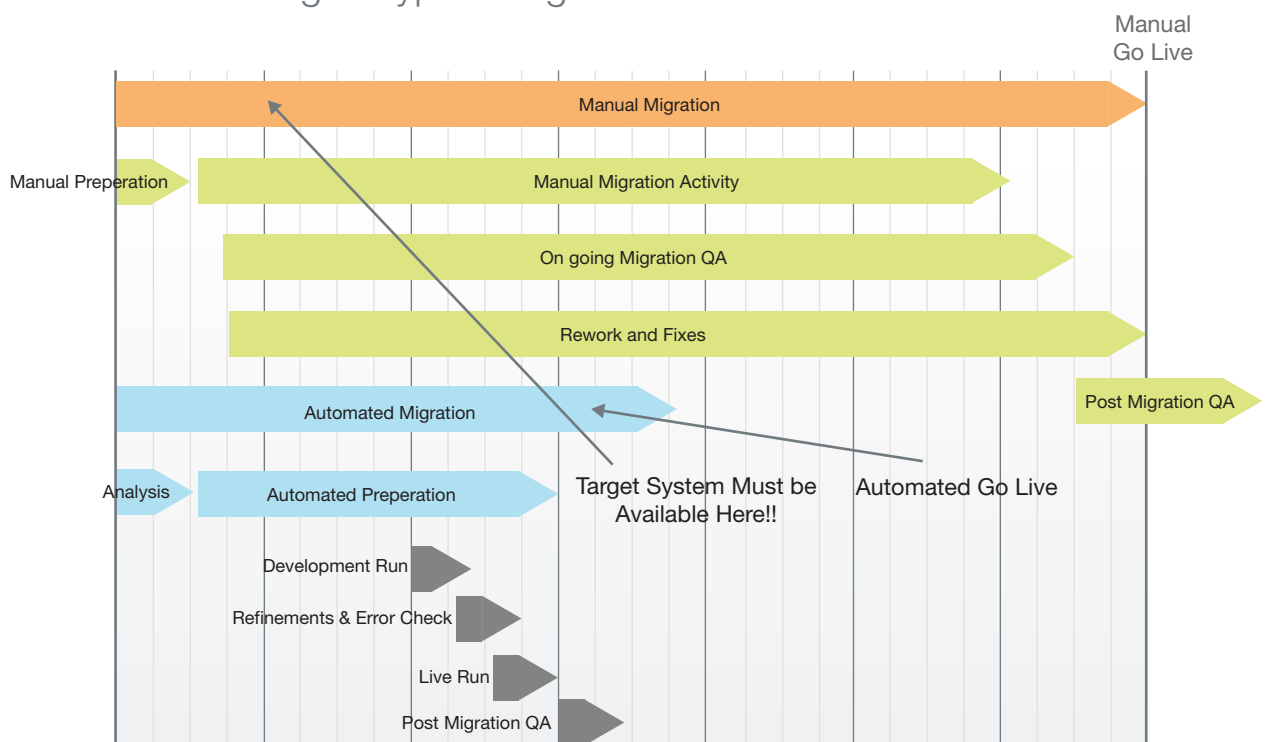
The rules defined above should feed into a migration specification document, which details 'what happens to which piece of content-related metadata, how and when'. This migration specification supports the migration team and informs their use of migration toolsets such as Vamosa Content Migrator.

Step 4: Build in content quality

Only after all of these activities have been completed can a rules-based content transformation take place, in order to build in quality to the new ECM system from the outset.

Fully automated tools such as Vamosa Content Migrator and Vamosa Content Quality Builder are designed to add to, update and correct content metadata, as well as search for duplicate content – all during the migration process.

Fig 3: Typical Migration Timeline



Conclusion

Building content quality into a web migration project needn't seem like an impossible task. Using Vamosa's unique solutions for Enterprise Content Governance, you have a simple and robust way to define what content quality means to your business, scoping out the migration project rapidly before transforming your content to suit the needs of your business. By building in content quality from the outset, you can transform Enterprise Content Governance in your organization.

To find out more about Vamosa's unique, automated solutions for Enterprise Content Governance, and how your web migration project can build in content quality from the start, visit www.vamosa.com/knowledge-base.

About Vamosa

Vamosa is a sector-defining software and solutions company specializing in the emerging area of Enterprise Content Governance (ECoG). Recognized as a global leader in ECoG, Vamosa is the only company that offers an integrated suite of products and services to manage the end-to-end process of discovering, transforming, deploying and maintaining content quality. Our solutions allow the world's largest enterprises and governments to analyze, enhance, standardize, monitor and maintain all forms of business content within a policy-based infrastructure of best practice methods.

Organizations with Vamosa's ECoG solutions benefit from improved regulatory compliance, enhanced knowledge management and a lower Total Cost of Ownership (TCO) for content management. We have provided solutions and consultancy for content discovery, cleansing, migration and maintenance to some of the world's largest enterprises and government departments – including Cable & Wireless, Vodafone, IBM, Oracle and Volkswagen North America.

Vamosa has quickly established itself as the sector-defining ECoG provider. Large multinational companies and government organizations in Europe and North America are relying on Vamosa to solve content quality challenges.

Our unique solutions for both documents and web content include:

- ▼ **Vamosa Content Analyzer** - enabling organizations to gain a clear understanding of their current content inventories and content management activities
- ▼ **Vamosa Content Cleanser** - for enhancing content by automating classification and tagging while removing duplicates and managing version control
- ▼ **Vamosa Content Migrator** - for simple, automated, web content and document migration
- ▼ **Vamosa Content Quality Builder** - a high performance rules based content transformation engine to address complex content quality process challenges
- ▼ **Vamosa Check and Fix** - the world's only web monitoring tool that also fixes problems automatically, for guaranteeing governance, accessibility and brand monitoring
- ▼ **MetaPoint** - which tags document content in an MS Office/ Sharepoint environment at the point of publication ensuring that it is readily found, shared, and stored according to corporate information management guidelines
- ▼ **Vamosa Expert Services** - to ensure industry best practices are tailored to the unique needs of every business

Find out more

To find out how your organization can ensure good content quality and reap the benefits of effective Enterprise Content Governance, call **+44 (0)141 574 2500** (EMEA) or **1-888-4-VAMOS** (US). Alternatively, visit **www.vamosa.com**.



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