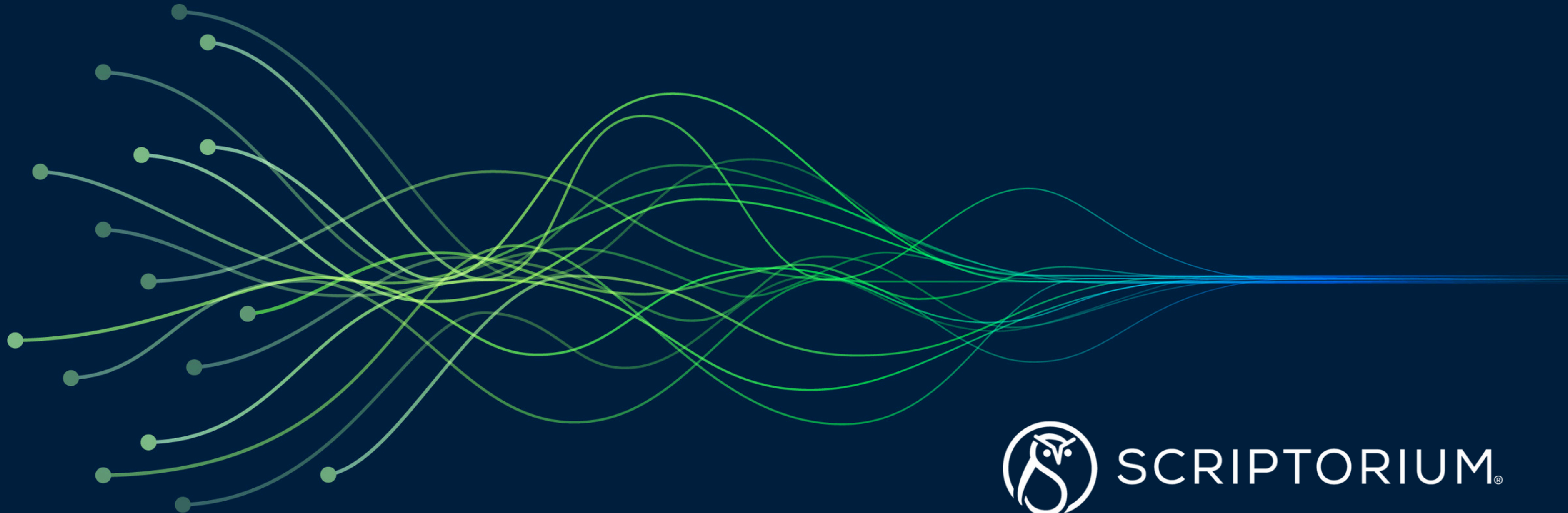


# MODERNIZING YOUR CONTENT MANAGEMENT SYSTEM

## THE CHALLENGES OF REPLATFORMING





# SCRIPTORIUM®

- 29 years of industry experience, 11 of those years with Scriptorium
- Clifton Park, New York, USA
- Content operations
- Manage client implementations



Bill Swallow  
Director of Operations



# CONTENT OPERATIONS

## FOR GLOBAL COMPANIES


### ABOUT US

- Established in 1997
- Distributed US team
- Based in NC, USA

### OUR WORK

- Scalability
- Localization strategy
- Single source of truth

# REPLATFORMING

- 
- Moving to a new system
  - Consolidating multiple systems
  - Implementing a centralized system for the first time

# CONSIDERATIONS

- Content model
- Publishing pipelines
- Delivery systems (portals, knowledge bases)
- Other systems (translation management, authoring tools, DAMs, grammar tools)
- Writers, reviewers... anyone interacting with the system

# BUSINESS JUSTIFICATIONS

- Sustainability
- Cost
- Requirements
- Reduce technical debt





# SUSTAINABILITY

- Outgrew old system
- Old system deprecated or discontinued
- Lacks modern features
- Multiple systems after merger

# COST

- Licensing and maintenance costs
- Expensive to extend
- Expensive to use (a lot of time spent doing things manually)





# REQUIREMENTS

- Old system cannot meet new requirements
- Users' needs have changed
- On-premises vs. cloud
- You're just ready for a change



# REDUCE TECHNICAL DEBT

- Old or complex content models
- Complicated workflows
- “Creative” workarounds
- Replatforming can be a reset button

# WHAT'S INVOLVED

- Choosing a new system
- Content migration
- Publishing pipelines
- Systems integration
- Testing
- Training
- Change management

# CHOOSING A NEW SYSTEM

- Focus on unique requirements
- Include current and future requirements
- Demo every strong candidate system
- Conduct a proof of concept in the final candidate system(s)

# CONTENT MIGRATION

A large construction crane is positioned in the foreground, its long jib extending across the upper right portion of the frame. The crane is silhouetted against a dim, blue-tinted sky. In the background, a city skyline is visible, featuring several tall, modern skyscrapers with glass facades. The overall scene suggests a period of active construction or renovation in an urban environment.

- Avoid “lift and shift”  
(moving everything as-is)
- Content modeling
- Conversion
- What to move, what to leave behind
- Perfect time to remove old content and reorganize

# PUBLISHING PIPELINES



- Potential rework or rebuilding
- New publishing targets
- Retire old publishing targets

# SYSTEMS INTEGRATION

- Re-integrate existing systems
- Develop connectors into new systems
- Asset management
- Translation management
- Learning systems
- Web portal

# TESTING

- User permissions
- Authoring
- Publishing
- Connected systems
- Workflows



# TRAINING



- Admins
- Authors
- Contributors
- Reviewers
- Publishers
- Translation managers

# CHANGE MANAGEMENT



- Training, AND...
- Transparency
- Transition planning
- Templates, automations
- Reporting

# TIPS

- Anticipate AT LEAST 6 months (expect a lot longer)
- Don't assume anything will "just work"
- Keep legacy systems running concurrently
- Take advantage of the change
- Use outside resources for new insights

# QUESTIONS?

Contact Bill Swallow  
[bswallow@scriptorium.com](mailto:bswallow@scriptorium.com)

Resources



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# THANK YOU

Contact Bill Swallow  
[bswallow@scriptorium.com](mailto:bswallow@scriptorium.com)

Feedback



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