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Knowledge & Content Management

Consolidate Knowledge and Content Services Using XML and XMS

According to Gartner Group approximately 80 percent of a company's information consists of unstructured content (such as images, documents and video). That content is split into separate repositories based on the application that created it or the users who consume it. A typical company may have from five to 20 different content management systems and repositories, with the result that users don't know about or can't access useful content in other parts of the enterprise. Companies need to improve governance of all this content for compliance and legal discovery, but the benefits extend far beyond meeting these requirements. Content "blindness" in customer service, for example, can cause lower overall satisfaction as well as higher costs.

Companies recognize the need to aggregate content to enable users to see and access it on a timely basis. It is anticipated that content aggregation strategy will provide access to a federation of repositories that are dispersed throughout the company in diverse applications and databases. The aggregation of data to smart repositories is part of the market trend. It is important to note that content management can be supported by two strategies. Integration with middleware usually provides access to multiple databases and integrated views into the data. This approach requires dealing separately with the rules of each data store and often provides views that are transient. It does not enable the aggregation of information into a new data store where the data might be persisted for new applications or consolidated views and update of the information on a regular basis.

In some circumstances, content integration tools can create a real-time, virtual, federated view of data, and they may support Web services interfaces. However, as relational databases are not extensible by nature, changing them to accommodate new data and new views is very costly and requires significant programming.

With data being transformed to XML, XMS should be the data store of choice, providing easy aggregation of information to a single store and the persistence of it there. XMS supports extensibility – the easy addition of new data, fields and data types; so data from new sources can be accommodated with no requirement for database programming. No other solution offers this capacity so conveniently or cost effectively.

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