Conclusion of the Evaluation of a Content Management System (CMS) for the Ministry of Environment and Transportation Baden-Württemberg (UVM)

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Abstract
The FZI (research center for information technology) in Karlsruhe assessed four different CMS within the framework of the project CMS-E: maintaining all of the internet and intranet sites within the UVM’s sphere of responsibility /5/. The decision fell on the CMS WebGenesis from the Fraunhofer institute IITB in Karlsruhe.

1. Motivation
For authorities a responding and up-to-date internet presence is an important medium from citizen view, as the requirements of the citizens’ rise to content of the internet presence regarding topicality and interaction possibilities. Likewise the authority-internal intranet can be updated faster by the insert of a content management system (CMS) and it can assist the employees of the authorities with high-quality content. Reduced resources face the rising need of high topicality and interaction possibilities. The principal purposes of the CMS insert are therefore to reach an efficiency increase of the content administration and an optimization of the publication process by automation of procedures /7/.

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2. The CMS-E project

In the context of the project CMS-E four different CMS were evaluated. At first the Enterprise CMS pirobase of the company PiroNet in the version 5.01, then the customized CMS WebGenesis (web generation support for information systems) of the Fraunhofer institute for information and data processing (IITB) in the version 6.51, the open source CMS Zope /3/ and the customized CMS SixCMS in the version 5.1. The FZI composed a study about the evaluation /2/ as a decision basis for the UVM in Stuttgart. A recommendation for a certain CMS was not expressed in the study, because none of the systems met all requirements. In the next chapter the technical and the organizational operating concepts were specified, with whose assistance the introduction of a CMS can be supported. In the fourth chapter the future effects on the changes in the functions are illustrated. Finally a conclusion is given in the last chapter.

3. The operational concepts

During the selection and introduction of a CMS the technical operating concept in the reference to administration and maintenance must be set up and considered. Service and maintenance of a CMS cover certain always recurring tasks. Tasks like appropriate maintenance of the performance, constant up-dating of the content offers and advancement of functionalities support the more and more briefly becoming innovation cycles and the high claims of quality of the users of the web site. The acceptance of the users during the operation is assisted by the topicality and quality of the available contents /1/. Therefore it is essential to analyse statistical data and feedback from users. This input must be included again in the model of the administration and advancement of the web site. For the progress control the adjustments should be examined regularly /12/. Further one task within the technical operating concept for the administrator is the installation of the CMS, the daily examination of the system functions, updates and backups of the system. Also a task of the administrator of a CMS is to assign rights to web pages and to the stored contents elements depending on the rights and role of the user /11/. Progresses should be developed in the context of the technical operating concept /10/.

Within the organizational operating concept definitions regarding to the layout and the corporate identity of the new web site were made. The internal navigation and the usability for the users of the CMS and also the navigation and the usability for the visitors of the web site were planned /8/. Moreover the rights and roles of the different employees during the work steps like creating a new side, changing a side and delete a side were fixed. The employees get the right to read, the right to write or also the right to delete according to their field of responsibility. Important tasks
for the controlling of a web site are the monitoring of the data acquisition and the quality assurance of the new and existing contents /9/.

4. Effects and new functions

Effects on the changes in the function and the modification of the behaviour of the content users are to be evaluated central on a long-term basis. In the focus of the view is the content life cycle and the following cost savings by the optimization of the processes, by the improvement of the work and by the emerging use increase. During the content generation within the content life cycle the author should always keep in mind the consumer of the provided content. Depending on the kind of the generated content these content can be assigned to certain groups of users and the output channel can be specified. One time generated content can be reused /6/.

On the employee level the topicality and quality of content of a web site can be optimized by the employment of a CMS. Changes of the corporate identity can easily be converted, because only one adjustment of the used templates must take place. Also a change of navigation can be converted relatively fast within a CMS. As the publication process supports the content life cycle, it is easily possible to reuse once generated content. That way it is possible to optimize the creation of value during the creation process.

On the authority level information is made available according to the roles and authorizations. By the employment of a CMS, which supports multilingualism, the communication between authorities, which are settled in different countries, can be supported. By the use of templates, the corporate identity can be adapted easily to the different requirements of different authority ranges, without the loss of the harmonious general impression. Internal communication between different ranges can be improved by the creation of panels, information pages for new employees and current measures for further education. Primarily thereby the knowledge river is optimized within and between individual authority ranges. It is made possible for the employees that they can access necessary uncomplicatedly digital Assets, depending upon role and right assignment.

On the citizen level sites can be adapted particularly to the needs of certain groups of citizens. It would be conceivable to offer certain information to groups of citizens, which this group favours. Also a forum for questions to the authority or also an exchange of experience with other citizens would be simply convertible.

5. Conclusion

Since the CMS WebGenesis was already successfully introduced to Schleswig-Holstein /2/ and the IITB had further references within the public administration, a fast the needs adapted introduction of the CMS in the environmental administration
of Baden-Württemberg is to be accepted. The user acceptance of the CMS which can be served easily after a fast training should be high /4/.

**Bibliography**


