



Web Content Management Practice

CMS strategy, tools and best practice for web engagement

Gilbane Group, a division of Outsell, Inc. is an analyst and consulting firm dedicated solely to understanding and communicating the business value of content-centric business solutions.

Our Web Content Management (WCM) practice applies this core content management competence and expertise to the challenges of publishing and engaging over the web.

Whilst the core disciplines and governance of content management are just as critical to web content – WCM increasingly means more than just producing a ‘brochureware’ website.

Organizations are striving to provide a relevant web experience that connects them with their audience – using audience intelligence to bring the right content assets to the device of their choice. This requires experience of a wide range of industry requirements, technologies, holistic research of best business practices and the ability to navigate the complex vendor and practitioner marketplace.

It's this blend of experience, research, best practice and market knowledge that provides the insight that creates competitive advantage for our clients.

What Makes Us Different

We focus solely on the market for content technologies. We are not a broad-based IT consulting firm with a group that covers content management.

We provide *qualitative insight* related to successful content-centric business solutions. We do not limit our coverage to lists of vendors on quadrants or waves or those who have been customers.

We make all of our *educational materials available for free*. We do not restrict distribution of research, case studies, white papers, and conference materials to paying clients.

We have *expertise* that is both broad and deep, covering a range of technologies and informed by experience as practitioners in the field.

What Do We Do?

Research

As an analyst firm we are probably best known for our research reports - these are detailed in-depth reports based on research and analysis of an industry segment, vendors and best practices.

Market And Buyer Education

We author whitepapers and articles, ranging from short practitioner profiles to in-depth research whitepapers.

We also provide our clients with briefings and seminars on our experience and research on industry topics, best practices and trends – either for internal training, user groups or at industry events.

Consulting

Our strategic consulting services enable organizations to apply our wide-ranging experience to their specific need, whether it's professional training, vendor selection, best practice or market intelligence.

Our Technology Acquisition Advisory Services are a good example – they guide companies through the processes of defining requirements, matching needs to vendor offers, writing solid RFIs and RFPs, and evaluating vendor responses.

We also undertake strategic engagements with vendors, connecting them with the needs of the market, rising trends and emerging standards.

Analyst Spotlight



Scott Liewehr – Scott has over a decade of hands-on WCM consulting experience. He is a passionate user and audience advocate, and works with both vendors and clients to find innovative ways to solve their challenges.



Ian Truscott – Ian has over fifteen years of enterprise software vendor experience, with a strong understanding of the CMS market, the capabilities, industry trends and an insider's view that enables our clients to get the best out of their vendor business partners.