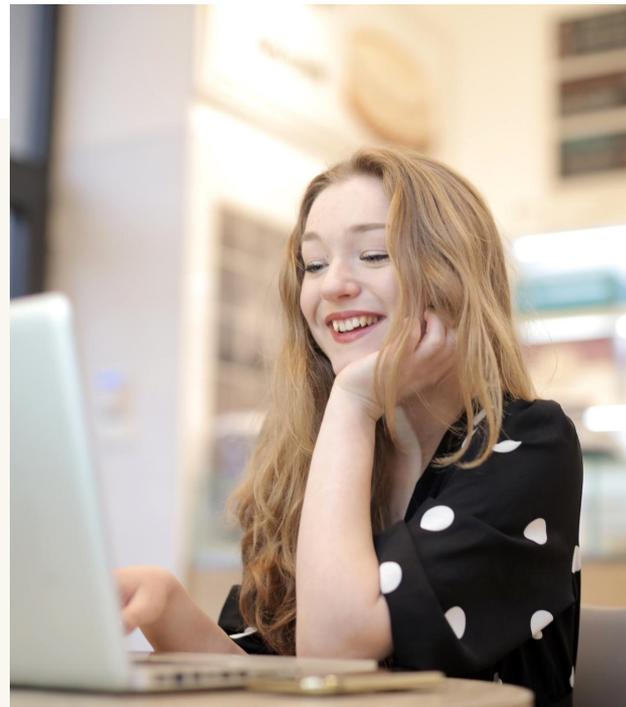


# CCMS ou pas CCMS

---

Telle est la question

Andrew Clarke  
Documentation manager  
LumApps



# Agenda

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Rappel Andrew: Lancer un script demo

Partie 1: Le contexte de LumApps.

Partie 2: Bricoler sans CCMS..

Partie 3: Comparer sans vs avec

Partie 4: Acheter son CCMS (astuces)

Partie 5: Questions et réponses

# Le contexte





## The Docs Team

Andrew Clarke



Beltran Granero



Firdevs Arslan



Leslie Challet

# LumApps - un intranet pour la communication et la partage

 **TOP-DOWN**  
COMMUNICATION

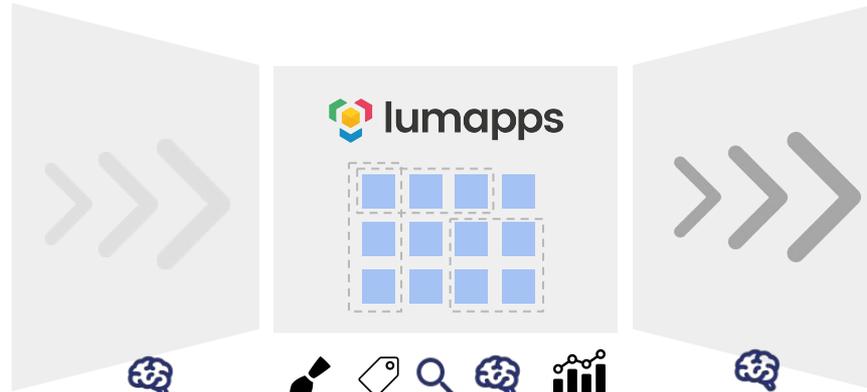
**REAL-TIME / SOCIAL**  
COMMUNICATION



**1/1 ASYNCHRONOUS**  
COMMUNICATION



**BUSINESS INFO**



**Capture**

**Organize**

**Broadcast**



**Multiposting**

cross-channels



**Notifications**

Universal smart notification center



**Mobile apps**



**Social advocacy**



**Social extranet**

Partners & Customers

LumApps - Andrew Clarke

# Où est LumApps



USA : 75      Japon : 7  
France : 245      UK : 5  
Allemagne : 1      Espagne : 3

340+ employées





# Bricoler sans CCMS



# > Liste des courses



Scenario - modification de contenu

# Fork

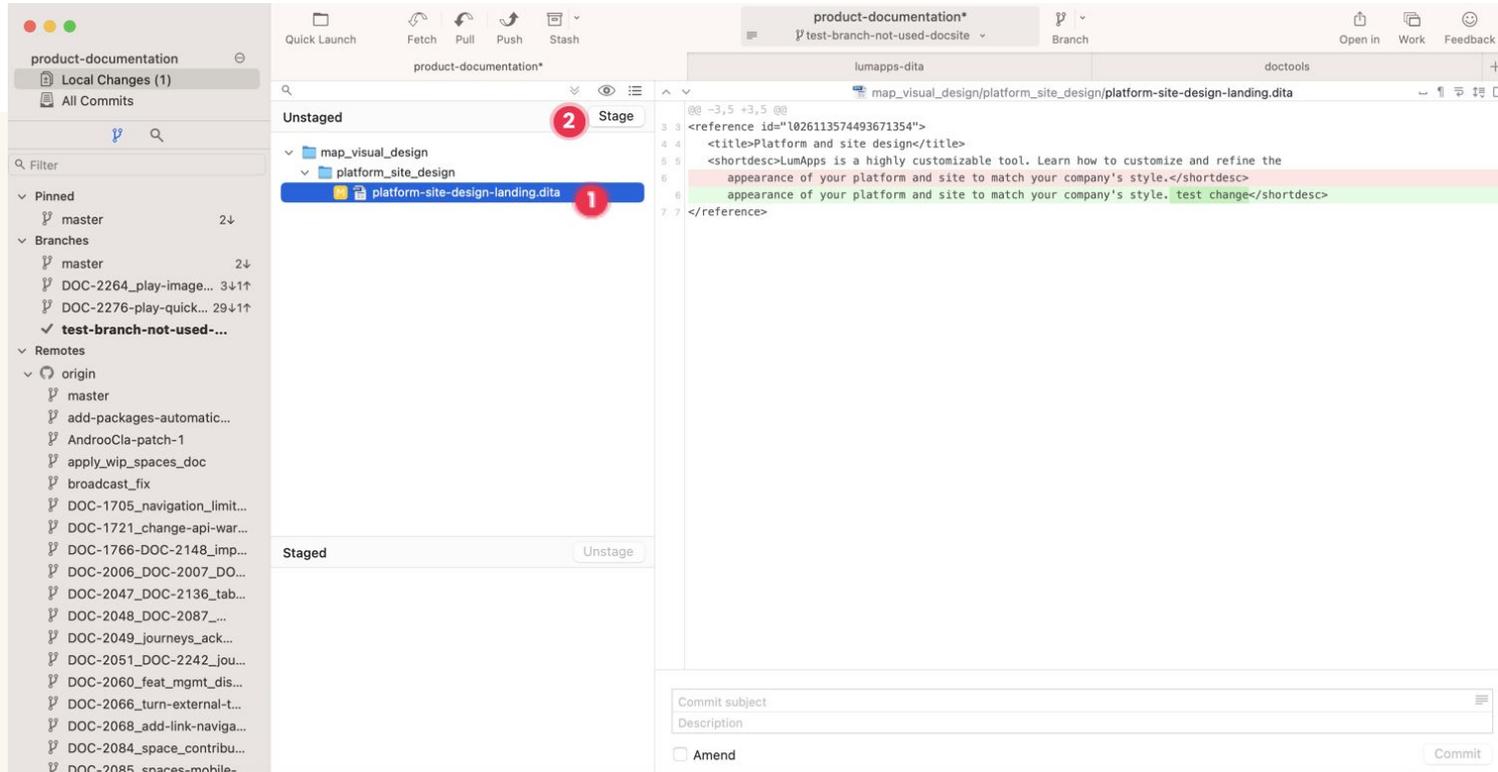
The screenshot shows a Git GUI interface for a repository named 'product-documentation'. The left sidebar displays the repository structure with 'origin' highlighted by a red circle '3'. A commit 'DOC-2264\_play-image-resize' is selected and highlighted by a red circle '2'. The top toolbar shows the 'Fetch' button highlighted by a red circle '4'. The main area shows a commit history and a detailed view of the selected commit by 'AndrooCla'.

Commit Hash	Author	Date
e91f48b	lilly	2 Aug 2023 at 18:36
ccb8ca1	Beltran-Granero	30 Aug 2023 at 11:35
03d8236	Beltrán Granero	30 Aug 2023 at 09:47
c014b20	Beltrán Granero	29 Aug 2023 at 17:30
515d697	Beltrán Granero	23 Aug 2023 at 16:45
a409aa3	AndrooCla	29 Aug 2023 at 10:17
76cecab	AndrooCla	22 Aug 2023 at 14:45
7c5ad9d	Beltran-Granero	29 Aug 2023 at 09:12
317840b	Beltrán Granero	17 Aug 2023 at 10:57
a1f1856	AndrooCla	22 Aug 2023 at 14:45

**Commit Detail:**  
AUTHOR: AndrooCla (andrew.clarke@lumapps.com)  
22 August 2023 at 14:45:04 CEST  
REFS: DOC-2264\_play-image-resize  
SHA: a1f1856a2f3b723146a027a609aae4e819cd0a35  
PARENTS: cbc873e  
Title: change resolution - should see screen  
Files: map\_contribution\_collaboration/play/share\_videos/share\_a\_video\_link.dita

Push vs pull

# Fork - Stage, commit, push



# Fork - Stage, commit, push... à GitHub

The screenshot displays the interface of a code editor (likely Visual Studio Code) for a project named "product-documentation".

- Left Sidebar:** Shows the local file structure under "product-documentation". It includes "Local Changes (1)", "All Commits", and a list of branches and remotes. The "test-branch-not-used-..." branch is selected.
- Central Workspace:** Divided into "Unstaged" and "Staged" areas. The "Staged" area shows a file tree with "map\_visual\_design" and "platform\_site\_design" folders, containing the file "platform-site-design-landing.dita".
- Bottom Panel:** A commit message input field with a red circle "3" next to it. The input contains "your title of the change" and "additional optional information that you add here". Below the input is an "Amend" checkbox and a "Commit 1 File" button with a red circle "4" next to it.

# Github - Pull request de Fork

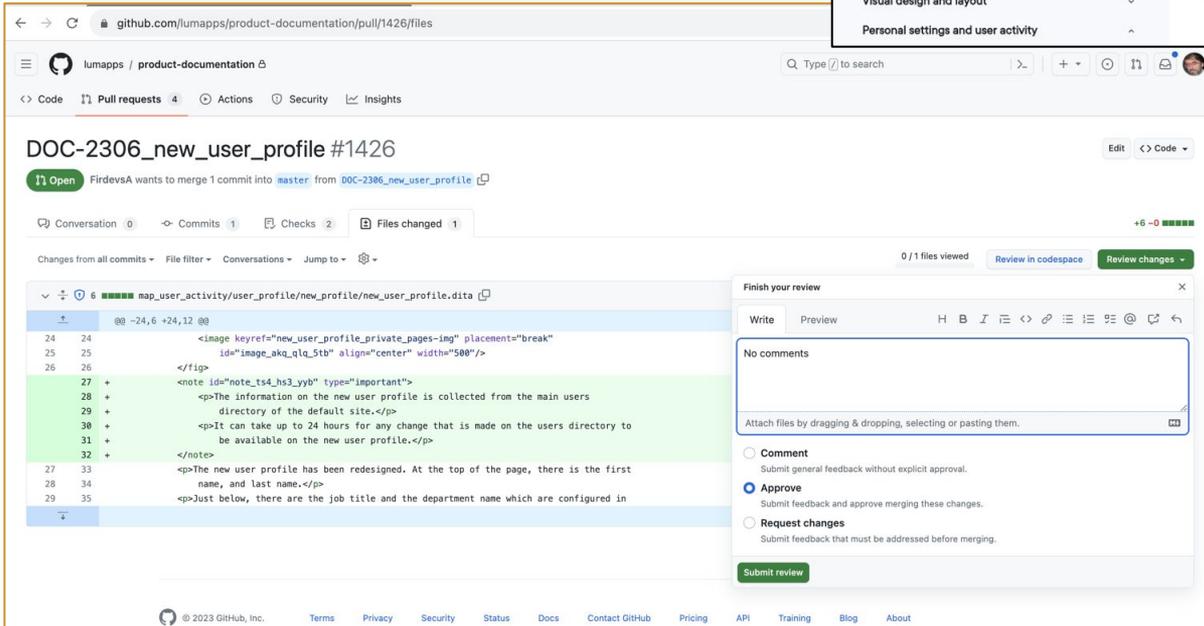
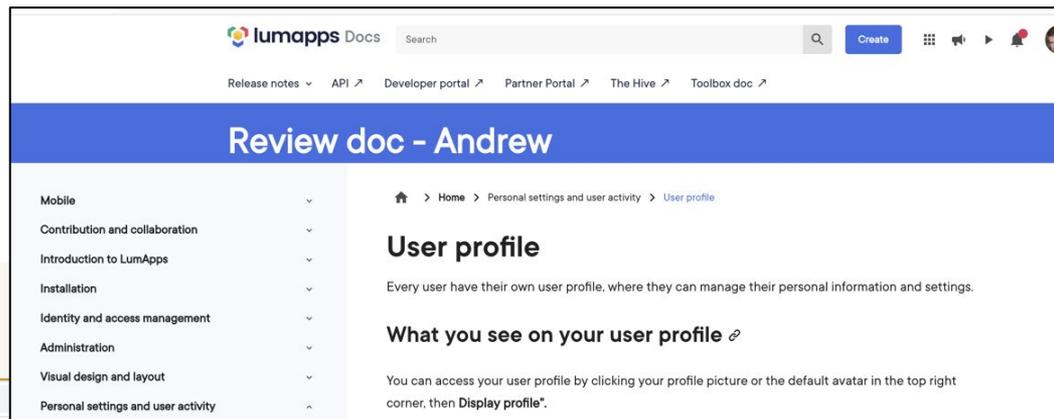
This screenshot shows the top section of a GitHub repository page for 'lumapps/product-documentation'. The repository is marked as 'Private'. At the top right, there are buttons for 'Watch' (4), 'Star' (0), and 'Fork' (3). Below this, navigation tabs include 'Code', 'Pull requests', 'Actions', 'Security', and 'Insights'. A yellow banner indicates that '2020-R8/web/DOC-722\_okta\_tiles' had recent pushes 1 minute ago, with a 'Compare & pull request' button. Below the banner, there are buttons for 'Go to file', 'Add file', and 'Code'. The main content area shows a pull request by 'lionelmoi' to merge pull request #203 from 'lumapps/DOC-704\_installati...' into the 'master' branch. The pull request is 39 minutes old and has 3,162 commits. A file named 'JA' is shown as 'removed terms' 25 days ago.

This screenshot shows a detailed view of a GitHub pull request titled 'DOC-2245\_used-image-improvement-ngi-content-list #1418'. The pull request is in 'Draft' status and is being merged by 'Beltran-Granero' into the 'master' branch from the 'DOC-2245\_used-image-improvement-ngi-content-list' branch. The pull request has 0 conversations, 1 commit, 2 checks, and 4 files changed. The 'Details' section shows a comment: 'Change screen capture to reflect accurate header size.' The 'Files to ignore' section is empty. The 'Checklist for opening the PR' section contains the following items:

- The check for completeness was performed in Oxygen and no errors were reported
- PR was published on a review site and no errors were reported (or my PR does not require a test run)
- PR title and branch name contain the DOC ticket number
- PR description explains the context of what has been done, what should be ignored, and for big or complex PRs, contains a link to each impacted page in the review site
- PR has the correct labels applied

The 'Reviewers' section shows 'lumautomation' and 'Technical writers' as reviewers. The 'Assignees' section is empty. The 'Labels' section shows 'map: support and announcements', 'nav: no impact', 'need: technical validation', and 'type: quick fix'. The 'Projects' section is empty. The 'Milestone' section is empty.

# Github - Pull request en revue



## Eh mec ! Elle est où ma publication





Comparatif

## Atouts

### Sans CCMS (stack maison)

1. Flexibilité
2. Pas d'attente pour le fournisseurs ("add-ons", mises à jour OT, etc).
3. Peu de frais SaaS

### Avec CCMS (acheté)

1. Soutien du service "support"
2. Résistant au changement du personnel
3. Combler le manque d'expertise
4. Interface ergonomique - checkin/checkout ou modifications concurrentes, traduction, ...
5. Mise en échelle (taille d'équipe, profilage, ...)

## Faiblesses

### Sans CCMS (stack maison)

1. Départs de l'entreprise
2. Compétences CSS, XSLT
3. Connaissances DITA-OT plus avancées
4. Ressources dev
5. Moins ergonomique - très "backend" - conflit de branches
6. Obligation d'organisation carrée pour les classeurs
7. L'enfer avec plusieurs repositories (merci Eloise)

### Avec CCMS (acheté)

1. Customisations possible seulement si assez générique ou budget disponible
2. Manque de control pour des mises à jour ou add-ons
3. Frais SaaS ascendants

# Acheter son CCMS





## Liste des courses pour le CCMS à l'extérieur





## Liste des courses pour le CCMS à l'extérieur





# Annexe



# 1. Choisir ses alliés en interne

1. N+1
2. N+2
3. Finance
4. Achats

## 2 Spécifications et statistiques clés

### Influence potentiel sur le prix final

1. Nombre de topics
2. Nombre d'objets (topics, maps, images, etc)
3. Nombre d'auteurs, éditeurs, et approbateurs
4. Langues traduites 🗝️
5. Conversion des anciens formats
6. Outputs (html, pdf, markdown, epub, etc.)
7. Utilisateurs profilés
8. Si web
  - a. Site hébergement déjà fourni?
  - b. Accès public/privé/hybride?
9. Budget provisoire vs budget actuel
10. Ressources internes actuelles
11. Niche de marché
12. Autres besoins

## 2 Spécifications et statistiques clés

### Influence potentiel sur le prix final

- |  |                 |
|--|-----------------|
| 1. Nombre de topics  |                 |
| 2. Nombre d'objets (topics, maps, images, etc)   | Nombre d'objets |
| 3. Nombre d'auteurs, éditeurs, et approbateurs   |                 |
| 4. Langues traduites  |                 |
| 5. Conversion des anciens formats  |                 |
| 6. Outputs (html, pdf, markdown, epub, OAS, etc.)  | Services+       |
| 7. Utilisateurs profilés   |                 |
| 8. Si web  |                 |
| a. Site hébergement déjà fourni?   |                 |
| b. Accès public/privé/hybride?   | Portail         |
| 9. Budget provisoire vs budget actuel  |                 |
| 10. Ressources internes actuelles  |                 |
| 11. Niche de marché  | Negotiation     |
| 12. Autres besoins   |                 |

### 3. Catégorisation

Exemple:

1. Obligations - charte d'entreprise, normes...
  2. Cyber-sécurité
  3. Processus de revue
  4. Gestion des versions
  5. Moteur de publication
  6. Traduction
  7. Disponibilité d'une espace test
- System de points fonctionnel
    - Poids: Critique-3, Important-2, Bonus-1
    - Disponibilité: Fonctionnel-4, Bidouillage-3, Payant-2, Impossible-1
    - Poids-disponibilité = 12 max



## 4. Etudier les fournisseurs en ligne



1. Adobe
2. Astoria - Vasont
3. Bluestream
4. Componize
5. Dita Exchange
6. DITAToo
7. DitaWorks
8. Heretto
9. Ixiasoft - Madcap Flare
10. Paligo
11. ...

← Revues, réseau pro, forums, demos dans YouTube, etc.

## 5. "Shortlist" et proposition de contact

1	Criteria	Requirement							RANKING											Top score	Low score
2	<b>Presales Steps (to finish evaluation)</b>																				
3	Must	Responded quickest to initial requirements	Yes	Yes	Yes (Update here)	Yes	Yes	Waiting	Ranking	8	10	7	6	9	6	10	5				
4	Done	Provided demonstration by video conference	Done	Done	Meeting TBD	Meeting 25/10 11:00	Done	Meeting 23/10 18h à 20h	Best explanation	9	8	TBC	TBC	TBC	10	10	0				
5	Done	Gave free trial	Yes - 23/10 to 22/11	Yes - 16/10 to 15/11	Yes - <a href="https://composize.com">https://composize.com</a>	Waiting	TBD - 2 week full feature	Waiting	Quickly and Easily	9	10	TBC	TBC	TBC	TBC	10	5				
6	Nice	Added value 1	TXTO media auto video c	-	-	Word-like template upda	5 Oxygen Editor licenses	-	Can I save €?	7	N/A	N/A	9	TBC	TBC	10	5				
7	Nice	Added value 2	High level of understandi	Low cost	French company	In house consultant avail	French company with sal	Have GE contacts who to	Easier integration?	7	7	8	7	8	10	10	5				
8	Nice	Added value 3	Excellent customer supp	-	-	Sharepoint++ compatible	Easy integration for other	-	Element compatibility?	10	N/A	N/A	8	TBC	TBC	10	5				
9	Nice	Added value 4	Simple word-like review	Simple word-like review	SimplyXML integration fo	-	Can handle consulting se	Best practice compatibl	Easier use?	8	8	8	N/A	8	10	10	5				
10	-	Weakness	Cannot define reviewer v	Firefox-only compatible	No faceted search engine	Might be difficult to conv	Price might be restrictive	None except potential pr	Less problems, higher sco	6	9	9	7	7	20	30	5				
11	Nice	Going to Brussels Conference	Maybe	Yes	Yes	Maybe	Yes	Yes	Not a big deal	0	2	2	0	2	2	2	0				
12	<b>Administration Features/Security</b>																				
13	Must	Single Sign On with def. user rights	Yes	Yes	Yes	Yes	Yes	Yes	Minimal work for IT mgr	10	10	10	10	10	10	10	0				
14	Nice	Floating licences possible	No	Yes	Yes	No	Named fixed author, 8 flc	Yes - reviewer only	Max flexibility	0	10	10	0	10	10	10	5				
15	>3author+4Orev	Number of licences for under 12K€	Approx 3 author 8 float n	4 fixed author, 80 fixed re	1fix+1float author; 30 GB	Waiting	Waiting	Waiting	More is more	8	10	7	TBC	TBC	TBC	10	0				
16	Nice	Exchangeability of fixed licences	Yes	Yes	Waiting	Waiting	No	No	Max flexibility	10	10	TBC	TBC	0	0	10	0				
17	<b>Creating Content</b>																				
18	Must	Can define customised file properties (metadata)	Yes	Yes via tagging only	Waiting Demo	Yes	Yes	Yes - perfect fit to needs	Ergonomy of viewing pro	10	5	TBC	8	8	20	20	0				
19	Nice	Convert MS-word to compatible format	Yes	Yes	Yes	Yes	Yes	Yes* (stilo)	Binarnv	5	5	5	5	5	2	5	0				

## 5. "Shortlist" et proposition de contact

Hello \_\_\_\_\_,

We are interested in purchasing a CCMS for our company \_\_\_\_\_ over the next \_\_\_\_\_ months.

We have a team of \_\_\_\_\_ technical writers, and also have \_\_\_\_\_ reviewers. We expect to have up to \_\_\_\_\_ topics in our database. We plan to translate our content into \_\_\_\_\_ languages.

<listez vos particularités annexes dans ce paragraphe>

<listez toutes vos questions de clarification pour les réponses que vous n'avez pas trouvées en ligne sur leur site>

We would love to have a quick phone conversation with you to clarify these points and discuss your package pricing.

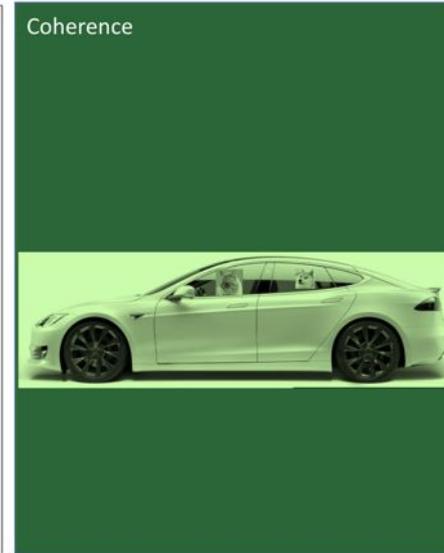
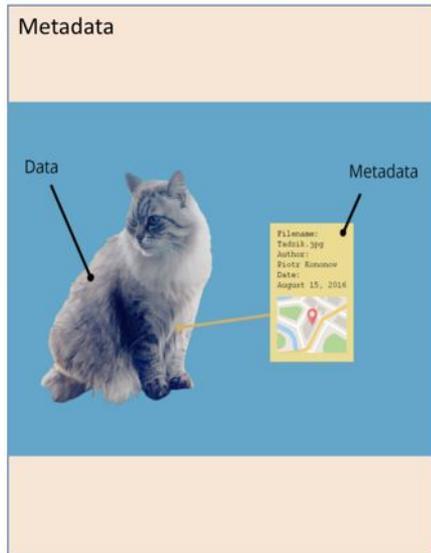
Best regards,  
<Your name>

## 6. Clarification et négociation

1. Multiphase et répétition
  - a. Clarification
  - b. Proposition
  - c. Négociation via les alliés (“bad cop/good cop”)
2. Jouer la concurrence
3. Passer à 3
4. Simplification de tableau
5. Dernière négociation avant présentation en interne

Pedagogique

## Why we need a CCMS





# Engage, Enable, Empower.

The Employee Experience Platform

Questions?  
[andrew.clarke@lumapps.com](mailto:andrew.clarke@lumapps.com)