

How are Xyleme and other content management systems different?

Content management is a broad topic and there are many systems out there. It can be a bit confusing. All CMSs aim to help you with centralization, organization, access and versioning of content. Some are suited for specific types of content, models and strategies.

Xyleme

Modern Learning Content Management

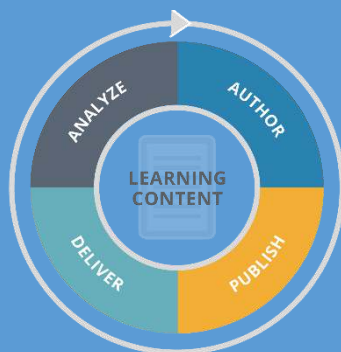
COLLABORATIVE AUTHORING &
LIFECYCLE MANAGEMENT for
Designers, SMEs, Reviewers, Learners

SCALABLE, REUSABLE, MEASURABLE
Learning Objects and Documents

STANDARDS DRIVEN
XML, HTML5, SCORM, AICC, xAPI

MULTICHANNEL PUBLISHING & DELIVERY
Web / Mobile and Print publishing for
the Classroom, Blended Programs,
Micro-learning, Adaptive learning

LEARNING CONTENT IN ONE PLACE
giving you one central repository for flexible
delivery and powerful analytics



CMSs

Content Management

CENTRALIZED STORAGE,
ACCESS CONTROL,
VERSION CONTROL
all types of digital content

Some offer
CONTENT CREATION and
PUBLISHING

Most offer some level of
LIFECYCLE MANAGEMENT,
CONTENT ANALYTICS

Each support various
DOCUMENT FORMATS

Few support CONTENT
OBJECTS or have an open API

TYPES OF CMSs:
Web CMS, Enterprise CMS,
Component CMS,
Learning CMS

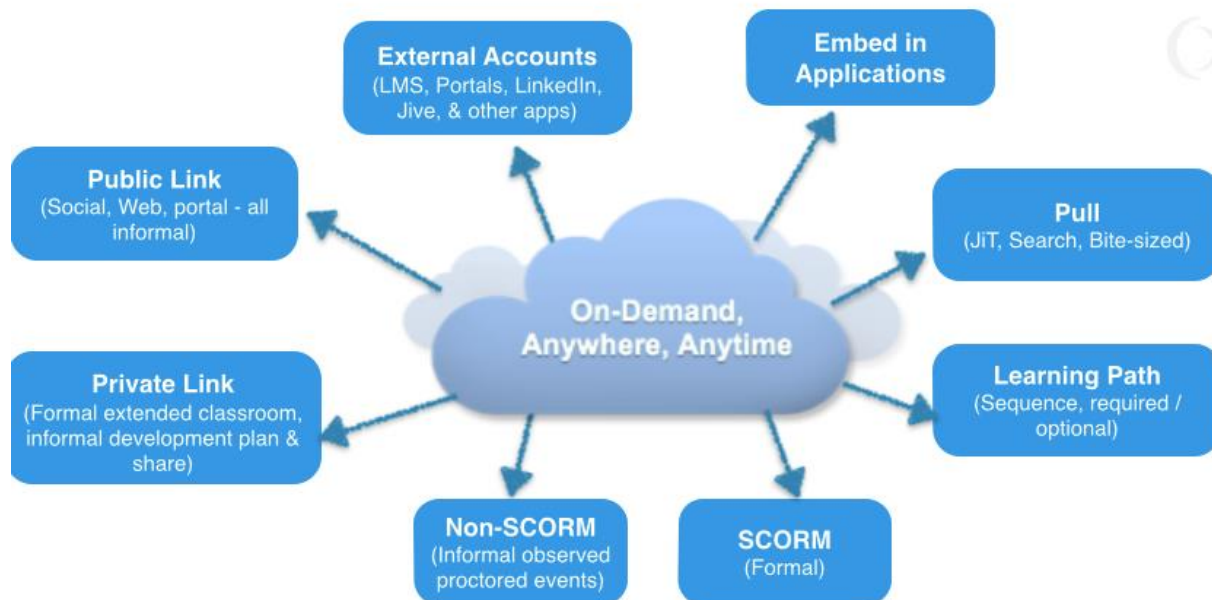
Types of Content Management Systems

<i>Type</i>	Description	Examples
<i>Enterprise Content Management System (ECMS)</i>	<p>Intranet-like tool that enables everyone in the organization to access, manage, and review documents, templates, media, and other information assets. May include social features like wikis and commenting.</p> <p>Similar systems: Document Asset Management (DAM), Document Management System (DMS)</p>	EMC Documentum, Atlassian Confluence, Oracle WebCenter, SharePoint, OpenText ECM, Box
<i>Web CMS (WCMS)</i>	Author, edit, and publish website content through branded publishing templates.	WordPress, Joomla, Drupal, SiteCore, OpenText
<i>Component CMS (CCMS)</i>	A database and software app to store, access, edit, and manage topic-level content, often stored in XML/DITA. May include basic publishing templates (HTML) or may require custom publishing transformation scripts to be developed.	Vasont, easyDITA, SDL
<i>Learning CMS (LCMS)</i>	<p>The Traditional LCMS is a database and software app to author, store, manage, and publish training content, often stored in XML.</p> <p>The Modern LCMS closes the loop on the learning content lifecycle by adding cloud delivery, social, and analyze functions while simplifying content integration and authoring. The modern LCMS also embraces new standards like xAPI and HTML5/CSS3 for responsive eLearning.</p>	IBM Kenexa, Exact, DominKnow, Xyleme (Ranging from traditional to modern, roughly in the order shown.)


How Xyleme is different from Component Content Management Systems

Perhaps the most similar type of content management system to Xyleme – in both function and purpose is the Component Content Management System (CCMS). To understand the differences, it is helpful to first understand the similarities. Both store and manage content as text in a modular, XML format. Because content is separated from presentation, it can be very quickly indexed, search, accessed and rendered into HTML outputs. Because it is modular (typically authored as topics), it can be managed in a collaborative environment and reused/assembled into many different publications. It can be maintained at its source, which makes it highly efficient and easy to keep current.

That is where the similarities end. CCMSs are primarily designed for technical documentation, following the DITA standard. Xyleme XML is very compatible with DITA but more extensive to support a broader application of interactive content in any number of delivery scenarios as described in the graphic below. One way to look at it is that you can manage tech docs in Xyleme but it would be more difficult to manage your Instructor-led Training, Web-based training and Performance Support/Micro-learning needs in your CCMS.




Product Comparison against **Component Content Management Systems**

		CCMS
Content Management	Advanced content management, workflow and access control at the object and document levels.	Comparable
Collaborative Authoring	<p>Easy-to-use, web-based authoring tool. Content is stored as XML. Document import tools available.</p> <p>Granular structures, authoring templates, advanced meta data, many interactions, question pools and question types.</p> <p>Topic assignment, shared media, search and reuse content, check out/in, notifications, reviews tool and pipeline reports.</p>	<p>XML authoring tools vary in ease of use.</p> <p>Typically, does not support learning interactions or assessment questions.</p>
Digital Print Publishing	Configurable Print Publishing Templates for Word, PowerPoint, PDF and ePub.	PDF only
eLearning Publishing	Configurable HTML5 Templates for SCORM, AICC, HTML documents and slide format. Mobile ready.	Knowledge article/HTML5 page. Limited or no support for SCORM/AICC.
Translation Management	Translation management tool supports 26 languages including right to left languages, XLIFF export, variable text.	Comparable
Learning Repository	Publish to or upload - PDF, Word, Excel, PowerPoint, HTML, Text, Image, Video, SCORM, .zip.	Typically includes web portal with search function.
On-Demand Learning	Portal for desktop, iOS and Android with granular search, personalized learning channels and comments.	
Dynamic SCORM	Deliver SCORM courses to many LMSs, smart updates and xAPI tracking at course, page and question level.	N/A
Analytics	Content Analytics/Courses Dashboard	Basic reporting
Integration and API	SSO	SSO
	Secure Share links to granular content	Basic Hyperlinks
	xAPI custom statements	None
	REST-based API for User, Content and Search functions.	None

Note: This information is based on independent research of publically available information. It is not guaranteed to be accurate and should be validated by the reader.

Product Comparison against Traditional Learning Content Management Systems

		Traditional LCMS
Content Management	Advanced content management, workflow and access control at the object and document levels.	Comparable
Collaborative Authoring	<p>Easy-to-use, web-based authoring tool. Content is stored as XML. Document import tools available.</p> <p>Granular structures, authoring templates, advanced meta data, many interactions, question pools and question types.</p> <p>Topic assignment, shared media, search and reuse content, check out/in, notifications, reviews tool and pipeline reports.</p>	Supported. The lack of graphical user interfaces has limited adoption.
Digital Print Publishing	Configurable Print Publishing Templates for Word, PowerPoint, PDF and ePub.	Comparable in formats supported, but too difficult to configure templates “in house”
eLearning Publishing	Configurable HTML5 Templates for SCORM, AICC, HTML documents and slide format. Mobile ready using responsive web design methods.	eLearning formats supported, configurability limited.
Translation Management	Translation management tool supports 26 languages including right to left languages, XLIFF export, variable text.	Varies from not supported to comparable.
Learning Repository	Publish to or upload - PDF, Word, Excel, PowerPoint, HTML, Text, Image, Video, SCORM, .zip.	Publish to packages that can be manually imported into Learning Management System, or printed.
On-Demand Learning	Portal for desktop, iOS and Android with granular search, personalized learning channels and comments.	
Dynamic SCORM	Deliver SCORM courses to many LMSs, smart updates and xAPI tracking at course, page and question level.	N/A
Analytics	Content Analytics/Courses Dashboard	Basic reporting
Integration and API	SSO	SSO
	Secure Share links to granular content	N/A
	xAPI custom statements	N/A
	REST-based API for User, Content and Search functions.	N/A

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Solving the right problem

We know that the way in which people learn, find and retain information has changed dramatically in recent years. Has your content strategy followed suit? Said another way, can your content ready your team for a new product launch next week, improve your sales reps' negotiation skills, or take someone unfamiliar with coaching and mold them into a great manager? Efficient, effective and aligned learning content will hit the bottom line in a number of ways: more effective onboarding, higher sales, happier customers, and engaged employees that drive real competitive advantage.

Selecting the right partner

Content strategy is the repeatable business process of delivering the right content to the right person at the right time. We believe that technology solutions are meant to support business processes and not the other way around. Xyleme helps you diagnose your needs, develop your content strategy, learn how to create bite-sized, reusable content and provides a technology platform to streamline your efforts. Do you need yet another authoring tool or a new LMS? Or do you need a content management platform and partner so you can drive business results through learning.

Enables you to transform your business processes



For more information, [contact Xyleme today](#).