



# SWOT-Analyse zu Content-Management-Systemen (German Edition)

*Andreas Ritter*

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Bachelorarbeit aus dem Jahr 2010 im Fachbereich Informatik - Programmierung, Note: 5.7, Fernfachhochschule Schweiz (Wirtschaftsinformatik), Sprache: Deutsch, Abstract: Die vorliegende Bachelorarbeit beschäftigt sich mit der Bewertung und der Analyse von Content-Management-Systemen für deren Eignung im Bereich des Webpublishing. Untersucht wurden die Content-Management-Systeme TYPO3, Microsoft Office SharePoint Server 2007, Joomla! und Drupal. In Anlehnung an den in dieser Arbeit beschriebenen Content-Life-Cycle wurden 36 Kriterien entwickelt und zu einem Kriterienkatalog zusammengefasst. Um ermitteln zu können, welche Anforderungen Unternehmen heutzutage an ein Content-Management-System stellen, wurde eine Online-Umfrage durchgeführt, in der 54 Personen aus unterschiedlichen Unternehmensgrößen und Arten gebeten wurden, die einzelnen Kriterien mit einer Gewichtung zu versehen.

In einer detaillierten Analyse wurden dann die definierten Content-Management-Systeme den einzelnen Kriterien gegenübergestellt, bzw. der Grad der Erfüllung der einzelnen Kriterien überprüft. Abschliessend wurde für jedes Content-Management-System eine SWOT-Analyse erstellt, welche aus den Erkenntnissen der durchgeführten Analyse und der Online-Umfrage die wichtigsten Stärken, Schwächen, Risiken und Chancen prägnant zusammenfasst. Das abschliessende Fazit beinhaltet für jedes analysierte Content-Management-System eine Empfehlung für dessen Einsatztauglichkeit in verschiedenen Betriebsgrößen im Bereich des Webpublishing.

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