

[Home](#) [Columns](#) [Articles](#) [Topics](#) [Videos](#) [Resources](#) [Events](#) [Subscribe](#) [About](#)

Managing Migrations: Solutions as Diverse as Needs

Marji McClure
Mar 17, 2011
March 2011 Issue

Page 1 of 5 [next >>](#)

Tweet

G+1 0

SHARE   

Content migration can mean many different things to different organizations. For some, it can mean migrating the contents of their current content management system (CMS) to another, more efficient system.

For others, it can mean moving that content into a content delivery network (CDN) so that it's more accessible for users. It can also be identified as the migration of content from one archiving system to another, making the content much easier to sort and identify for any future needs.

And for some companies, content migration may even mean moving that content from more static, traditional webpages to easy and seamless accessibility by mobile devices.

Regardless of the origin of the content and where it's moving from and to, there's no disputing the fact that most organizations have a lot of content—probably more than they actually need on a regular basis. And as their business plans and processes evolve, a migration of that content into a new system is often a necessity. From mergers and acquisitions to changes in business strategy (even the addition of a new initiative), the reasons behind migrating content can vary.

However, one motivation is shared by most companies: the need to replace outdated systems that don't help organizations solve their current business challenges in the most efficient way. From his experience, Apoorv Durga, an analyst with the Real Story Group, says, "A lot of companies implemented [first-generation] systems, and now they are planning to move to a new content management system that is more modern."

A Major Migration

That was certainly the case for professional staffing and consulting services firm Robert Half International, which needed to migrate all static content that resided on the company intranet to a global portal system. The old system wasn't scalable, according to Chad Miller, manager of portal development at Robert Half, and the company needed a system that would enable it to more easily expand its intranet content on a global scale.

Robert Half turned to Kapow Software and its extraction browser to extract the data from its previous location to the new portal system the company wanted to use. Then, robots, a main component of Kapow's technological solution, took over to help automate the process of converting the data into the new system. "The traditional method that is used is manual," says Stefan Andreasen, founder and CTO at Kapow Software. "But if you move it manually, it will stretch over time and it will freeze content. You want a method that does it without freezing, and in the shortest time possible."

Robert Half had 1 year to complete the project, which it completed in five phases. Among the static content it had to migrate were HTML content, Word documents, and images that resided on the old web-based intranet platform. The company needed the process to be completed as soon as possible because Robert Half had to maintain both the new and old systems during the entire transition. "We couldn't take down our intranet. While we were working on the new portal, we had to keep the other one up and running," explains Nikole Castro, senior manager, enterprise intranet portal at Robert Half. "It was a lot to ask of the team to double the job" and manage both systems simultaneously.

That's why automating the process was crucial for the Robert Half team, and one of the reasons the company felt that Kapow and its robot technology provided the right solution. Using Kapow technology, Miller and his team developed robots to help with a variety of tasks, such as content inventory. "We developed robots for each task to meet whatever needs we had," says Miller. "And we developed those to meet the challenges that came up."

"By leveraging the robots, we focused our team on development and really working on the portal versus engaging in manual migration efforts," adds Castro. "That was a big win for us."

BEST PRACTICES SERIES

- Which Technology Is Best Suited to Underpin the Future of YOUR Digital Experience Initiatives?

[More Sponsored Best Practices](#)

Connect with EContent



SPONSORED WEB EVENTS



Why Everyone Should Be a Content Creator

June 07, 2016 | 11:00 am PDT, 2:00 pm EDT

[More Sponsored Web Events](#)

SOURCEBOOK



EContent Sourcebook 2016: A Guide to Content and the Digital Experience

The third annual EContent Sourcebook: A Guide to Content and the Digital Experience brings together everything digital content professionals need to know in 2016.

[Download Now](#)

THE ECONTENT BUZZ

TruEdit 2.0 Introduces HTML Responsive Content Authoring and Design with TruAuthor

Brand Keys 2016 Customer Loyalty Index Identifies Major Value Shifts for Technology Brands

Lingotek Partners With iTalent Corporation to Create a Translation Application for Oracle Eloqua

fullcube Announces \$1.15 Million Seed Round

Marketers' Investment in Mobile App Ads Drives 196% Increase in App Installs

Kaltura Adds Interactive Video Quizzing Tool

Oracle Marketing AppCloud to Deliver Personalized Branded Editorial Content in Email

Divio Announces Release of django CMS 3.2.2

Social Media Outperforms Email for Customer Service According to Research

Cintell and Bombora Partner to Create Intent Data Infused SmartPersonas

SPECIAL COLLECTIONS



Special Collection: The State of Mobile Content

Sponsored by EContent Magazine and Mag+

SPONSORED BEST PRACTICES SERIES

Which Technology Is Best Suited to Underpin the Future

Miller added that using Kapow's technology for the migration enabled Robert Half to maintain the accuracy of its content. "One of the things with migration is accuracy of the content, and having an automated solution kept our accuracy higher than if it was a manual process," says Miller. "Another benefit is decreasing time for issue resolution. As you do find issues with the content, if you manually have to address them, that's a time-consuming process. We could automate each of those fixes." Miller says it also helped the company optimize its content when it was migrated and improve search results in the process.



of YOUR Digital Experience Initiatives?

More Sponsored Best Practices

MOST POPULAR

Page 1 of 5 [next >>](#)

[A Guide to Experience Management for Media and Entertainment](#)

[Social Media Outperforms Email for Customer Service According to Research](#)

[Opera/Unacast Partnership Connects Advertisers to Global Beacon Data](#)

[Strategic Security Systems International \(3SI\) and CommuniTake Technologies Announce Strategic OEM Partnership](#)

[How to Market to B2B Buyers](#)

[Kaltura Adds Interactive Video Quizzing Tool](#)

[AOL Expands Premium Ad Formats to MSN and Mobile Apps](#)

[Six Things You Need to Know About Viewability](#)

[Marketers' Investment in Mobile App Ads Drives 196% Increase in App Installs](#)

[Lingotek Partners With iTalent Corporation to Create a Translation Application for Oracle Eloqua](#)

[Getting Queasy About Virtual Reality](#)

[Divio Announces Release of django CMS 3.2.2](#)

E

All Content Copyright © 1998 - 2016
Information Today Inc.
143 Old Marlton Pike
Medford, NJ 08055

(609) 654-6266, (800) 300-9868
Fax (609) 654-4309
custserv@infotoday.com

PRIVACY/COOKIES POLICY

Topics

[Analytics](#)

[Big Data](#)

[Content Commerce](#)

[Content Creation](#)

[Content Delivery](#)

[Content Distribution](#)

[Content Management](#)

[Content Marketing](#)

[Content Security](#)

[Digital Marketing](#)

[Digital Publishing](#)

[Localization & Globalization](#)

[Media Business News and Trends](#)

[Mobile Content, Tablets, Apps](#)

[Online Video](#)

[Premium Content Services](#)

[Privacy Issues](#)

[Sci-tech, Medical, Academic Publishing](#)

[Search, SEO and SEM](#)

[Social Media and Communities](#)

[Web Services](#)

Other Sites from Information Today

[Database Trends and Applications](#)

[Destination CRM](#)

[Faulkner Information Services](#)

[InfoToday.com](#)

[InfoToday Europe](#)

[Intranets Today](#)

[KMWorld](#)

[Internet@Schools](#)

[ONLINE Searcher Magazine](#)

[OnlineVideo.net](#)

[Smart Customer Service](#)

[Speech Technology](#)

[Streaming Media](#)

[Streaming Media Europe](#)

[Streaming Media Producer](#)

[Unisphere Research](#)