

Demystifying Product Data/Content Preparation (To Understand & Reduce Risks) – 9/24/2010

Background

- WSP has completed over 800 custom website projects in past 11 years
- One of the biggest risks (maybe the biggest) we have identified is problems surrounding
 - Content / data preparation, specifically data related to the product catalog
- This is a leading cause of
 - Projects missing deadlines
 - Projects going over budget
- When we ask customers (in a “post-launch report card / survey) what surprised them the most about the website project ...
 - Under-estimating content / data preparation work is the most frequent answer

Topics of Discussion / Agenda

- **Responsibility Splits** - Help Clients understand the split of responsibilities between WSP/Client
- **Steps** - Help Clients understand the Steps involved in preparing and loading data into a website
 - Help Clients assess which steps apply to them
 - Help Clients determine scope of work required each step that applies
 - Help Clients assign resources to accomplish each step (or contract labor is needed)
- **Assessment** - Help Clients understand how to assess their current risks
- **Reduce Risks** - Help Clients understand things that can be done to reduce risks

Split of Responsibilities

- Client’s Responsibilities
 - Provides complete list of product requirements / product variations
 - Reviews WSP solutions to help determine scope and if custom modifications are needed.
 - Provides clean, complete data in Required Formats
- WSP’s Responsibilities (Base Scope)
 - Helps interpret / discover product requirements
 - Presents solutions to requirements to help determine scope
 - Provides and explains Required Format of data to accomplish objectives
 - Provides training and support for data uploads and edits
 - Provides data feeds from ERP system (if in scope – this handles some, but not typically all, of the product data requirements).
- Optional Services WSP Can Provide for Additional Money (hourly)
 - Manipulating / Converting Data from a database-friendly format to the Required Format
- Services WSP Does Not Provide
 - Creation of Content
 - Converting “non-database friendly” data / content into a “database-friendly” format