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**Document & Content Management**  
**The content edge**  
**Strategic effective content management**  
**Holds key to competitive edge**  
By Ross Milburn

*"Folks in our industry are having a huge problem in user adoption of document and workflow management solutions and nobody seems to be taking that seriously."*  
-Timothy Lai, ParaDM

(Excerpt)  
**Knowledge platforms**

The many potential applications of online storage have suggested that the idea of an 'online data platform' could provide different advantages for different applications, noted Chandler.

The ParaDM platform is a web-based enterprise level document management system that is claimed to enable better management of an organization's knowledge in order to serve business objectives.

According to Chairman of ParaDM, the document management provider, Timothy Lai, the current boom in Web 2.0 is a demonstration of a user revolution in the document and workflow management solution industry. 'The users are drastically gaining importance when it comes to the overall value of Web 2.0 applications,' he said.

'Ironically, the users are commanding far less respect in our industry. Folks in our industry are having a huge problem in user adoption (off document and workflow management solutions), and nobody seems to be taking that seriously.'

'They (users) want something practical: powerful but easy to use, scalable yet flexible enough to start small, and technically robust while being simple to support, maintain and modify,' said Lai. 'A closed bulky proprietary system is the last thing people look for nowadays.'