

How to Select a Web Content Management System

What every marketer needs to know!



Blending Creativity and Technology to Deliver Better Business Solutions



- Provides a quick overview of **key considerations** when selecting a Content Management product
- This presentation is targeted towards marketers in mid-market looking to select a Content Management product offering
 - Sitecore, Ektron, Re-dot, SDL Tridion are some of the best of breed platforms
 - Sharepoint also competes, however is not pure play Content Management platform
- This document does not provide a process
Please contact us for our 'Content Management Selection Process' paper





- Selecting a Content Management can be frustrating!
 - Products seem too similar
 - “They all seem to do the same thing”
- Most companies are trying to figure out ‘what’ to look for; what differentiates one product from the other
 - Feature overkill
 - Miss simple things in evaluation
 - How often is the product updated?
 - Eco system
- The ‘Cost’ of Mistakes
 - Painful to re-implement
 - Content migration nightmares
 - Training and getting people to buy-in again



■ Product

- Product Strategy
- Technology
- Content Production
- Content Management
- Content Delivery
- Marketing Analytics, Personalization, Lead Management

- Cost
- Maintenance & Technical Support
- Services & Channels
- Integration & Partnership
- Adoption & Community
- Applicability
- Usability

■ Implementation Considerations





- Don't get feature happy
 - Understand Product Strategy first!
- Does Roadmap align with your needs?
 - How often is the product revised? Ask for version history
- Target Audience
 - Development focused or usability focused?
- SAAS or Standalone?
 - SAAS good for simple implementations
 - Examples are Clickability and Crownpeak
 - Pros and Cons of SAAS
 - Pros: Performance, cost efficiencies, new features added more frequently
 - Cons: Flexibility, integration with internal systems, data ownership





- **Ecosystem**
 - Standalone vs. Integrated Product
 - Interwoven and RedDot have an ecosystem to offer
 - Sitecore is standalone yet integrates well with other products
 - Typical solutions include DAM, Document Management, Search, Social Platforms, eCommerce
- **Market strategy**
 - Enterprise? mid market?
 - Focus on particular industry, business scenarios
 - Social Media Strategy
 - RedDot - Bloom
 - All-in-one may not be the best
- **The product will depend on your needs**
 - Corporate website
 - Multi channel publishing
 - Ecommerce
 - Intranet
 - Internal marketing sites
 - Multi sites
 - Community





- .NET, Java or Open source are typical technologies used

To go Open Source or Not...

- Do you want to be a strong technology shop?
- Support
- Total Cost of Ownership
- Lot of features ready to go, and they just keep coming...
- Roadmap concerns
- End User Adoption
- Pick a product that will stay around, and won't go out of favour quickly
- Community

2. Delivery Architecture

- Two common architectures: Separate production and delivery instances or single instance
 - Single instance (ex. Sitecore, renders in real-time)
 - Separate instances (ex. RedDot, pushes content onto the web server)





- Ability to develop and integrate
 - Sitecore integrates with Visual Studio, easy to develop on top
 - Integration with Intranets, CRM, eCommerce, Search, Social Media
 - Products with Proprietary languages can be tricky
- Page Rendering
 - Static vs. Dynamic content generation
- Security
- Ease of upgrade
- Performance considerations
 - Content Management Architecture
 - Integrated or isolated?
 - RedDot's architecture - HTML files delivered to web server, makes it performance friendly for users





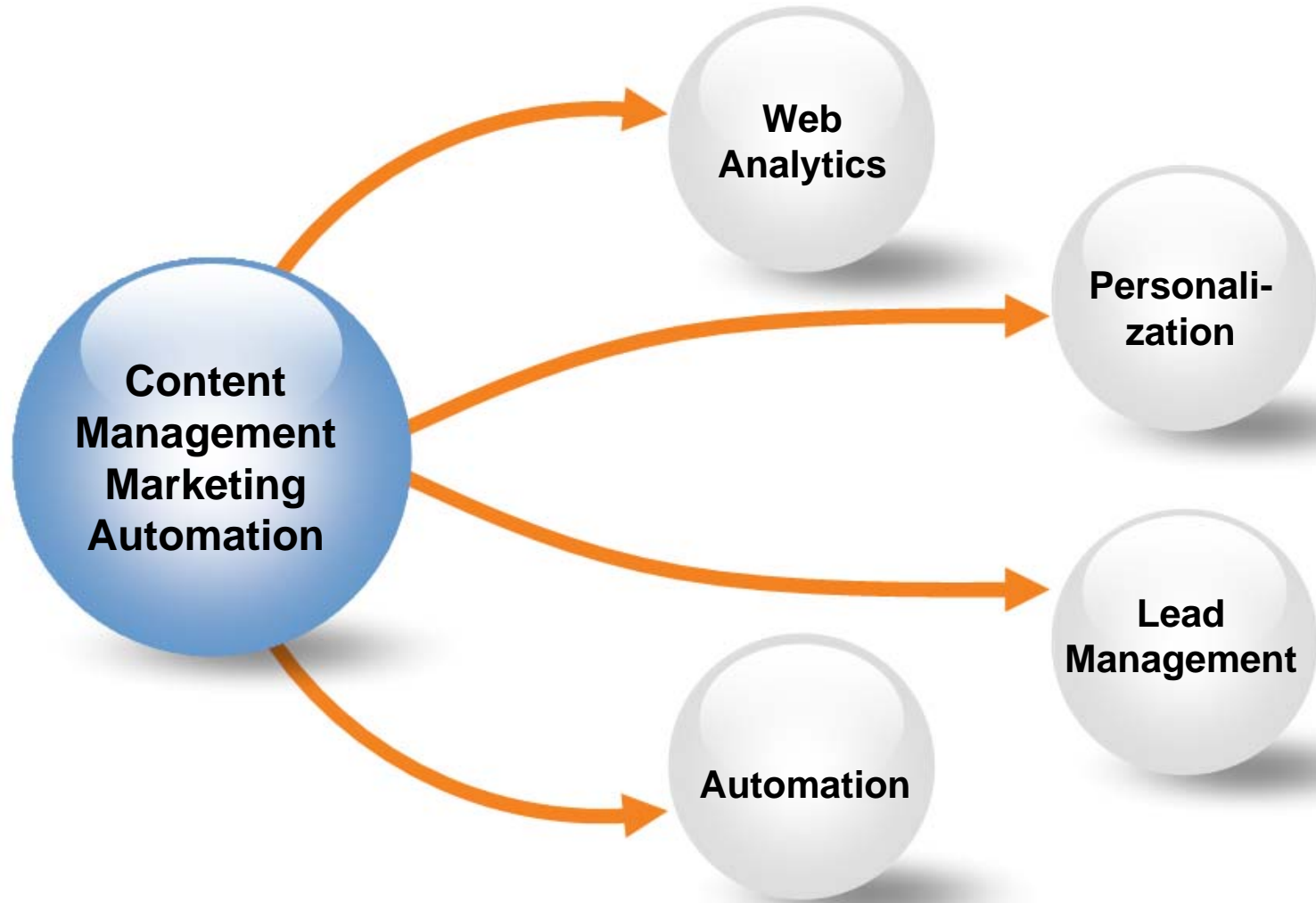
- **Content Creation and Development**
 - Type of content - Content, audio, multi-media
 - Authoring, transformation
 - User Generated Content management
 - Tagging
- **User friendly editing features**
 - Sitecore provides an easy to use Microsoft environment for editors
 - In-line vs. In-context editor
 - RIA driven
- **Workflow**
 - Flexibility is key
- **Deployment**
 - Support for multisite deployment and publishing
 - Centralized management for all stages of deployment



- Content Management
- Content classification, taxonomy
- Templating - creation and management of templates
- Page rendering
- Rich media management, DAM
- Access control
- Indexing
- Archiving
- Version control



- Publication of dynamic content
 - Multichannel and syndication
 - Delivery model - RIA, 3rd party app server, portal, mobile
 - Social computing
- Internationalization
- Analytical and testing tools
 - MV, A/B testing
 - Integration with 3rd party tools - Omniture, WebTrends





- Banana skin of implementations
- Typically, an afterthought
- Have a well defined migration strategy in place
- Manual vs. automated - could have impact on cost, effort and timelines





- Not only licensing costs... Consider Total Cost of Ownership
 - Licensing
 - Per product
 - Per CPU
 - Per server
 - Initial as well as year on year for updates
 - Implementation, configuration
 - Integration with back-end systems
 - Software, hardware
 - Training
 - Maintenance and support





- Implementation approach options
 - In-house
 - Content Management Vendor Professional Services
 - Partner
- Implementation partner
 - Vendor or product professional services
 - Expertise
 - Knowledge of ecosystem
 - Ability to help across the delivery lifecycle
 - Partner vs. Implementer
 - Flexible options
 - Location
 - Support
 - Focus
 - References





Next steps

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- Reach out to us for other material
 - Best of breed process to implement content management
 - Tips from the trenches: Avoid the pitfalls of implementing your Content Management solution!
- Talk to our consultants for a free evaluation on how to select a Content Management solution or implementation process
- We'd love to hear from you



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