Which CMS is the right one for me?

Content Management System

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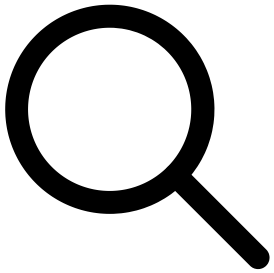
Spoiled for choice

Content management systems have undergone an astonishing development. Initially designed primarily for creating and maintaining websites, their range of functions has expanded significantly. They now often serve as all-rounders for content and its various distribution channels, including websites, social media, newsletters, blogs, and podcasts. They should also be e-commerce-enabled, i.e., able to integrate shops and offer interfaces to other core systems such as CRM, DMS, HR tools, or ERP.

It is estimated that there are now over 250 providers on the market.

It is precisely this diversity that makes it so difficult for companies to choose the right CMS. There are now an estimated 250 providers on the market. The offerings range from manageable blog construction kits to comprehensive enterprise systems. It is therefore important to carry out the selection process with due diligence in order to find the best solution for your company. You should take your time to do this.

Specification sheet Requirements



20 products

Best Fit

Functionality
Technology
Industry adaptation

3 - 5 products

Best Practice

Approximate costs
Solution expertise
Appearance
Look & feel

1 - 2 products

TCO/RoI

Liabilities
Terms and conditions
Security

Contract, planning implementation project

So the question arises: Which CMS is best for me? Given the wide range of options available and the breadth of possible applications, the question of which CMS is right for you is not easy to answer.

Many companies look at CMSs too much from a technical perspective. But comparing functionalities alone is not enough. It is important that the configuration of the overall solution fits the company. If you know exactly what role the CMS will play later on and which functions need to be covered, a lean, cost-effective solution may well be the right choice.

However, if you want a customized solution with a wide range of interfaces, you should take a look at EMCS. That's why analyzing and listing requirements, as well as goals and target processes, should be the first step in any CMS selection and implementation project.

The costs suddenly exceed the previously set budget limit due to high licensing and maintenance costs.

Keep your eyes open when choosing a CMS partner

Decisions made too quickly can have far-reaching consequences. Costs suddenly exceed the previously set budget limits due to high licensing and maintenance costs.

Gains in effectiveness are limited. Employees find it difficult to use the software, which quickly leads to a decline in acceptance and means that the CMS's potential is not fully exploited, or the CMS is completely incompatible with the existing infrastructure from an IT perspective.

Therefore, it is important to be careful when choosing a CMS partner.

With this white paper, we would like to offer guidance that will help you select the CMS that best suits your needs—or at least reduce the number of possible systems to a minimum.

We will limit ourselves to the selection criteria that are currently essential to the decision-making process.
And one more small note: the more complex the requirements for your desired CMS, the more important it is to bring an experienced CMS specialist on board for the final decision and implementation.

Simple operation, one content, many channels

A pure CMS as a standalone solution is no longer sufficient for many companies. What is now in demand is a setup of interlocking functionalities that can be expanded later and linked together via interfaces. It is therefore debatable whether a single CMS suite covers all functional areas or whether specialized individual solutions are the right choice.

What is now required is a setup of interlocking functionalities that can be expanded later and linked together via an interface.

Every CMS helps to create, manage, and organize content. It is designed to automate as many tasks as possible that were previously performed manually. To do this, content is created, stored in a central database, and displayed in the desired output formats via the front end. If content needs to be changed, for example because the name of a product has changed, this adjustment only needs to be made once in a central location. The CMS then automatically changes the product name in all output formats.

In addition to text content, photos, images, videos, podcasts, and any other document types and content can also be managed centrally in the CMS. Automatically assigned metadata or specially set keywords allow objects stored in the CMS to be found quickly and reused in different contexts. Some CMSs offer basic templates into which users can insert content.

The simple import and export of content greatly facilitates data exchange with external systems: content can be transferred to another CMS environment without much effort or programming knowledge. Many CMS systems use “inline editing” for this purpose and display the page as it will later appear (WISIWYG – “What you see is what you get”). This allows users to see directly how changes to the page will look. The display can also be viewed and tested for different end devices (smartphone, tablet, desktop, etc.).

The software also offers tools that automatically optimize content for search engines. These include tags, meta titles, and keywords. Once preparation is complete, new content can be published automatically at scheduled times. Last but not least, social media accounts can be integrated so that prepared content can also be published directly on platforms such as Facebook, Instagram, etc.

CMS are generally used for three areas of application. The selection should be based on which area is the main focus or whether the CMS should cover all areas well:

- **Web content management**
- **Blog publishing / News**
- **Social communities and publishing**
- **Shop and e-commerce content**

Three application modules are available for creating, presenting, publishing, and organizing content:

- **Content management system for editing and administration**
- **Content repository as a database**
- **Publishing system for output**

These modules communicate via application programming interfaces, or APIs for short. Rights management and workflow management also play a key role in ensuring that a CMS functions properly.

More revenue, lower costs, better customer experience

Increase in sales

- Search engine optimization (SEO) and improved internal site search, resulting in more traffic
- Lower bounce rate
- Increased conversion rates with more transactions
- More content on products and services
- Better organization and architecture of content
- Shorter upload times for content
- Better insights into the customer journey

Improved customer experience and increased customer loyalty

- Omnichannel content distribution
- Intuitive digital customer experience
- Low latency and high website reliability
- Consistent branding across all content and platforms
- Improved website layout and design
- Easy personalization

Improved measurability and more data

- Understanding the value of content at all touchpoints
- Integration with digital analytics platform
- Mapping the customer journey
- Generating predictive and prescriptive insights through analytics

Cost reduction

- Automation (processes) and unlimited scaling
- Reduced need for internal IT resources
- Lower call center costs thanks to improved online content and services
- Centralized content management without redundant systems

A modern CMS promises a number of advantages. Whether you can actually leverage these advantages with the CMS of your choice should be verifiable during due diligence at the latest.

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Enterprise vs. Open Source

Ever since open source software has been around, CMS users have been debating whether open source systems are better than commercial systems.

While one side likes to argue that open source systems are cheaper and avoid vendor lock-in, the other side says that open source is only suitable for users who have a team of IT developers in-house.

One thing is certain: whether open source or enterprise CMS, both software worlds offer good scalability, multilingualism, a role concept, expandability, and connectivity.

The best CMS is therefore the one that best suits a company and its requirements.

Are open source systems better than commercial systems?

From a functional perspective, open source systems are comparable to licensed solutions.

The big difference is that the program code is freely accessible. This makes it easier for users to customize, improve, and expand the CMS—provided they have the necessary expertise.

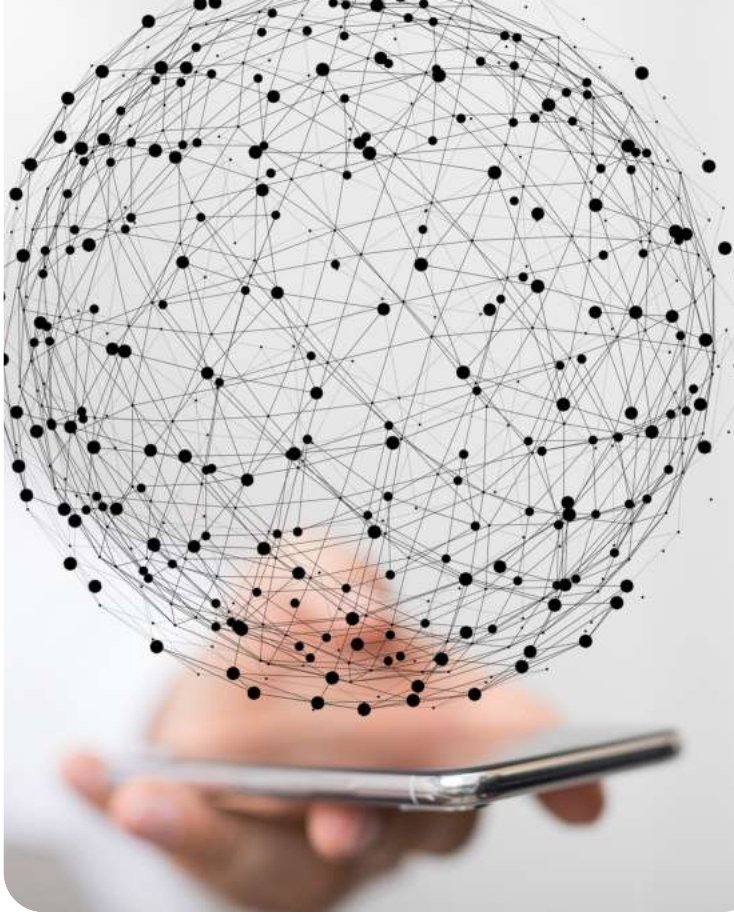
The best-known open source CMSs are WordPress, Drupal, Joomla, Neos, Contao, and TYPO3. They offer a wide range of functions. There is also a large variety of additional plugins that can be used to expand features. For example, there are plugins for creating newsletters, photo galleries, contact forms, or blogs, or for search engine optimization and backup automation. There are more than 50,000 such plugins for WordPress alone.

The basic features of an open source CMS are free of charge. This usually includes the operation of a website and often no license fees.

Many templates, for example for design, can be purchased. However, there are also free extensions and templates available. Open source solutions therefore seem to make more economic sense.

A community also ensures that comprehensive documentation is available for open source CMS. In addition, the community usually fixes software bugs quickly. And in numerous thematic forums, users can find answers and solutions to questions or problems. However, there is no dedicated support, so all additions and changes must be made by the user, and bugs must also be fixed by the user. The alternative is to hire a specialized external service provider.

Like any software, the complexity of an open source CMS increases over time, and with it the administration. The user is responsible for security, which makes administration even more complex. It has been shown that CMS security gaps are a popular gateway for hackers, who can then spread to other systems depending on the IT structure. Those who do not have their own expertise will ultimately have no choice but to use an external service provider.



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Enterprise solutions such as Acquia, Sitefinity, Sitecore, Kentico, or AEM, on the other hand, are sold as ready-made products. The customer installs the system and purchases paid licenses for all employees who will be working with the software. At first glance, enterprise CMSs are therefore more expensive than open source CMSs. You often pay for features that you don't currently need. However, manufacturers usually offer packages with different feature sets, so that these additional costs are less significant.

In contrast, enterprise CMSs offer a greater range of built-in features, services, and support, especially for more complex projects. Changes can only be made in collaboration with the provider.

However, manufacturers continue to develop their systems and release plugins for retrofitting. Since the system comes from a single source, functions are coordinated and technical problems occur less frequently. Implementation is usually supported by the provider.

They also take care of further development, service, and support. Training and continuing education programs are usually available for users.

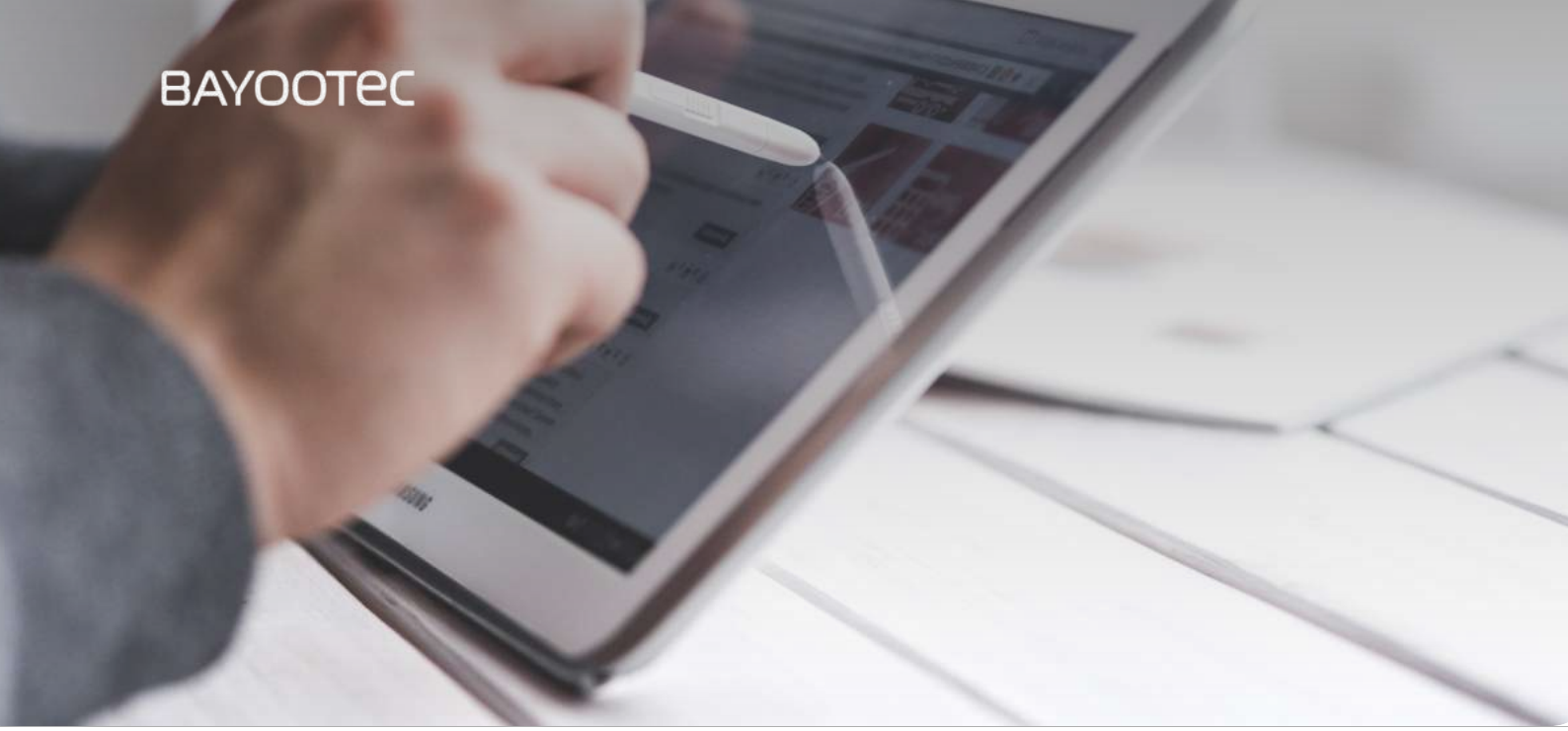
In terms of security, hackers often have a harder time because the codes for enterprise solutions are not publicly available. In addition, these systems do not have a large market penetration, so hackers have limited interest in attacking them.

Backend with or without frontend

A trend that began in 2017 is the use of headless CMS systems. This means that only the backend of a CMS is used, i.e., the databases that contain only structured content in the form of text, images, files, etc.

Headless CMS systems are usually faster and more efficient, but generally do not visualize the content. Instead, the headless CMS provides interfaces (APIs) through which the stored content can be retrieved for the respective interface.

A trend that began in 2017 is the use of headless CMS systems.



What is the point of a headless CMS then?

Those who limit themselves to displaying content on a website alone are better off opting for a classic approach. However, those who want to display the same content on social media channels, apps, smartphones, or other devices, i.e., those who want to build an omnichannel architecture, may be better off with a headless approach.

The advantage is that the content only needs to be provided centrally once. The respective front-end software pulls only the pure “unformatted” content from the backend via the output medium and displays it as required by the user.

This requires front-end developers. A headless version is therefore more suitable for companies with a comprehensive content strategy and their own team of specialists. Those who cannot provide this expertise within their own company must hire and pay an external service provider for each new feature.

Advantages and disadvantages

Advantages

- Unrestricted focus on content and reduced complexity
- Platform-independent and cross-platform support
- Optimized content distribution and omnichannel marketing
- Free choice of technology or programming language through REST API
- More creative freedom for front-end developers and (web) designers
- JAMStack (development with JavaScript, APIs, and TML-M) is supported
- Dynamic data and content creation

Disadvantages

- Higher administrative costs
- Since there is no front end, each medium requires its own software to display content.
- No “What You See Is What You Get” (WYSIWYG), so pages must be programmed.
- Use of templates is not possible.
- Even short-term projects such as microsites must be developed individually
- Higher programming effort for individual front-end solutions
- More effort required for playback due to multiple front ends

Data analysis for a better customer experience

For some companies, simply managing content is not enough. If the CMS is to interact intelligently with content and data, a digital experience platform (DXP) is required. These DXPs are more tailored to marketing campaigns and offer personalization options. They bring content, commerce, and community together in a holistic way.

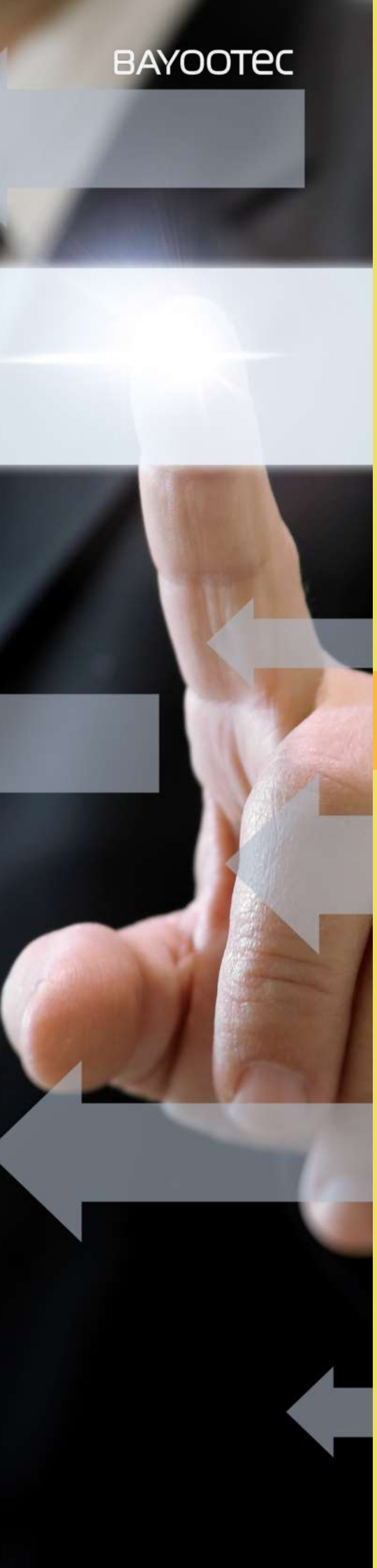
If the CMS is to interact intelligently with content and data, a digital experience platform is required.

CMS or DXP?

A DXP also expands the CMS to include data analysis, relying on AI, among other things. This gives companies insights into whether and how the content they are displaying is having an impact. DXP can thus be used to optimize customer communication and achieve a 360-degree view of the customer—across all channels and in real time.

Seamless integration with customer relationship management (CRM), help desk, and analytics systems brings together a wide variety of data. This enables personalized and automated customer communication across all touchpoints. Companies can thus deliver content tailored to specific target groups and performance-oriented—something that is at least costly with a traditional CMS.

Whether a CMS is a precursor to a DXP or vice versa is a matter of opinion among providers and is ultimately not decisive. What is much more important is that modern CMS or DXPs orchestrate a seamless, cross-channel customer journey, thereby creating a customer-centric experience. While classic CMS usually require third-party systems for this, a DXP intelligently links data from many sources to analyze user behavior and customize the customer journey. For example, a DXP recognizes when a user needs more specific information after downloading a white paper and targets further content accordingly.



Expandable, scalable, and integrable?

Constant change is the norm today. That's why companies that can adapt flexibly to changing requirements, like a chameleon, have an advantage. This also applies to IT, which itself helps companies adapt more quickly.

Constant change is the norm today.

IT itself must also be able to change and adapt. This also affects the choice of content management system.

It is important to ensure that the CMS can be flexibly adapted to new or changed requirements. This includes integration capabilities with other systems and scalability. Data from external systems is required for numerous use cases. If the company grows or shrinks, the technology should be flexibly adaptable, but so should the costs. This also includes subsequent extensions to the range of functions. This increases investment security.

Looking closely is good for your wallet

As with any investment, you should take a close look at the costs when deciding on the right CMS. Purchase prices vary greatly depending on the provider: from zero to five-figure sums in euros. And not every free CMS is bad, nor is every expensive system a sure-fire success. The purchase price is only part of the costs, which over the entire term (TCO - Total Cost of Ownership) actually make up the smaller part. Especially when purchasing complex IT solutions, follow-up costs can quickly and significantly exceed the price advantage at the time of purchase. These mainly include: hosting, implementation and integration, customization, maintenance and support, extensions, as well as operation and use.

The purchase price represents only part of the costs, which actually constitute the smaller portion over the entire term.

Training courses

Every new process and every new tool not only requires a learning curve, but also inevitable training. If the CMS is easy to implement and integrate into the company's existing processes, but is very difficult to use, it will be more expensive in the long run. Therefore, from a cost perspective alone, a training concept should be included in the calculation. This is especially true since a CMS is no longer used only by a small communications and marketing team, but rather by a whole range of other departments.

There are many different pricing models. From SaaS based on the number of domains, to the number of (simultaneous) backend users, or complete CMS packages including hosting, to the total number of frontend accesses.

Licenses

Enterprise CMS providers offer various pricing models, depending on the provider, such as based on the number of domains, users, front-end accesses, or as a complete package including hosting. The costs are often difficult to compare, as they depend on factors such as user numbers or website visitors and can vary significantly depending on usage.

For cloud-based CMS, you usually pay a fixed monthly price, which can increase depending on usage; this is practical for smaller companies, but can become more expensive in the long term than a self-managed system.
Companies should therefore carefully consider which model and approach makes the most sense for them.

Running costs

One of the most common mistakes when introducing a CMS is to set up and build the website and then neglect its maintenance. However, administration incurs a number of ongoing costs: design and content updates and upgrades, as well as monitoring and testing website performance. These things cost money, time, and manpower. If you don't factor these costs in from the outset, you could end up having to shut down your shiny new CMS after just a few years.

The costs incurred when introducing such software run from the day the project idea is conceived until the shutdown date, hopefully several years later, and should be included in the annual budget.

Updates

With on-premise CMS platforms, the buyer “owns” the CMS. The application then runs on the buyer's own servers, and the buyer decides which updates to make and when.

With a cloud-based solution, a distinction must be made: unmanaged servers are treated almost identically to on-premise solutions. However, if the system is managed by the cloud provider, the update costs are usually included in the flat fee.

Regardless of this, the company's development team must ensure that the application is executable on the new CMS version after a software update has been rolled out. This will cost time and money for testing and adjustments.

Monthly fee

You should know exactly what is included in a monthly fee. Cloud-based CMS providers offer tiered pricing options that cover different requirements and capacities. For example, they limit the number of updates per month. If you want more updates, you pay extra. Or you can define a maximum number of visits to a website. If the number of visits exceeds this number, it costs additional money. Therefore, take a close look at what the flat fee includes.

Checklist and questions for CMS selection

There is a whole catalog of selection criteria that should be clarified when choosing the right CMS. In addition to individual functions, costs, security, user-friendliness, and brand image play an important role.

User-friendliness

Do you need programming skills to perform various tasks, from design to security-related aspects? How tech-savvy do content creators need to be? How user-friendly is the CMS in general? Can I test the CMS in sandbox environments first?

Documentation

Are the instructions for use easy to understand, both for tech-savvy and non-tech-savvy individuals? Are the instructions available in different formats? Does the provider offer additional support? Are there online databases, communities, and forums that would help gain a deeper understanding of the CMS?

In addition to individual functions, costs, security, user-friendliness, and brand image play important roles.

Scalability

Is the CMS provider or host capable of implementing changed load and performance requirements? If visitor numbers to a website explode, will the infrastructure still be able to deliver content quickly? If you want to continue expanding the CMS, you will want to use advanced functions. Does the CMS offer these options?

A**daptability**

Is the provider future-oriented? What is their track record to date? Are they keeping pace with technological developments? What security measures does the provider have in place? How does the CMS provider intend to respond to update requests and feature requests? How easy is it to implement customizations?

Safety

- What built-in security features does the provider offer?
- How often does it release security-related updates?
- Does it respond to requests for such updates?
- Does the provider ensure that third-party plugins comply with the company's current security measures?

Performance / Load

- How quickly does the CMS deliver the web pages? This can be relevant for the ranking of the site (SEO).
- Do plugins or add-ons slow down the speed of the system?
- How many end users can the CMS serve and how scalable is it?

Sustainability

- Is the system built on a solid foundation? Is there a sufficient developer community for open source systems, and will the commercial provider continue to operate the software for the foreseeable future?
- Is the software's foundation state-of-the-art, or is it technically outdated?

From the perspective of the IT department

- Does the CMS allow integrations, customizations, extensibility, and individual development?
- Does it restrict the team to using a specific front-end framework?
- In which programming language (.Net, PHP, Java, JS) is the system developed?
- What server configuration is required? Microsoft server infrastructure, Linux, cloud, etc.
- What cloud hosting options are offered out-of-the-box for the CMS?

From a marketing perspective

- Can the CMS also be used by non-technical staff?
- Would the marketing team be able to create new pages without help from the IT department?
- Which of the required functions does the CMS provide out-of-the-box?
- Does the CMS have built-in marketing functions, such as
- email marketing?
- Does it allow the integration of third-party products and interfaces?

From a sales perspective

- Does the CMS allow for quick and easy segmentation of the target audience?
- Does it have an integrated CRM or allow for third-party integration?

And once you have the answers to these questions, there are a few more rules of thumb to keep in mind when making your selection:

3-year plan
A CMS is a long-term investment. It should therefore be able to scale seamlessly. On the other hand, the CMS should not far exceed current needs and cost a lot of money. It helps to take stock: where are you today and where do you want to be in three years? This will help you understand what to look for in a CMS and whether the system can map these visions.

Your own opinion is crucial
The shortlist should be narrowed down to a few potential candidates. There are a large number of websites and blogs that recommend the best CMSs. Although these sites provide valuable insights, their advice cannot be considered the be-all and end-all for a final decision. Ultimately, you should feel that the CMS you choose is the best fit for your company.

Involve users in decisions
You should hold personal discussions with the various interest groups within the company to find out what they expect from a CMS solution. From this, you can create a list of necessary and “nice-to-have” features.
This will give you a good idea of what the CMS should offer. Such a table should reflect the needs of the company, so it will differ from company to company.

So think carefully before you commit yourself for good
Before investing in a particular CMS, it is essential to try it out under real conditions. Make sure that at least one stakeholder from each team involved is present during this demo. This will give all teams an insight into the CMS and allow them to express their opinions. This will make it much easier to gain acceptance later on.

Questions, questions, questions

Together with your various stakeholders, you should ask potential CMS providers a long list of detailed questions to clarify all the important points. As a rule, you should not make a decision until you are absolutely sure that you have found out as much as possible about each of the potential providers.

	Must-Haves	Would-Haves	Important	Nice-to-haves
IT	• Redundacy • Backups	• Security	• Penetration testing	• Auto-scalling server pool
Marketing	• Integration with other tools	• Costumizable permalink structure	• Personali-zation testing	• Content scheduling
Sales	• Flexible product catalog • Product listing	• Faceted search • Flexible pricing • Integrations	• Segmented pricing • Flexible shipping	• Regionalization
Editorial	• WYSIWYG editor	• Content management and permission	• Editorial calendar	• Content analytics

Other important aspects

There are other aspects that may be of interest when selecting the right system.

1. Customer focus

- Delivering the right content to the right person at the right time via the right channel at an appropriate speed with a high degree of certainty. This requires a 360-degree view of that person and all previous interactions with them. This is the top requirement for a CM.

2. User-friendliness

- An intuitive user interface is the second most important selection criterion for a CMS. This is because working with a CMS can be very time-consuming and frustrating for users. It therefore makes sense to involve future users in the selection process.

3. Workflow

- Administrators must be able to track, manage, and approve content at various stages of the publishing process. Role-based user levels and comment archiving are important features of workflow functions. Version control ensures that CMS users do not work on the same content at the same time.

4. Personalization

- Customers are individuals with specific interests and behaviors. A CMS must therefore enable personalization and the ability to segment users based on a variety of data sources. These include purchase history, CRM data, and recommendation and search term information.

5. Responsiveness of output channels

- Basic responsive capabilities across all channels are standard today. In the next stage, CMS should be able to deliver progressive web apps (PWAs) and hybrid apps.

6. SEO

- Search engine optimization (SEO) should also be covered by a CMS. This includes search-friendly URLs, the creation of sitemap XML files, and support for canonical URLs.

7. Support, training, and partner ecosystem

- Support and training are essential. Therefore, you should pay attention to short-term support. Implementation partners should have the technical knowledge to make subsequent adjustments. Therefore, during the pitch, you should make sure that you also get to know the future customer service representatives.

8. Multi-Site-Management

- Some companies need to operate multiple, sometimes completely independent websites that serve different users. The CMS should be able to handle this, as it saves money and simplifies interaction.

9. Internationalization

- If you operate different websites in different countries or a single company website in different languages, multi-site and multi-language support, translation management, and time zone functionality are important features of a CMS. Output in different languages and characters, including page-reversed layouts (e.g., in Arabic), must also be taken into account.

10. Analyses and reports

- Indicators about a campaign can provide insights for future campaigns. Predictive and prescriptive analyses are even more important. The use of machine learning for predictive evaluation and recommendations is therefore an important differentiating factor when selecting a CMS.

11. Omnichannel

- CMS should be able to seamlessly deliver content across different channels and devices via APIs. The automation of marketing campaigns, newsletter distribution, and the publication of feeds directly on social media platforms should also be standard features.

12. Further development

- The CMS should also meet the requirements of the developers who implement, maintain, update, and extend it. It is therefore helpful to involve them in the selection process. The choice of software framework can also be crucial. For example, a .NET Core platform paves the way for the development of cross-platform apps. If you are working in a Microsoft-dominated infrastructure, this greatly simplifies collaboration within the DevOps team.

13. Security and compliance

- The CMS must protect data and not become a gateway for hackers to access the connected software infrastructure. In addition, legal requirements for data storage and use must be easy to comply with.

14. Integration

- The ability to integrate with CRM, marketing automation, and e-commerce platforms, sales, supply chain management, or BI is important. Are there standard APIs for this, or are complicated customizations necessary?

15. E-Commerce

- E-commerce is relevant for all companies, not just those with a product catalog. Integration between e-commerce and content should therefore be seamless. Data from the customer journey should make it possible to tailor the e-commerce experience precisely, thereby maximizing the chance of conversion.

A recommendation in conclusion

We have already completed numerous successful CMS consulting and implementation projects for companies of all sizes. Overall, satisfaction with the results was high.

These customers wanted to be done before they even knew exactly what they really wanted.

However, we have also successfully completed CMS projects that required a long and difficult learning curve. The main reason for this was that we started too quickly. These customers wanted to be finished before they even knew exactly what they wanted. Therefore, our most important advice for successful CMS projects is to take the time to analyze and define the basics.

This may take longer than you had planned, but it pays off. After all, a CMS is now one of the core applications in a company, just like an ERP or CRM system. And these applications are supposed to survive longer than a quickly downloaded app on a smartphone.

BAYOOTEC and CMS

Professional systems are increasingly evolving into “one size fits all” solutions that offer personalization and e-commerce modules in addition to classic content management. A CMS can quickly become a data experience platform (DXP), which opens up many more possibilities. To make the right choice, we work with our customers to review the requirements based on the above points. Once we have identified the most promising candidates, we then propose systems that are precisely tailored to meet the requirements.

In our CMS lab, we then test the systems together during the evaluation process to experience the usability of the editorial interface, stability, and configuration options in a direct comparison. We also keep an eye on the overall cost evaluation of a possible introduction and development, including operation.

Whether .NET or PHP systems, whether Acquia, Progress Sitefinity, Sitecore, Drupal, Kentico, Umbraco, or numerous other systems: we have excellent expertise in all areas to provide our customers with targeted advice and support.

Start your journey into the digital future with us now

Choosing the right content management system (CMS) is crucial to the success of your digital strategy.

This is where we come in: as a strong partner, we accompany companies on their journey to finding their ideal CMS. We work with you to analyze your needs, advise you on your selection, and take care of customization so that the system not only increases the efficiency of content management and the user experience, but also creates a stable basis for your growth and innovative business models.

Ready to find the right CMS? Let's work together to develop your individual digitalization strategy. Contact us for a no-obligation initial consultation.

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