Jumpstart Guide:

Moving from Ektron to Ingeniux CMS

INGENIUX

Content beyond boundaries

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If you use Ektron CMS, you are probably wondering if it's time for a change. At one point Ektron looked like a viable option for web content management. It had an innovative roadmap, up-to-date technology, and a strong customer base.

But things have changed. Ektron was sold to a private equity investment firm. It was then merged with Episerver, a competing software vendor. Episerver is a European Web CMS company. Clearly developing two Web CMS products is not a priority for Episerver.

While Ektron may be headed for a sunset or purely maintenance releases, the importance of managing your digital content and delivering modern web experiences is only growing. Episerver is an option for your Web CMS, but it's not the only option. It may not even be the best option.

If you liked the idea of Ektron, you should look at Ingeniux CMS.

In many ways, Ingeniux CMS is a modern version of Ektron, only better. A pure .NET CMS platform, Ingeniux CMS offers an open platform for web development, is very easy-to-use, includes a full suite of engagement and web experience capabilities, and is available in affordable on-premise packages or software-as-a-service subscriptions.

Ingeniux Delivers on the Promise of Ektron

Ektron had some good ideas. It was trying to move towards a vision of a super agile .NET CMS application. Ektron wanted to support MVC for development, decoupled architecture, more responsive user experience, and other capabilities. But it couldn't make it happen.

Ingeniux CMS is already there. The Ingeniux CMS client is a cross-platform web-based application. It's easy to use, powerful, and you can customize it to fit the needs of your teams and users.

Ingeniux delivers a more friendly and functional editing experience that will be familiar to your users. The Ingeniux CMS uses similar functionality such as in-context editing and visual page building, but with a much easier and efficient UX.

Ingeniux also offers a truly decoupled option, with the CMS software managed separately from your front-end website. It provides more flexible publishing options to support your websites, apps, print, mobile, and other channels.
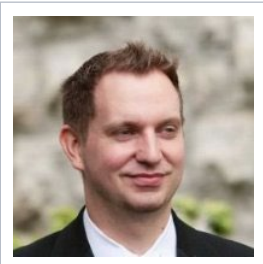
#1 Reason to Choose Ingeniux: Customer Satisfaction

Ingeniux is dedicated to customer success. We are a stable, privately owned, American company, with 15 years of experience. Customers love Ingeniux CMS (and the feeling is mutual).

In independent customer reviews on G2 Crowd, Ingeniux customers awarded Ingeniux CMS over four stars. You can read our reviews online: https://www.g2crowd.com/products/ingeniux-cms/reviews and see the great things our customers are saying about us.

But our commitment to our customers' success is just one reason Ingeniux CMS may be the best option for your web content management needs. Here are seven more reasons to consider Ingeniux.

★★★★⯪

66 Ingeniux provides a full-featured CMS with modern user experiences. These features will satisfy content/marketing specialists as well as back-end developers. It provides the power of ASP.NET MVC on the backend and the flexibility to use modern JavaScript frameworks that also unlock incredibly flexible tools for authors working in the system."

—James S.
Director of Web Initiatives at Knox College

★★★★★

66 We have created and host approximately 170 sites, in 27 languages with Ingeniux. Because of the flexibility, and ease of use of the CMS, we've accomplished this with an extremely small internal team. In addition, the support we received during our build was exceptional. Maybe more importantly is the ongoing support from the Ingeniux team. They have truly been, and continue to be, an important partner for us, not just a vendor."

—Cyndi D.
Web Producer/Content Manager at MoneyGram International

2. Get the Most Modern .NET CMS on the Market

Ektron built its CMS interface on old Microsoft ASP.NET technology: Web Controls. This alone locked you into the MS roadmap for your front-end, with no flexibility at all. And if you customized those Web Controls? If Microsoft updated the Web Controls and you installed the updates, your interface would break.

Ingeniux completely rewrote its CMS software using the latest version of Microsoft .NET. Ingeniux CMS is built to support Microsoft's MVC (Model, View, Control) approach to .NET development. It supports the Razor View Engine, which is a much easier, and web standards-friendly, development approach. You don't have to worry about the overhead and legacy of Web Forms development.

Ingeniux is built on an agile architecture. You can create your complete web experience within the Ingeniux environment, or you can build your front-end using a completely different technology. If you want to provide content management capabilities for your web applications or mobile apps, Ingeniux provides content-as-a-service, giving you management and 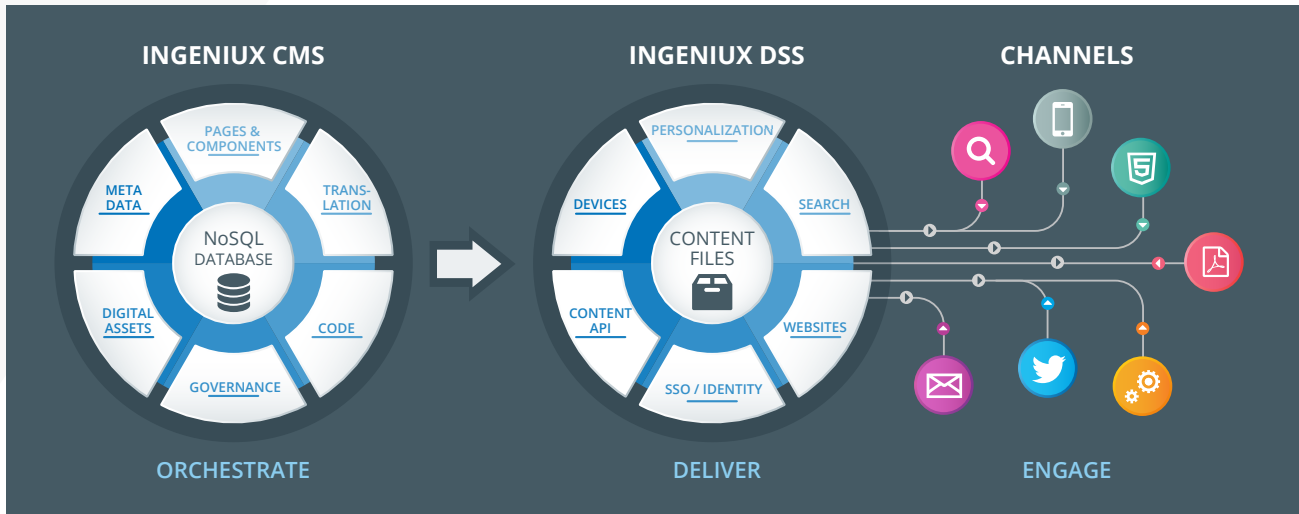governance of your content and the flexibility to deploy it to multiple delivery channels, regardless of the technology that delivery channel is built on.

With a mobile-first architecture, Ingeniux provides a responsive visual template and web page tool called Page Builder. Page Builder enables technical and non-technical users to visually create templates that are automatically mobile-friendly.

3. Easier Upgrades

Most implementations of Ektron resulted in tightly coupled presentation and content administration. In many cases, these websites required customization of the Ektron application. This customization resulted in complex and painful upgrades, which meant that often, the upgrades weren't applied at all.

Ingeniux, on the hand, is decoupled. There is a complete separation of the presentation layer from the backend content administration. Decoupled CMS products have dramatically easier upgrades because they don't require you to modify the product code to implement the website. This means that when the Ingeniux CMS is upgraded, your websites are not affected, saving you countless headaches, as well as time and money.

4. Built-in Synchronization

Ektron does provide a content synchronization option – e-Sync. Unfortunately, e-Sync was a premium add-on, so you had to pay to keep your content synchronized. To make it worse, you had to install the e-Sync feature on each server where you had content.

Ingeniux provides native synchronization so you can easily keep your content updated across locations. With Ingeniux CMS, you do not need to install a full copy of the software on every instance in your network. Content is delivered using a lightweight .NET application.

5. Designed to Integrate

Ektron does provide integrations with third-party applications, but they are proprietary and closed.

Ingeniux offers built-in integration with key marketing automation and CRM providers, as well as eCommerce providers. In each case, the source code is included. The Ingeniux integration model is easy to understand and includes a 100% public REST API and a native .NET API, all fully documented.

6. Easy migration using Ingeniux Site Import Utility

Need to get your content out of Ektron? No problem. Ingeniux includes a Site Import Utility that lets you map and import your content into Ingeniux CMS.

Ingeniux provides a flexible database model based on NoSQL. This allows Ingeniux to pull in content from the Ektron database or consume Ektron websites as HTML and modify them once they are in Ingeniux. The Site Import Utility also supports Ektron's asset structure so you can migrate all content and metadata.

7. Built-In Enterprise Search

If you wanted search with your Ektron implementation, you typically integrated a third-party search engine. While that's not completely bad, what was frustrating was that Ektron had no native content model awareness, so all you could do was full-text indexing.

Compare that to Ingeniux, which does integrate with third-party search engines, but also provides a native search engine. Ingeniux provides a search-based

architecture that enables you to leverage search throughout your website, from basic searching, to faceted and guided search, to recommendations and search-based navigation. In addition, Ingeniux search is security aware and globalized so you can search regardless of language. And, if you have a lot of content, Ingeniux search is ultra-high-scale, up to tens of millions of content items.

8. Lower TCO

Ektron might have seemed a cost-effective CMS when you purchased it, but multiple required add-ons soon added to the cost. Add to that painful upgrades that usually resulted in expensive re-implementations and your TCO went through the roof.

Ingeniux has a much better TCO. It provides easier upgrades that take under thirty minutes. It is API driven, and you don't need a DBA to manage the database. Also, Ingeniux is built for the Cloud, so you can go with a managed solution that significantly cuts your costs.

You also save on content administration in a number of ways. In Ingeniux it takes less time to manage the little - but-important - things such as redirects (they are automatic) and linking (also automatic).

The Time to Talk to Ingeniux is Now

The decision to move to a new Web CMS is never a simple one. But if you're like many other Ektron users we've heard from, you've struggled with Ektron for the past few years (if not more), and now you are at a crossroads – migrate to Episerver as Ektron reaches its end of life or select a new Web CMS that provides the functionality and security you want and need.

Ektron was far from a perfect CMS, but you've built your team's expertise on the Microsoft stack, and you want to stay there.

To learn more, visit us at http://www.ingeniux.com.

You know you can do much more with your digital customer experience, and you need a CMS that can go the distance, one that is committed to innovation, growth and the support of its customers.

Ingeniux is that CMS provider, and the Ingeniux CMS is the best choice for your next CMS. We invite you to learn more about what Ingeniux offers and how it can support your content management requirements today, and into the future.

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PO Box 21466
Seattle, WA 98111

info@ingeniux.com
877 445 8228