

INGENIUX



Is it Time to Replace Your CMS?

Seven Telltale Signs

Contents

Seven Telltale Signs.....	4
You Can't Create an Experience that Works Equally Well on Mobile	4
Your Production Schedule is Tied to Developer Availability	5
You Can't Connect Your Website with Your Marketing Campaigns	6
You Can't Easily Manage the Content for Separate Web Applications	7
Your CMS Doesn't Support Your Accessibility and Compliance Requirements	8
It's Takes Too Long to Implement Upgrades or Make Simple Maintenance Updates	9
Your CMS Environment Can't Support your Growing Audience.....	10
When You See the Signs, It's Time to Act.....	11

It's a massive commitment to implement a web content management system. A commitment that involves a lot of resources, time and money. So the decision to pack it in and starting thinking about a new CMS isn't a small one.

You have to put together a budget, a project team that requires input from stakeholders across the company. You have to develop your list of requirements, do research, send out requests for information and conduct interviews and possibility pilots. That's what happens before you select your new Web CMS. What happens after you make the decision is even more in-depth and time-consuming.

You may know this story well; you likely went through it when you selected and implemented the CMS you have today. You remember the good times and the rough times. And that means you want to be really sure you need to go down that road.

In some cases, you can get away with updating and customizing the CMS you have today. **But there are some obvious signs that it's time to move on and replace your Web CMS.**

Seven Telltale Signs

1

You Can't Create an Experience that Works Equally Well on Mobile

For years, you have focused on creating a great web experience. User experience design and testing has been a top priority to ensure that your website visitors can easily find the information they want. But you've noticed that more visitors are looking at your website on mobile devices, and your team has started investigating other potential channels to deliver customers information.

The omnichannel customer experience is here, and you know you need to start making changes to support

these different channels and devices. Unfortunately, when your IT team starts examining the changes that are required, they find your CMS can't support channels other than the traditional desktop without massive customization. And that means time and costs that you don't have.

What You Need: What you need is a CMS that supports mobile out of the box by integrating responsive design techniques into your templates and structure automatically. As a first step, your website should be viewable on desktop and mobile devices without any great effort.



2

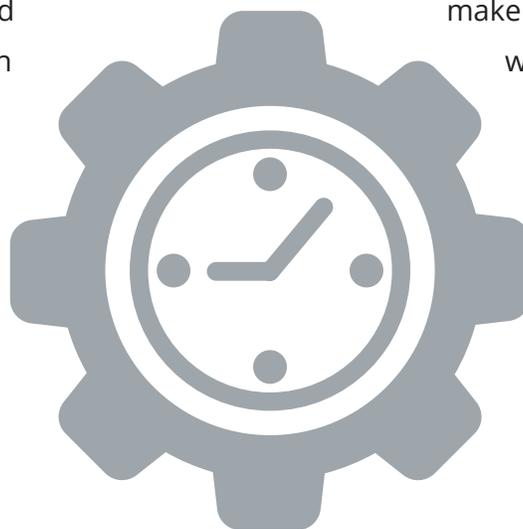
Your Production Schedule is Tied to Developer Availability

Understanding how website visitors use your website is a critical activity, and you consistently monitor traffic and engagement patterns to ensure you are presenting an optimal experience. During this analysis, you find that you need to make small tweaks to templates to add new content, functionality or restructure layout. Other times you have content updates that affect large portions of a web page or series of web pages.

Once you know what needs to change, you submit a request to the development team to have the changes made in the CMS. The problem is the development team isn't exclusive you, and they are regularly tied up on other projects within the company. Your request sits in a queue, and if it's not determined a priority compared to other projects, your changes must wait.

You think you can make the changes yourself until you look at your CMS and realize it's a development process that requires skills you and your team don't have. You may also share the CMS with other departments, and changes you want to make may potentially affect other departments, and that requires investigation by developers and others to ensure your requests won't break anything else.

What You Need: What you need is a CMS that empowers non-technical users to make smaller changes to the website. Give them visual tools that enable them to quickly make template adjustments without worrying about affecting other templates or websites. Provide in-context editing to quickly make content changes to existing webpages or to create new web pages using existing templates easily.



3

You Can't Connect Your Website with Your Marketing Campaigns

The public website is typically one component of a larger marketing strategy that engages customers and drives conversions. In some marketing campaigns, the website is a key element, whether it's driving visitors to sections of the website for information or providing landing pages for resources.

Your team is looking at how to deliver personalized experiences to your customers and prospects using the website. This might include sending emails for specific products or content based on a visitor's website traffic patterns, providing partially prefilled landing page forms using profile information gathered from a previous download request, or sending completed forms information directly to your CRM or marketing automation solution.

You have some great plans to delivered personalized



experiences, but when you start to implement these changes, you find your CMS won't integrate with your other marketing tools. Your CMS doesn't provide any out-of-the-box integrations with your CRM or MA, and it doesn't offer an API that enables third-party applications to connect with your CMS and pull out content and other data.

What You Need: You need a modern, agile CMS, one that provides connectors to popular CRMs such as Salesforce and marketing automation platforms such as Pardot and Marketo. These connectors provide two-way synchronization of information such as web pages a visitor viewed and forms they completed. This synchronization enables a personalized

website experience that provides content based on past traffic patterns, links clicked in an email or support requests.



4

You Can't Easily Manage the Content for Separate Web Applications

Your website has moved beyond simple brochure-ware sites that only displayed static content. It has evolved to offer a complex experience that combines content and functionality. You may be building separate web experiences for specific uses cases, such as a customer support portal. Along with your web experience, your company is building web applications that require some degree of content management, but they don't want to build that application within your CMS environment.

With content management needs varying greatly in your organization, you need to provide content processes that support all these use cases without developing custom content management capabilities for each use case.

What You Need: What you need is a CMS that provides content as a service (Caas). This Web CMS decouples the presentation of content from its management, allowing you to use the CMS to manage content for your website and all other web applications, without requiring those applications to live within the CMS environment. An agile Web CMS offers the best of all worlds, supporting the creation of websites within the CMS completely and websites, mobile apps, and web applications that are built on different platforms or in a different environment to connect to the CMS for their content management needs.



5

Your CMS Doesn't Support Your Accessibility and Compliance Requirements

There are two situations where your CMS is causing you concern and great manual effort: accessibility and compliance.

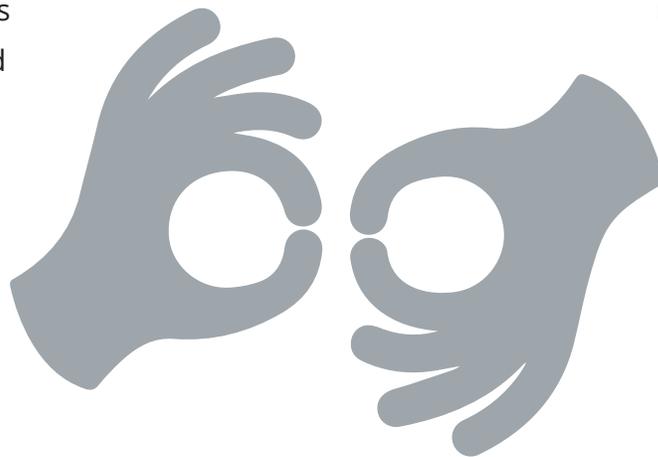
First, your website must follow the standards set for accessibility, including Section 508 and WCAG 2.0 to ensure that all visitors can view your website. Accessibility standards affect how you create your templates, and you are currently following a manual process of examining templates against an accessibility coding checklist. Although it's necessarily requirement, you feel there must be a better way to manage accessibility.

You also have specific governance processes that must be followed to ensure the appropriate authors and editors can manage

and approve content, and that the right audiences can view it. In this case, your CMS does not offer the granular permissions necessary to ensure proper content management and auditing of your processes; you depend on your team to do the right thing. Your CMS also doesn't connect to external identity management systems and allow you to secure content to specific audiences or persons.

What You Need: What you need is a CMS that supports accessibility guidelines out-of-the-box and easily allows you to check your templates and web pages against accessibility standards. This CMS also integrates with several identity

management providers and can leverage identity information to secure content for specific audiences on web pages and in search queries.



6

It Takes Too Long to Implement Upgrades or Make Simple Maintenance Updates

Every Web CMS provides regular updates, whether its smaller fixes or major enhancements and functionality. Most of these updates you need to apply to maintain service plans or support new features you want to adopt.

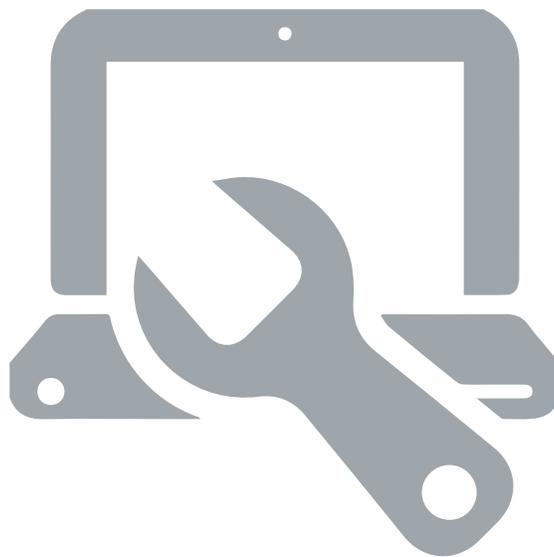
With your current CMS, these updates – regardless of size – are problematic to implement. You need to examine each fix or update to ensure it doesn't break something you have in place. Then you must set up planned outages to make the upgrades because they can't be done in a live environment.

You have to arrange for developer and system administrator time, plan the outage,

perform the updates, test the updates and the entire website and then put your environment live again. This effort takes time and resources and can cost you more money than the update is worth.

What You Need: What you need is a CMS that supports easy maintenance and upgrades that don't disrupt your web experience. With a decoupled CMS, your backend content management is separate from your presentation, so you can keep your website alive and functioning while you apply updates to the CMS backend. You

can also test upgrades in a test environment before you launch them live on your public website.

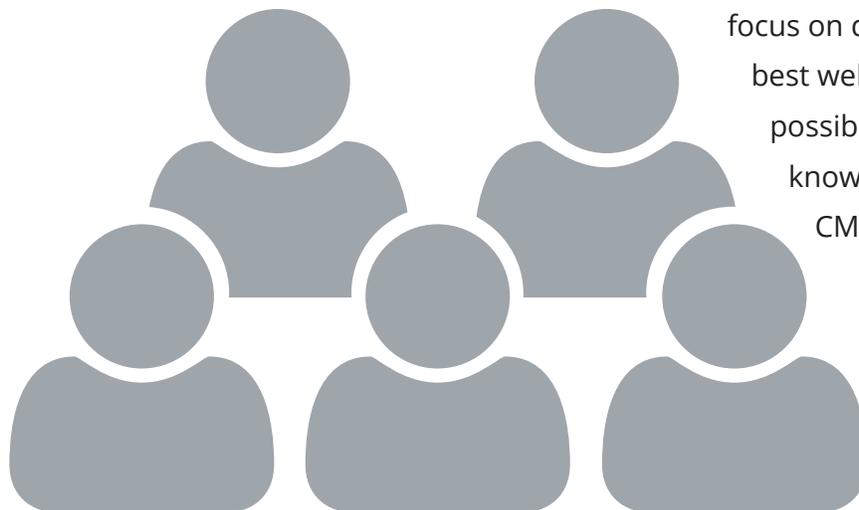


7 Your CMS Environment Can't Support your Growing Audience

When you started your website, your audience was small. But the Marketing and Sales teams have done great work and traffic is growing significantly. Unfortunately, as you improve your website experience and traffic continues to grow, you are facing growing pains. Your CMS wasn't set up to support heavy traffic, and as your IT team investigates potential upgrades to the environment, you are facing significant costs in hardware and software licenses. To make matters worse, you find your traffic spikes even higher at particular points in time.

What You Need: The best approach to providing the scalability you need is to invest in a cloud-based CMS that can easily scale as your needs grow. With a cloud-based CMS, you can quickly scale your environment up and down as your traffic grows. You also don't need a dedicated IT team to support your CMS as the hosting provider does this for you. Along with the ability to scale your traffic grows, hosted CMS solutions also provide regular content backups, fully managed software upgrades (when you want them) and 24/7 monitoring and support. Working with a cloud-based

CMS means you can focus on delivering the best web experience possible, safe in the knowledge that your CMS can support it.



When You See the Signs, It's Time to Act

Whether you see only one of these telltale signs or all of them, it's time to step back and think strategically about your content management system. In the not too recent past, many companies looked at their CMS as a tool for managing the public website. Today, it provides so many more capabilities.

From managing your public web experience, including desktop, mobile, and other channels, to supporting customer support

applications and portals, to providing content services to complex web-enabled business applications, your CMS needs to be agile, flexible and ready to support all your content management needs securely and with the appropriate governance in place. When you think about your current and planned roadmap, you'll likely see many other reasons it's time to move to a new CMS, but these seven are particularly critical signs.

To help understand what to look for in a new Web CMS, check out our [Web CMS Buyer's Guide](#).

INGENIUX

PO Box 21466
Seattle, WA 98111

info@ingeniux.com
877 445 8228