Multiple Sites, One CMS

How a Hybrid CMS Supports All Your Web Experience Needs

INGENIUX

Content beyond boundaries

Delivering a great customer experience means more than having a great website. Your customers engage with you and your content across multiple websites and channels, and they expect a consistent experience. The key to providing that consistent experience is using one CMS – a Hybrid CMS.

Multiple Sites Often Mean Multiple CMS

It's not unusual for a brand to have more than one website to manage. In fact, according to the Ingeniux 2020 Digital Priorities survey, over fifty-one percent of companies manage six or more websites. That's a lot of different experiences and a lot of content and design. And it's why the right content management system is so important.

1 14%

2-3 24%

4-5 11%

51% **6+**
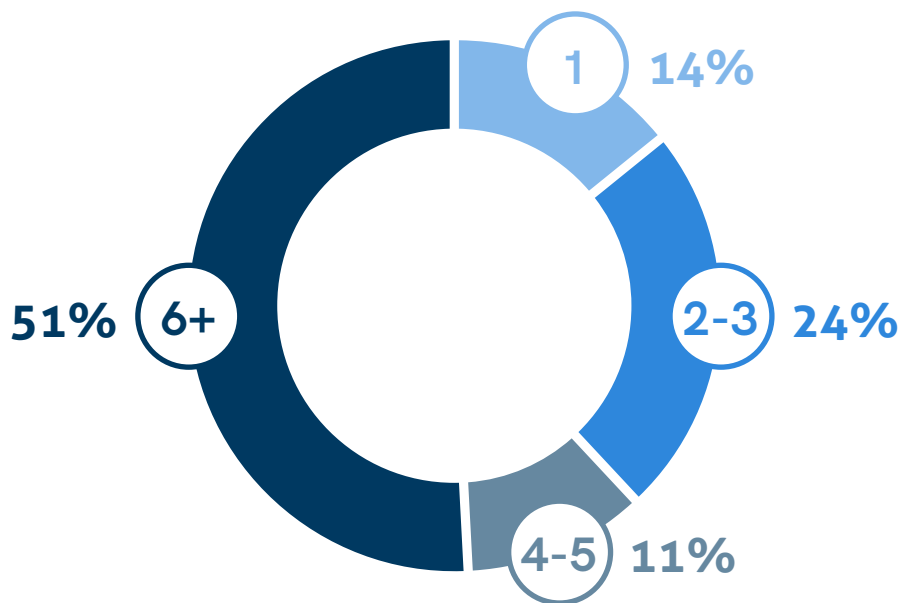
Let's think about that. You have your brand website; then you have your employee Intranet, your customer portal, and any number of marketing and sales micro-sites. These websites are often managed by different departments or teams within departments, which means they likely have their own CMS' to manage their websites.

Here's another stat from the Digital Priorities report: Of those companies who manage four or more websites, 56% do so with two-to-three content management systems, and 17% do so with four or more content management systems.

1 ████████ **27%**

2-3 ████████████████ **56%**

4+ ██████ **17%**
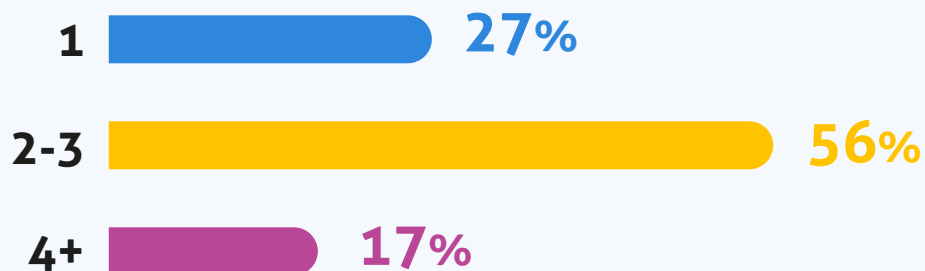
That's a lot of content management systems.

Even if different departments manage your websites, they don't need to all have their own CMS. Yes, it can work, but the challenges are many:

- Duplicate content, managed in multiple CMS – no single source of truth
- Little to no integration between CMS to share that content
- Inconsistency in the information shared with customers across different touchpoints
- Inconsistent experiences
- Multiple CMS to manage means extra work for IT

A hybrid content management system can solve many of these challenges and enable your brand to continue creating and managing multiple websites and digital experiences.

Hybrid Content Management

There are many types of content you want to share across your websites. Some of the easiest include career opportunities, news and events, FAQs, and contact/company information. This content is available on your brand website and your Intranet. You may also share news and events content in your customer portal or sales and marketing microsites.
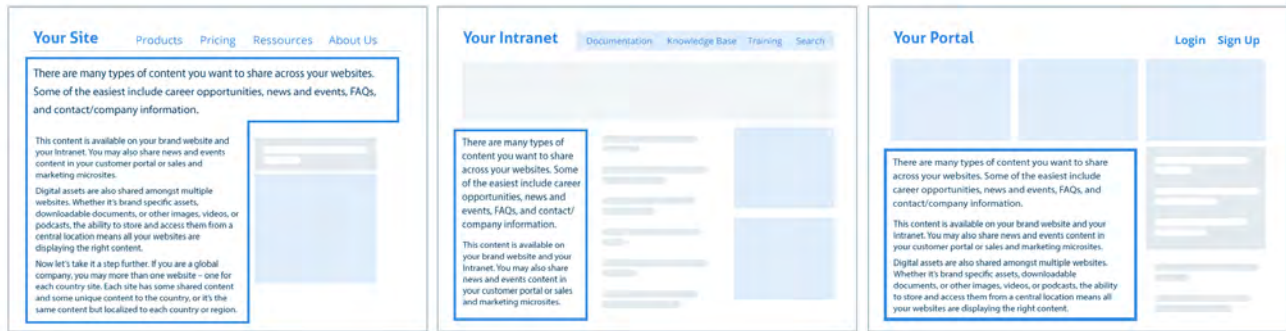
Digital assets are also shared amongst multiple websites. Whether it's brand specific assets, downloadable documents, or other images, videos, or podcasts, the ability to store and access them from a central location means all your websites are displaying the right content.

Now let's take it a step further. If you are a global company, you may have more than one website – one for each country site. Each site has some shared content and some unique content to the country, or it's the same content but localized to each country or region. We won't get into the multi-lingual aspect of dealing with a global web presence in this paper, that comes with its own set of challenges and opportunities.

Content Experiences:

Let's take a minute and talk about content experiences. You have your website, and it's designed to support your key personas and audiences. Its focus is broad, providing as much information about your products and services and your brand as possible.

On the other hand, content experiences are designed to be more targeted and personalized to a segment or group of customers, with the intent of providing a related set of content to support the customer on their journey. This content is a combination of web page content, blogs, visual content, like videos and images, podcasts, and downloadable assets.
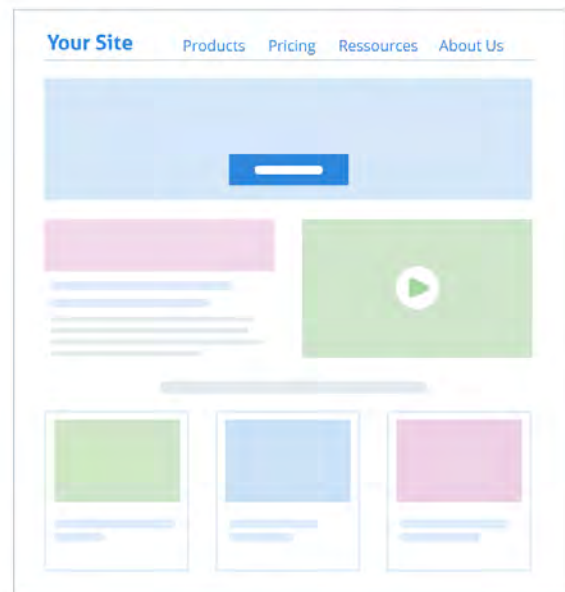
This content is managed directly in the CMS or curated through the CMS from other locations and tracked and delivered via the CMS to create a single content experience.

Content experiences are a relatively new approach used by content and digital marketers to support customers on their journey.

Working with Structured Content

A hybrid CMS supports structured content to create, manage, and share content among multiple websites.

Think of a career opportunity on the brand website and Intranet. You want to provide salary information only on the Intranet. You create that career listing once, completing all the information in one place, but only show the salary information in the listing published on the Intranet.

Structured content is content created and managed separately from how it's published. When you create it, you include metadata and other information that describes the content, enabling you to reuse it across your websites, web applications, portals, mobile apps, and more. Structured content is:
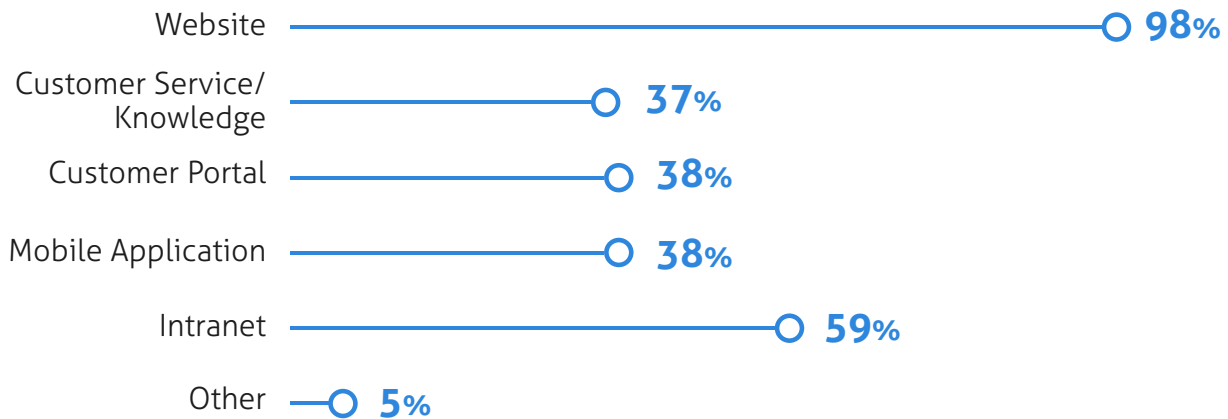
- Structurally rich
- Semantically categorized
- Reusable
- Reconfigurable
- Adaptable

> ▶ Learn more about structured (intelligent) content reading this primer.

Hybrid CMS Architecture

A hybrid CMS provides a single back-end content management administration environment and multiple deployment options from an architecture perspective. We know this is important from our Digital Priorities report that indicated companies use their CMS to support multiple experiences.

What solutions does your CMS support?

Solution	Percentage
Website	98%
Customer Service/Knowledge	37%
Customer Portal	38%
Mobile Application	38%
Intranet	59%
Other	5%

With a hybrid CMS, you manage all your content in a single location and then use one or more delivery channels to publish that content to your websites, including:

- Dynamic delivery framework: Create your websites using the CMS delivery framework, leveraging web page or micro-site templates, CMS search, and other CMS features.
- Headless content delivery: Pull your CMS-managed content into custom-built websites or web applications.
- Static content delivery: Push your content into static websites or as static content in web applications. This content doesn't change often, but you need it to be consistent across all your websites and other channels.

The Benefits of the Ingeniux Hybrid CMS

There are many reasons a hybrid CMS is the right choice to manage your websites and other digital experiences. But not all hybrid CMS solutions are the same. Ingeniux CMS is built on a foundation that separates content management from content delivery, and our solution has continued to evolve over the years on that foundation.

To understand how Ingeniux supports multi-site management with a single CMS, we can look at eight key elements.

Reusable Content and Assets

Ingeniux supports a structured content model where you define content types or topics that you will use across your websites. Each content type has a set of attributes and their formats. The key to creating structure is to break down the content into its key attributes only to the extent that you plan to use each attribute in your websites (you don't want too many attributes that you will never use).

The Ingeniux Schema Designer creates XML schemas that are then natively available as XML or JSON. It supports over 25 standard element types, such as Text (string), XHTML (WYSIWYG editing), image, media file, database query, navigation, etc. The Schema Designer allows content models to change. Web administrators selectively update existing content with those changes through versioning and syncing, and replication to propagate changes across existing content items.

In addition to text-based content, Ingeniux provides digital asset management capabilities that allow you to easily manage and share digital assets such as images, videos, and documents across your websites. The Ingeniux DAM is a complete platform that includes versioning and renditions, custom metadata and tagging, rights management, workflow review, and publishing all your digital assets.

You can store your assets in a remote cloud location, including YouTube or Vimeo, and still manage them as native content items. The Ingeniux DAM also integrates with leading CDN solutions, including Akamai and Amazon CloudFront.

> ▶ Learn more about our Structured Content Capabilities
>
> ▶ Learn more about our DAM Capabilities

PageBuilder with Reusable Templates and Web Pages

If you build your website using Ingeniux CMS, you can take advantage of its visual page builder tool. Using Page Builder, you can drag and drop widgets onto templates and manage the visual presentation for multiple websites. Page Builder creates responsive templates making them automatically mobile friendly.

If you are regularly creating microsites for marketing or sales and need a way to quickly spin up a new microsite without a developer's help, Page Builder is the tool that can help. Marketing can also use Page Builder to create new web page templates or update existing templates for the brand website as you expand your web experience.

Once your templates are defined using Page Builder, your marketing team can easily create new web pages by selecting the appropriate template.

Multiple Delivery Options

Ingeniux CMS does not tie you to a specific server or technology for all your websites. It also does not require that you publish your websites using the same delivery approach. For example, your brand website is hosted within Ingeniux CMS, but your ecommerce website lives on a different server. In addition, you manage the content for the customer support portal.

With Ingeniux CMS, you have multiple delivery options, including dynamic, headless, and static. Your organization can create and manage all your content in one Ingeniux CMS yet deliver it to different websites, each with its own delivery method. For the brand website hosted within Ingeniux, you would use a dynamic delivery server; for the ecommerce site, a headless API. Depending on how you have built your customer portal, you could use either delivery approach. The key is that you aren't tied to one way of delivering content, giving you the freedom to design your digital experiences the way they work best for your customers and you.

And because you manage all your websites' content in the CMS, you get a replication system that keeps that content in-sync across websites, the way you want.

> ▶ Learn more about Ingeniux CMS's Hybrid Deployment Model

Granular Permissions and Governance

With Ingeniux CMS, you can set up multiple sites and then apply specific users, groups, and permissions per site. This allows you to grant a subset of users access to only one site while making other sites read-only or hidden. You can also create a set of super users that can manage content across multiple sites. Permissions expand beyond access to control publishing rights, workflows, and page and section-level access within a site.

Faster Time to Market of Micro-sites and Content Experiences

Customers expect to get the information they need from you when they want it. That means you must be able to spin up new microsites for campaigns and new content experiences fast. There is no time to wait for a developer to help you. Ingeniux CMS is designed to help you get your content to customers faster, update that content faster, and develop the experiences they expect faster.

Single Point of Deployment

From a technology management standpoint, a single CMS to manage all your websites provides you with a single point of deployment – one CMS for IT to manage. Your marketing team will not have to duplicate content across CMSs, and your IT team will not have to deal with creating replication processes that move content between CMS systems.

Efficient Hosting

Ingeniux CMS is hosted in the cloud, and we provide all the management of your environment to ensure your websites always have access to the content they need.

"Ingeniux SaaS provides the security, operations, and availability that IT requires, with the convenience and performance marketing loves."

With Ingeniux SaaS, you can also scale your website quickly, scaling up when demand is high and then back down when traffic subsides. This way, you always have the confidence that your websites are available to your customers.

▶ Learn more about Ingeniux SaaS

Cost-Effective Solution (compared to Managing Multiple CMS)

You can buy multiple content management systems to manage your websites, but the cost for the technology alone makes little sense. Add in the cost to plan the implementation, set up and manage the CMS, and manage how content is delivered to your website, and you will be surprised how much you are spending.

The financial value of using Ingeniux CMS for multiple websites can't be ignored. The fact that it's hosted in the cloud and available as a yearly subscription can help you distribute content management costs over several years, easing annual budget constraints.

Ready to Learn More?

If you are struggling to manage a consistent experience for your customers due to multiple CMS managing your websites, it's time to rethink your strategy. Give us a call, and we'll walk you through the Ingeniux multi-site, one CMS strategy, and it can work for your organization.

ABOUT INGENIUX

Ingeniux is the leading provider of web content management and digital experience software. We enable organizations to orchestrate the entire customer experience from acquisition through to sales to support and service, across any device, application, or website.

We build content management software with an unparalleled focus on the content itself. The Ingeniux CMS is designed to manage and deliver modern websites, customer support portals, online communities, and other customer touchpoints.

We believe in intelligent "structured" content. We design our software to enable content reuse, enable true mobile and multi-channel content delivery, and insightful content discovery. Our unique content-as-a-service capabilities deliver content into web and mobile applications, and other key channels.

Ingeniux software is available as a fully managed software service or an on-premise application. Ingeniux delivers unparalleled service and support to customers worldwide.

To learn more, visit us at www.ingeniux.com.

INGENIUX