Moving from Legacy to Modern CMS Platforms

The web has changed. Isn't it time your CMS changed too?

INGENIUX

Content beyond boundaries

At some point the overhead of supporting a legacy CMS outweighs the cost and effort to upgrade and you will find that it's time to move on. It can be a difficult decision to make, moving to a new CMS. After all, you've invested time, money, and training into your current CMS. Starting the process all over again feels daunting.

But a modern CMS provides the flexibility and functionality you need to design the experiences your customers and employees require. Not making the change could drive your customers to the competition.

In this eBook, we will examine the most important reasons to migrate off a legacy CMS, break down the key capabilities of a modern CMS, and provide eight signs to look for that mean it's time for you to move on.

How to Know When It's Time Migrate

There are many reasons to migrate to a modern CMS, some relate to the content you need to create, curate, and manage. Other reasons relate to the CMS technology and vendor directly.

5 Vendor/Technology Reasons to Migrate

Let's look at a few reasons you should consider migrating to a modern CMS from the perspective of the vendor or CMS technology.

Vendor Support

Are you getting the support you need from your CMS vendor? Some CMS vendors sell you their solution, then walk away. Others may help with the initial implementation, but anything you need after that, your IT team is on its own. And then there are others who charge for on-going support but getting access to help in a timely manner is challenging and your team is often frustrated with response times and a lack of resolution to their issues.

Think about your CMS vendor. How would you rate them in terms of on-going support? How timely are they in responding to support requests? How quickly do they help you resolve your issues? Do they offer value-added services such as regular training to keep your team up to date on the latest updates to the CMS?
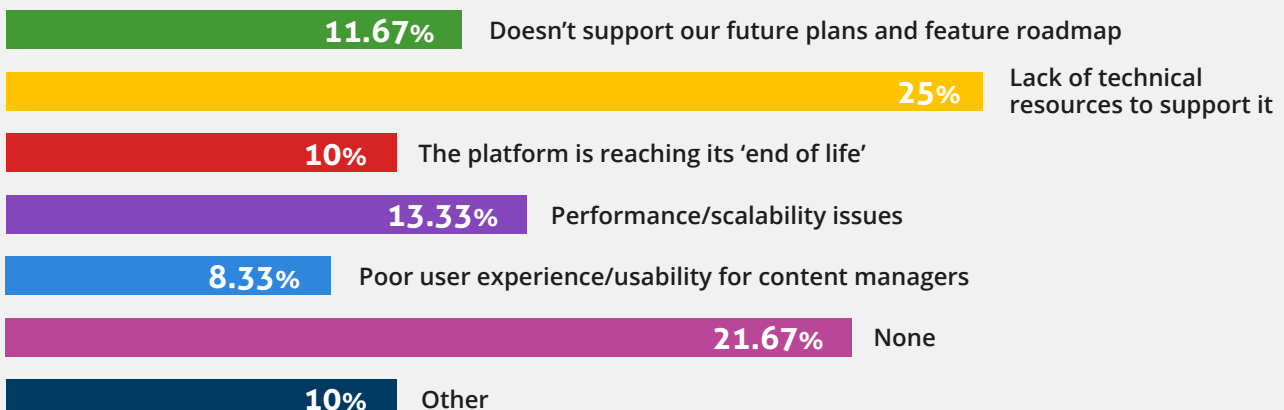
You also need to consider the expected lifespan of your current CMS. Is the vendor sunsetting the version of the CMS you are using? When will that happen, and when will support end as well?

CMS Complexity

Your CMS is too complex for your needs. You paid for a solution that provides too many capabilities that you aren't using or that don't work the way you need them to. Maybe you thought you would need them, or the vendor recommended features your competitors used, that you should use too.

Did you know that a lack of technical resources is the #1 challenge to supporting a CMS?

Q: What is your biggest challenge with your current Web Content Management Platform?

11.67%	Doesn't support our future plans and feature roadmap
25%	Lack of technical resources to support it
10%	The platform is reaching its 'end of life'
13.33%	Performance/scalability issues
8.33%	Poor user experience/usability for content managers
21.67%	None
10%	Other

From the 2019 Digital Priorities Report

It happens far too often. You have a CMS that's too big and complex for your needs and has become challenging to manage and support. It's time to right-size your CMS investment, moving to something more appropriate for your current needs, with the ability to support future requirements when you are ready (and not before).

Ingeniux offers Development as a Service. Unlike some CMS vendors, you don't have to design and develop your website on your own. Ingeniux offers the ability to leverage its professional services development to help you quickly get your site up and running. Our team can do all the work, work side by side with your internal team, work with a third-party design agency, or ensure you have the training you need to do the job on your own. Learn more.

Vendor Roadmap

One of the biggest challenges with a legacy CMS is the lack of a defined vendor roadmap. Legacy CMS vendors don't provide information on product direction because they spend most of their time supporting the current infrastructure and design. When there is a roadmap, it often focuses on how they are moving the current capabilities to a new underlying architecture.

You know it's time to migrate to a modern CMS if your vendor will spend the bulk of its future upgrades purely on the underlying architecture required to get it to a place where it can offer modern capabilities.

CMS Costs

Are you paying too much for your CMS? The costs related to purchasing a CMS and paying for on-going support are going down. You may find yourself in a situation where support costs and total cost of ownsership are almost equal, or greater than the costs of a new modern CMS solution. If that's the case, it's time to migrate.

SaaS

SaaS is the future of CMS. If you are not using a SaaS CMS solution, you should consider it.

1. A SaaS solution enables you to focus on content, and content experiences, not technology. The CMS vendor is responsible for the underlying technology.

2. You can reallocate staff to support other important areas of the company, including development of web-based or mobile applications, or creating new front-end experiences.

3. With a SaaS solution, you get 24/7 support, so you can always be sure your website is up and running.

4. A SaaS solution provides better performance and security, including DDoS, intrusion detection and more. It also provides regular upgrades, allowing you to test the upgrades against your website before you accept them.

> Ingeniux SaaS CMS: A SaaS platform with the flexibility to meet the custom requirements of your websites and applications, and the management services and standards to keep your sites operating 24x7 and delivering exceptional customer experiences.

8 Signs You Need a New CMS From a Business Perspective

We looked at the vendor and technology reasons you should consider a new content management system. Now let's look at your business; specifically, your website and your content management process.

Your Content Process

1. Lack of content updates. When was the last time you performed a review of your website content? It's not unusual to spend a lot of effort creating content for your website, publishing it, and then not looking at it again for a long time, if at all. With a modern CMS you can set up workflow processes that notify you it's time to review content to ensure it's still relevant and useful.

2. Large amounts of PDFs and documents. Much of your content is available not as a web page, but as a downloadable document because it's easier to create a document than it is to create a new web page. A modern CMS provides prebuilt templates for web pages but also a page builder tool to visually design a new web page without having to know coding.

3. Content is hard to find on the website. Legacy CMS solutions aren't known for good search capabilities. There's also a lack of meta data and search capabilities.

With a modern CMS, you can structure your content using topics and metadata making it easier for customer to search and find the information they need. Modern CMS' also include modern search capabilities that enable you to search across all types of content and easily navigate through content results using features like faceted or guide search, weighted ranking, and more.

4. Content quality problems. Is your site struggling with broken links, misspellings and accessibility issues? Legacy CMS solutions don't provide the governance tools you need to ensure content quality or its availability to everyone. And accessibility is an issue for every brand today. A modern CMS includes the tools you need to monitor your content and web experience, alerting you to issues or automatically resolving them.

Your Website Experience

1. The look and feel of your site aren't evolving. If your website is stuck in time it's likely because your CMS doesn't provide the ability to create a new, modern design. Or it's so hard to make changes that you put it off until you have budget and time to make changes.

2. The website is slow and has performance issues. When is the last time you ran a speed test on your site

and got excited? Slow websites result in a decrease in traffic because your visitors don't have the patience to wait until a page loads. They'd rather go somewhere where their time is considerable valuable. Performance issues relate to how your CMS works, including how it publishes web pages, how it's connected to the backend admin site, how load is distributed, and other factors. Most legacy CMS are tightly coupled, meaning your administration backend is hosted on the same server as your front-end experience, a major issue for performance.

3. Use multiple CMS applications to support multiple sites. If you're a Star Trek fan, then you know the story about the Tribbles. You may think that having a couple of cute little fluffy creatures is no big deal, until they start multiplying in ways bunny rabbits only dream of, and start causing major havoc with the way the ship operates. It's the same for content management. You think that having a CMS for each website is fine, but what you find out is that it causes more problems than it helps, including inconsistent experiences and the inability to share content across sites. Having one legacy CMS is challenging enough, having more than one? Well, the tribbles might be a better option.

4. Operations challenges. Out of sync versions and content repositories across content development, staging, test, and delivery are serious operational challenges that come with running legacy CMS solutions. You need a solution that helps you keep your environment in sync, reducing the amount of time it takes to implement change and update content.

Ultimately, it's not about the technology, or about managing content the right way. It's about the customer experience. Are you supporting the customer experience you need to succeed?

The Key Capabilities of a Modern CMS

We've shown you the things to look for to know when it's time to migrate to a modern CMS and we've even hinted at how a modern solution can help. Now let's take a look at some of the key capabilities you find in a modern agile content management platform.

1. Modular content: Intelligent, structured content is the content model in a modern CMS. You define a taxonomy for all your content, including topics and metadata, that enables you to use that content across all your digital channels, not only your website.

2. Decoupled for security, performance, and multi-site / channel: A modern CMS is decoupled, separating the administrative backend from the front-end delivery. The separation improves performance and provides a strong layer of security for your administration

capabilities. It also enables you to create content once, storing it in the backend CMS repository, yet publish that content multiple sites and channels.

3. Native responsive templating and page building: Creating a website that works on desktop, tablet and mobile devices used to require a lot of development effort. A modern CMS provides native responsive templating and page building, enabling you to create a web page that works across all devices. A visual page builder enables non-developers to quickly create and publish new web pages to keep the website fresh and up to date.

4. Headless API: Not all your digital channels will exist within the CMS, but you will still want to take advantage of its content management capabilties. A modern CMS provides the ability to create your website within the CMS environment (decoupled), and create custom front-ends – website, applications, mobile apps – that can manage and pull content from the CMS.

5. Easy systems integration with CRM, Commerce, and other apps: Modern CMS solutions provide the architecture framework necessary to connect with other systems to share content and information needed to create a personalized, relevant web or portal experience.

6. Easy to use: You may not have thought about this, but ease of use is a feature of a CMS. Modern CMS solutions are designed to make it easy to create content and content experiences. They support non-technical users who spend the most time in the CMS creating and managing content.

7. Cloud-ready and SaaS: Where would you rather spend your time and effort? Managing a content management technology and server environment? Or designing and managing a great digital experience? A modern CMS is cloud-ready and SaaS, taking care of all the architecture and CMS environment details for you, including security and compliance, backups and disaster recovery, testing environments, and more.

8. Personalization and digital marketing: A modern CMS integrates with marketing technology such as marketing automation, personalization tools, testing and more to help create personalized digital experiences. It also offers the ability to personalize the experience using location, demographics, and IP address.

A competitive digital experience requires you to be everywhere your customers are, providing relevant information. You need tools that help you do that easily. A modern CMS comes complete with the features and functionality needed to create content that is available to any channel or experience.

Traditional content management solutions are hosted on premise and rely heavily on IT to set up and manage, another challenge to setting up new experiences and adapting existing ones quickly. Time to market is a competitive differentiator today, and those companies that can get the right information to the customer in the right way, at the right time, are the ones who will win.

"It's not the death of WCM," said Irina Guseva, lead analyst and lead author of the former WCM Magic Quadrant and senior research director focusing on WCM and DXP. "It's the birth of WCM to a new definition of a content management system. Because now it's not only the web, obviously, that we need to tackle when you have Alexa, chatbots and different devices, modalities and channels. Content is not dying. It's just turning into an original idea of a content management system that's intended for different content types and now for different channels." [Source]

How Ingeniux Supports the Migration from Legacy to Modern CMS

Ingeniux is a modern content management system and it brings a number of benefits to its customers:

- Cloud-based architecture with a modern codebase
- Intuitive editing and design control
- Built-in digital asset management
- Unified search
- Front-end freedom of choice (aka headless and decoupled) - hybrid approach
- Native multichannel publishing
- Lightweight API-centric integrations

It's not only the CMS that you should consider when looking at migrating, you should also consider the support the CMS vendor provides as well. Ingeniux provides two critical components of a successful migration to a modern CMS.

The Ingeniux Content Migration Tool

Ingeniux offers a content migration tool to help you migrate your content from your legacy CMS to the Ingeniux CMS. There are two parts to the Content Migration Tool:

Ingeniux Site Import Utility

The Ingeniux Site Import Utility is designed to help people easily migrate content from an existing website or CMS to Ingeniux CMS. The tool can query content from the current database, import content from a structured feed (like XML), or it can string parse HTML (e.g., it can map an H1 HTML text to a Title field in Ingeniux CMS).

Of course, there's more to migrating content than simply bringing over the content in the database. The structure of your new website is likely very different, so it's not a straight content import. You need to define templates and page types and map that new content model to the existing

one and then migrate the content to map to the new model.

Ingeniux Site Migrator

Migration involves not only moving content from an old website to a new one. It may also include moving content from one Ingeniux CMS environment to another, such as from a development server to a primary CMS server.

The most common cross-site migration scenarios include:

- Development to Production
- From Development to UAT for user acceptance testing
- On-premise to Cloud

Ingeniux provides a cross-site migration utility that helps you move your website and content from one installation to others. It's like cloning, packaging content, and moving it between installations.

Ingeniux Professional Services

Ingeniux also provides professional services that can work with you to ensure your website is properly migrated and set up in Ingeniux CMS. We offer you several ways to work with our professional services team. We can lead the migration and set up of Ingeniux CMS, co-develop with your development team, work with a partner of your choosing, or support you through training and support services as you do it yourself.

Whatever way you decide to move forward, we are committed to your success.

Learn more about our professional service offerings.

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.

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