Korcomptenz

Choosing the ideal CMS
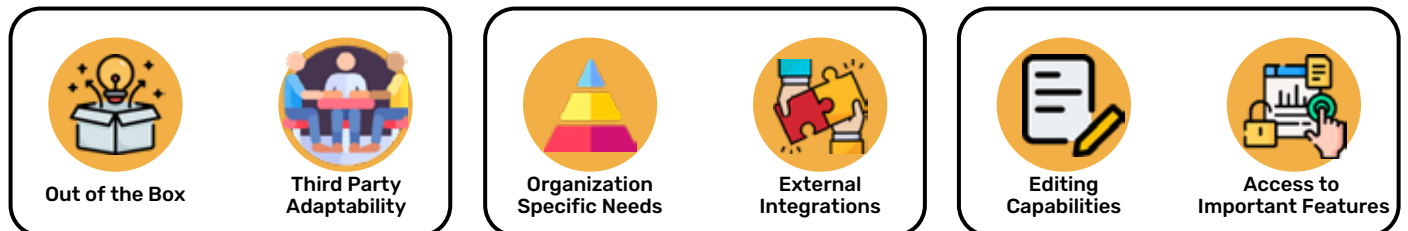
CONTENT MANAGEMENT SYSTEM

Balancing Organizational Success Factors

With over 1 billion websites online, choosing the right CMS can be overwhelming. Whether you need a popular option like WordPress, a specialized platform like Magento, or a premium solution like Adobe Experience Manager, the decision is critical. With choices and price points ranging from free to six figures, understanding the differences between CMS options can be daunting. Even if you knew every detail, choosing the right one for your needs is challenging.

Important Items to Consider

There are plenty of factors to consider, but try to organize your thoughts around a few important areas that are certain to impact your short and long-term success, as well as your total cost of ownership.

Out of the Box | **Third Party Adaptability** | **Organization Specific Needs** | **External Integrations** | **Editing Capabilities** | **Access to Important Features**

Key Technical Requirements to Consider

Scalability:
Will the CMS evolve with your business, supporting increased features, functionality, users, content, and traffic?

API Capabilities and Expandability:
Are there APIs available to extend functionality? How effectively does the CMS integrate with your other tools, such as CRM and PIM?

Headless:
Is your platform head-on, completely headless, or hybrid headless? Choose the one that aligns with your requirements.

Implementation:
Can you choose between on-premises or SaaS deployment with the vendor? Is single-tenant cloud deployment available?

Personalization:
What personalization options does the platform offer? How simple is it to create targeted content and campaigns?

How Will You Make it Your Own?

Most systems won't be perfect out-of-the-box for anything beyond basic sites. Customizations are often needed, especially for integrating third-party applications such as CRM or ERP. Consider these factors:

Check how customizations are managed in your shortlisted platforms. See if similar enterprises have made enhancements and understand why they haven't.

Investigate if third-party systems integrate with your potential CMS and any reported challenges.

Can You Use it Daily?

The user interface as well as experience can vary widely, some are minimalist and easy to use, while others offer extensive features for advanced users. Your preference will depend on your taste, but consider these two key aspects:

Ensure you see the CMS in action and feel comfortable using it daily. Frequent updates mean administrators often spend hours working with it, so it should be enjoyable for constant use.

Verify how third-party modules as well as customizations are integrated. If they're detached from the primary interface, it could be cumbersome for frequently used features.

A Few More Things To Consider

After you've taken a closer look at the features, customizations, and user experience, there are a few more items to consider that can have an impact on the success of your new site and the total cost of ownership.

PLATFORM	DEVELOPER COMMUNITY	SECURITY+ STABILITY	ONGOING MAINTENANCE	FUTURE ROADMAP
OPEN SOURCE	CERTIFIED PARTNERS	PATCHES + UPDATES	ANNUAL COST	CORPORATE VISION
PROPRIETARY	ADDITIONAL RESOURCES	ISSUE RESOLUTION	RESOURCES REQUIRED	COMPETITIVE POSITIONING

Understanding Total Cost Of Ownership

Consider both initial implementation and ongoing costs, including support and upgrades, when evaluating the total cost of ownership. Open-source systems may seem free but can incur costs for hosting, third-party tools, upgrades, and customizations, while proprietary systems might have higher upfront costs but lower long-term expenses.
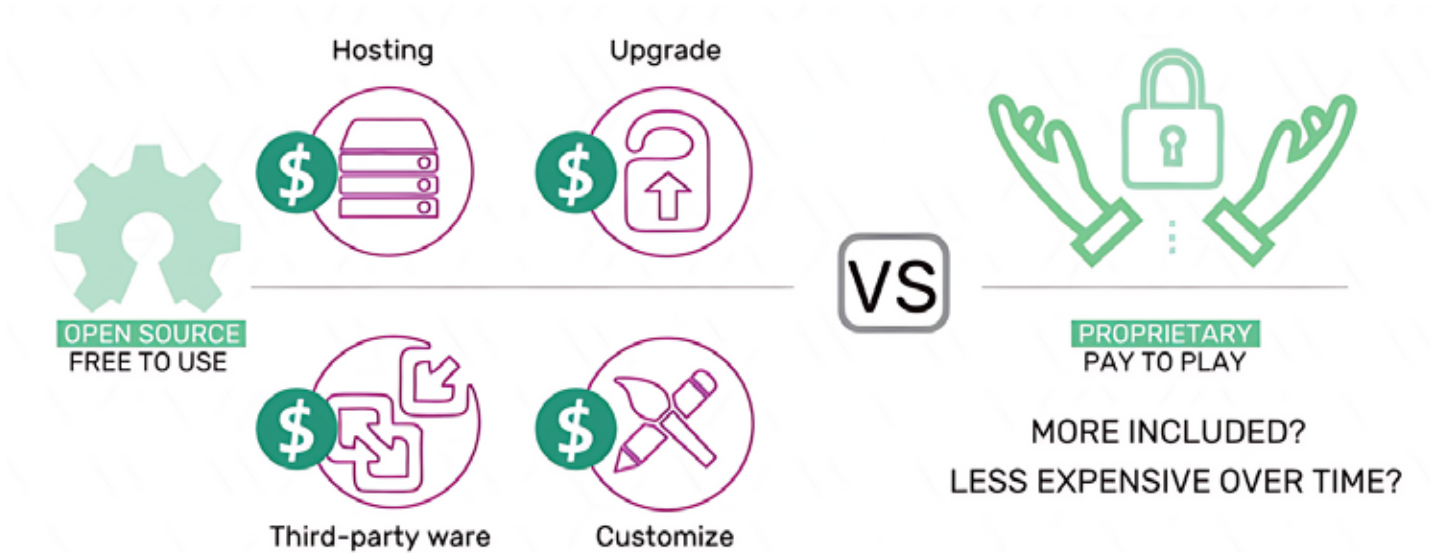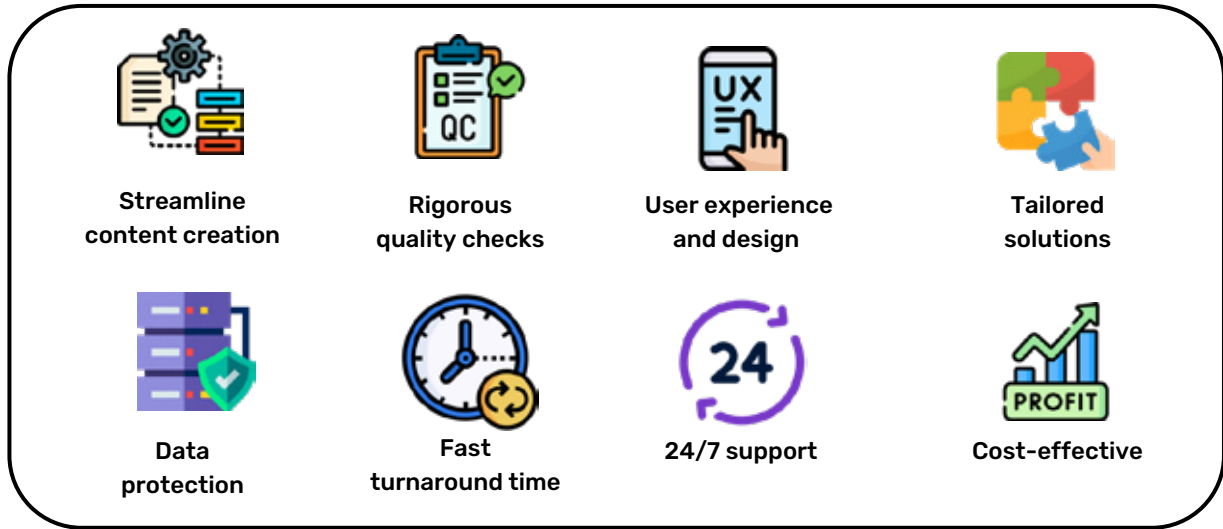

The Next Big Questions

You probably aren't surprised to learn that there's more to selecting a CMS than can fit in a single whitepaper. We've done our best to be as thorough and thought provoking as possible, but-like many things in life and technology- answering one question only leads to another. We will close with a few that jump to mind:

01 How many administrators do you have working on your site?

02 Do you need intranet features as well like Team Sites or a Document Library?

03 Where do you plan on hosting the new site?

04 When was the last time you thoroughly reviewed and updated your content?

05 How are you going to preserve the gains you've made in search engine results after switching to the new platform?

06 Last but certainly not least, do you have a partner you can trust on this journey?

Why KOR

Korcomptenz offers comprehensive CMS services, tailored to meet your unique business needs. With our deep expertise and proven approach, we guide you in choosing and implementing the right CMS, ensuring efficiency, scalability, and seamless integration.

Streamline content creation	**Rigorous quality checks**	**User experience and design**	**Tailored solutions**
Data protection	**Fast turnaround time**	**24/7 support**	**Cost-effective**

Our CMS services connect you with experts to manage and optimize your CMS, so you can focus on business growth while we tackle technical complexities. Each project includes a dedicated project manager who keeps you updated and addresses any questions.

Korcomptenz

Transform Your Digital Interactions with Korcomptenz. Move past generic engagements and embrace tailored, customer-focused experiences. Reach out to us for a free consultation.