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The Navigator for Enterprise Solutions

WEB CONTENT MANAGEMENT SPECIAL

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20 Most Promising Web Content Management Solution Providers 2016

Modern day web content management (WCM) systems are way more prolific than the bundled software packages that facilitate the administration of digital content on the web. WCM today entails features like editing, built-in SEO, and unification of activities across multiple channels that include holistic management of marketing campaigns, performance analytics, recording visitor activity and building responsive site experiences. Customer Experience Management is another key area that is served by an efficient WCM.

The availability of content in multiple formats has necessitated the need for enterprise WCM solutions that cater to a broad base of companies with diverse business models, web development initiatives and marketing strategies. Digital strategists, application developers, and online merchandisers

alike have identified WCM as mission critical for a pro-active enterprise operating in a hyper-competitive business environment. User friendly interfaces, automated backups, ease of integrating email and other automation platforms, real time personalization and scalability are some key elements that need to be evaluated before choosing the right CMS.

In order to assist CIOs in identifying the right web content management solutions providers, CIOReview presents “20 Most Promising Web Content Management Solutions Providers 2016.”

A distinguished panel comprising of CEOs, CIOs, VCs, analysts, and the CIOReview editorial board have selected the top Web Content Management Solutions Providers. In our selection process, we looked at the vendor’s capability to fulfill the need for cost-effective and flexible solutions that add value to the Web Content Management landscape.



Company:
dotCMS

Description:
Providing dotCMS Enterprise Cloud—the SaaS content management and digital experience platform without limits.

Key Person:
Will Ezell
CTO

Website:
dotcms.com

dotCMS

Breaking with CMS Traditions

Many years have passed since Will Ezell, CTO of dotCMS published a brochure for the company’s then brand new and truly ahead of its time, “Content Management System in a Box.” The dotCMS Appliance, aptly named, was literally the dotCMS content management software installed on a Pentium powered Linux or Windows Server and shipped to the homes or offices of the users. “The motivation behind the idea was simple and holding importance today—making it fast and easy for businesses to get the power, efficiency and effectiveness of using CMS technology to build business online,” says Ezell. CMS technology has become an integral component in driving digital business and customer experience management across organizations today and veteran open source CMS software vendor dotCMS is helping firms succeed in digital business. The company is at the forefront of finding faster and easier ways to gain business advantage by using CMS technologies as the centerpiece of digital business and marketing strategies. Now, with their introduction of dotCMS Enterprise Cloud—a fully customizable SaaS content management and digital experience platform, the company is again disrupting the traditional take on CMS offerings.



locked into confining and proprietary environments for their engineers and developers. “When it comes to purchasing SaaS products, most businesses believe they need to compromise flexibility and put up with arbitrary limitations and incremental charges whenever they want to grow their digital marketing operations,” adds Ezell. “With dotCMS Enterprise Cloud, we set out to remove the constraints with content management and Software-as-a-Service that limit growth. We were committed to delivering our same developer friendly feature set in a SaaS model.”

dotCMS is dedicated to continually improve the core platform as content management, digital marketing and user engagement evolves. The company’s enterprise-level, open source Java web content management system provides large organizations a rapid development platform for both commercial-grade and multi-tenant content driven web applications. dotCMS, out of the box, meets a majority of today’s user expectations—since it is Java based and standards driven, it makes enterprise customizations and integrations simple for web development teams to implement. They also deliver unique responsive, theme-based templates that automatically adapt and optimize the content, images, and videos to fit mobile devices. Custom themes can also be developed to leverage native device capabilities such as geo-location services based on a standards based database of device attributes and wireless universal resource files. The company offers real flexibility in rapidly building modern web, Intranet, extranet and portal sites. Because content is so easy to reuse and independent of site design, a firm can prototype, develop and deploy different sites based on new frameworks that reuse content from pre-existing sources.

“With dotCMS Enterprise Cloud, we set out to remove the constraints with content management and software-as-a-service that limit growth”

maintenance and support costs associated with SaaS products. IT departments are reluctant to sacrifice their ability to rapidly scale with business demands and they are tired of being

The upcoming release of dotCMS version 3.5 includes new personalization capabilities with the dotCMS Rule Builder, geared to digital marketers that want to provide more personalized and targeted experiences. Marketers can create content targeting rules that tune visitor interactions for maximum conversions. “For years dotCMS has been known for breaking down traditional barriers in CMS technology and with current plans, one can expect that trend to continue for years to come through our solutions,” concludes Ezell.