**storyblok**

# An Enterprise Navigator's Guide into making CMS decisions

## How to choose a CMS that's right for your enterprise

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# Introduction

Traditional CMSs were once built for websites and remained very restrictive when it came to distribution per channel, meaning that users would need to resort to different CMSs for different channels. Yet, modern-day businesses are not built around a single delivery channel, and with the new age of modern commerce and communication, comes a need for an agile suite that delivers omnichannel experiences.

The CMS world has been around for over 20 years, dating back to the likes of traditional systems to the evolution of agile and headless CMS solutions.

Previous monolithic traditional systems (such as Adobe Experience Manager, WordPress, or Sitecore), are based on a monolithic architecture that effectively ties and handles the front-end and back-end. Users can create and edit their content that is then saved on the back-end, where the CMS then shows this through a displayable content layer.
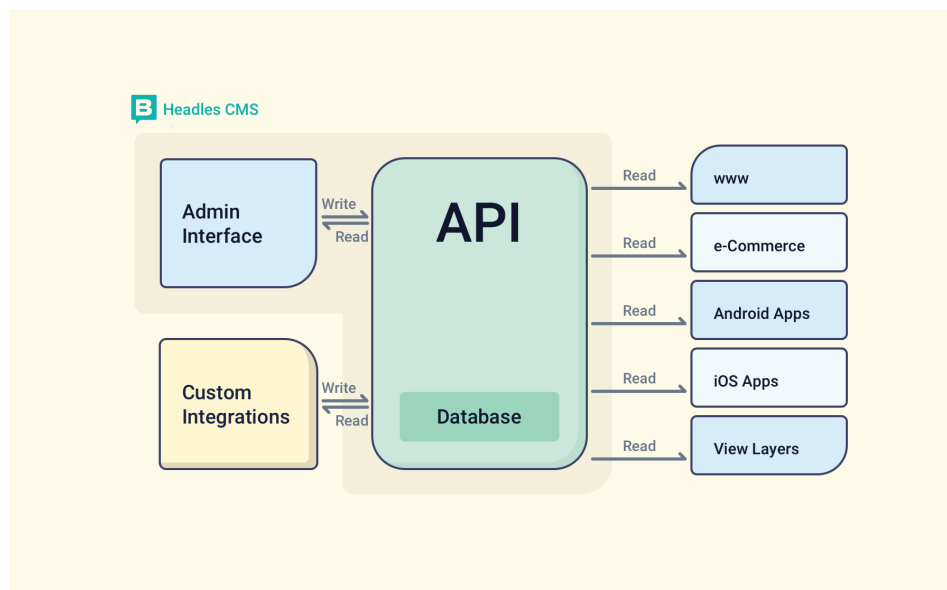


A headless system comes from the concept of cutting off the 'head' (the front-end) that displays the user interface and website, off the 'body' (the back-end) that serves as the content repository. Once the content is created, it can be displayed on any device, using any technology because of the separation between the front and back-end, with each piece of content being pulled to a digital touchpoint via APIs. This opens up new paths into the way we distribute content throughout different platforms and industries with omnichannel in mind, streamlining the content management process of accessibility and flexibility, and opening new frontiers in content distribution, digital experience (DXP)

*"The agile CMS market is incredibly important. It's how brands express their digital persona and drive commerce conversations. It's how prospects and customers learn about and interact with new services, products, and other users from their device of choice."*

*Agile CMS Moves The Market Beyond Headless — The Just-Released Forrester Wave™ Evaluation, Nick Barber, Forrester, 22 February 2021[1]*

The diversity of touchpoints nowadays is not limited to desktop and mobile devices but has rather seen growth in IoT, and other adaptive technologies such as voice-activated assistants, VR headsets, storefronts, and even refrigerator displays, and more. The number of devices estimated in 2018 to be used worldwide exceeded 20 billion Internet of Things (IoT), with forecasts suggesting digital entryways of 50 billion IoTs by 2030[2], with Gartner[3] reporting that 63% of enterprises are likely to achieve financial payback within 3 years of their IoT projects. This thus further concretes the need to catch up with such multiple and innovative entryways into connecting with users through your content through the potential of a content management system.

Enterprises are faced at a crossroads: to take the road that is known or the one less-known. Whether you are looking to implement a new CMS, or migrate from an existing system, consider making or buying into a CMS, or while looking at the best there is to offer, this Navigator's Guide is written to support you along with your enterprise CMS decision-making - making the unknown known.
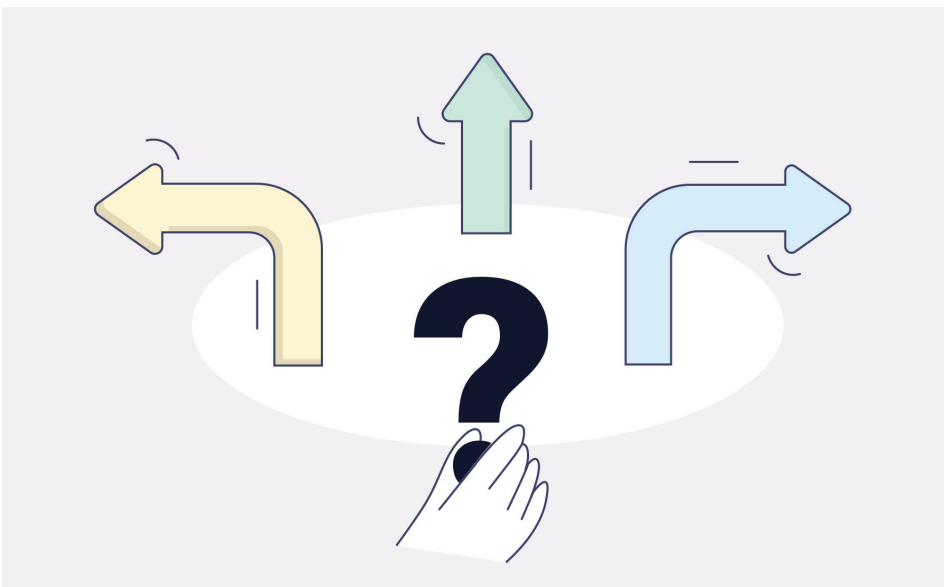
# Chapter 1:

## When to Make or Buy decisions for your CMS

Odds are, you're reading this because you need a new CMS for your enterprise. The question here is whether you are building such a solution yourself, or willing to purchase something ready-made?

When it comes to building your own content management system or buying into an already existing system, is a question that regularly comes up amongst enterprises that are either starting from scratch or are unsatisfied with their current system. Enterprises traditionally bought pre-built solutions that addressed a current pain, or with the project of expanding their in-house capabilities, or contrarily, built a solution that fit their enterprise needs.

With omnichannel capabilities becoming a necessity, straying and shifting away from multiple CMSs to power your different channels of communication and content results in multiple content silos that in the long run, become hefty to manage. This is because building your own software in a 'make' situation, does not make efficient use of your enterprise's resources should it not be relevant to your core business functions and competency. A 'make' situation is conclusively time-consuming with a high cost to upkeep and maintain in the long run as you continuously need to keep up to date and adapt to the current changing market.

### MAKING THE CHOICE BETWEEN TRYING TO MAKE OR BUY

Looking back to the choice between the make versus buy paradigm reveals the early 'buy' options that were limited in their capabilities, leading enterprises to create their own CMS configurations to manage content and at times, at the cost of multiple CMSs per content channel. Customizable and personalized user journeys at this point were also restrictive in the 'make' and 'buy' option, of which left enterprises with a solution that was not optimal, created a drain in resources, and a large dent in time, energy, and finances into a mediocre result. Let's explore further the clarification between 'make' as a solution and 'buy' as a solution, and what the ultimate solution actually is when it comes to making enterprise CMS decisions:

### "MAKE" A CMS

When an enterprise 'makes' or builds, it is the solution that needs to adapt to the enterprise. While there is a great deal of liberty in choosing what fits best to your needs with a custom-made CMS solution as the most important advantage, there are a few drawbacks to mention to keep in mind with your decision-making. Some of these drawbacks include:

- Resource-intensive: When building your own in-house CMS, will mean the full dependence and commitment of a development team to spend a large amount of time creating a quality product while not being in the capabilities of the specialty of creating such a product

- The lack of support: With an established CMS, comes an established and devoted support team, something you would not get in an in-house CMS scenario. At one point, the original developers who built such a custom in-house CMS will leave the organization, leaving any incoming future developers with limited documentation and the eventual sinking resources needed to be spent in creating better documentation after a steep learning curve

- Lack of documentation: When building your in-house CMS from scratch, the dependence on your development team to come up with a documentation 'handbook' is entirely dependent on the steep learning curve that needs to take place in accustoming with the CMS itself - something you would not have with a 'buy' solution where all proper documentation is on-hand and ready. In a 'buy' scenario, the CMS would have already been tested by many users with several feedback loops consequently to continuously build upon and develop the CMS to a quality product in itself

- High maintenance: In paving your trail in your own 'park', you are essentially the rangers in upkeep and maintaining your product to its quality and expectation. Such maintenance issues include security updates, SEO optimization, UI and UX updates, and more. Thus, a specific group and team of specialists are needed per area to be able to engage and handle the weight of the CMS, becoming another hidden cost that would arise down the road and an imminent backlog of issues that will eventually overspill

Think of building a CMS as a construction project, it comes with investments. Such investment does come with a string of issues that in the long run, with the increasing need for omnichannel capabilities and omnipresent users who continuously diversify their online journeys through a series of different touchpoints and devices, needs a different approach to address the solution.

### "BUY" A CMS

When we look at a 'buy' solution, for enterprises, this was typically the wunderkind problem-solver to the immense string of issues that a 'made' in-house CMS solution would have that would fix the lack of documentation and imminent ongoing costs that build up over time. Yet, a 'buy' solution may seem like a dealbreaker at a first view, but likewise, has it setbacks:

- Customization: A 'buy' solution very rarely gives you exactly what you want and what you are looking for. While it may solve a surface problem, it does limit your ability to create and control what you want and need overall, since, at the end of the day, a 'buy' option is the same product for everyone

- **Maintenance:** Maintenance may be similar, but your enterprise would be entirely dependent on the CMS vendor to fit the needs of your expectations with any updates and new features. If such a new technology emerges, you would still need to wait for your CMS vendor to acquire the tool for their system. Such a dependency in the long-term can hinder a company's ability to quickly innovate and adapt accordingly to new technologies and tools

- **Cost:** While overall costs will be reduced, upfront costs and payments are an issue when considering the immense investment of such a system, keeping in mind the migration process being expensive and time-consuming

## WHERE DOES THAT PUT US ON THE MAKE VERSUS BUY TRAIL?

When balancing these two 'make' and 'buy' options as a solution, and while they can solve surface-level issues, they do not fully address the capabilities and liberty your enterprise would be able to tap into with multiple CMSs in play (ie. one for websites, and another for mobile devices). Essentially, the choice to buy or make is:

- Forcing your employees to adapt to the software

- Leaving little room for customization

- Less collaboration and synchronization amongst teams when it comes to publishing content

- Complicated content repurposing with the potential of duplications and blind-spots leading to a less chance of content automation

- An overall inefficient workflow process where the same piece of content needs to be created multiple times and thus wastes your team member's time with redundant duplications rather than innovating and creating new pieces of content and assets.

This brings the next solution to mind - a solution that is both efficient and changing the way enterprises build and ship their products with such a product.

Now comes the question of which route to take. Without a doubt, there is a need to keep up with the present-day landscape that leads to the necessity of a solution that can deliver everything simultaneously, without having to create a series of entirely new roads and trials. This option and opportunity are looking at Software as a Service (SaaS).

## THE 'SERVICE' AS A SOLUTION APEX: BUYING MORE THAN 'JUST' A CMS SOLUTION

The new and modern approach to content management is through the use of a single CMS - a unified place to deliver content on an omnichannel level, meaning all your content would be managed from a single centralized content hub rather than through content silos.

Going with Software as a Service is the apex of fixing the issues that were seen in the 'Make' and 'Buy' situations. Some possible issues that would be fixed to your advantage are:
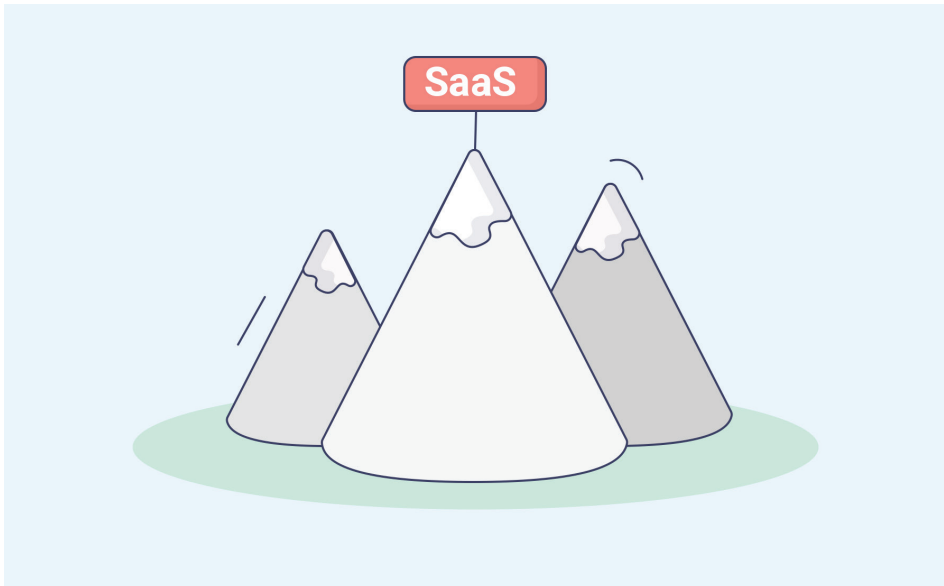


- **Costs:** The costs of being part of the service are considerably less than building your system - and it adds up in the long run. As a pay-as-you-go option (compared to the immense 'buy' option), there are not any large upfront costs, with the ability to start small and scale your operations at your own pace. Not only does this lower the overall cost, but also the risk factor as you grow with the scalability of your operating system

- **Documentation & Support:** Unlike 'make' solutions that have very limited support and documentation provision or 'buy' options that offer different functionalities at a price, a SaaS offers existing services, support, and documentation, as well as

- **Maintenance:** As a best-of-breed solution, all updates and maintenance are done by the 'Service' (ie. the headless system), meaning zero heavy-lifting from the enterprise's side

- **Customization of configuration & content:** A headless solution offers complete control over your content and how you manage it. As the back-end and front-end are separated (or decoupled), this gives you the freedom to easily control your content presentation layer (the front-end), as well as the customizability to different services and integrations that fit with your business through the back-end, making it possible for you to obtain a best-of-breed approach while allowing you to build your technology stack within your needs to adapt with your content distribution

- **Centralization of all content (ie. Content Hub):** All issues that were once associated with multiple content silos disappear with a headless system's centralized content hub - with all content centralized in one place, makes easy for example collaboration amongst teams and content delivery with omnichannel in mind

- **Security:** Modern headless architectures are more than capable to withstand attacks as the back-end and front-end are decoupled. This reduces the amount of internet-facing infrastructure as well as your content safely kept 'in the cloud'

That's when the next question in our field guide comes to light in your enterprise CMS decision - Will you choose a Best-of-breed or All-in-One Solution?

# Chapter 2:

## Best of Breed vs. an All-in-One Solution?

You may be asking yourself why this is even a question? What's the difference between a Best of Breed vs. an All-in-One solution catered for your CMS needs? With any advancement into your business, comes along questions of finding the key to a good digital strategy - portraying your brand story, product presentation, user engagement, content creation, and distribution. A headless CMS is a center-piece of getting your content to the right audience, at the right time, and with the right message and story in mind.

The nucleus and theme of content continuously grow alongside new priorities that take center stage in the growing market. More specifically, towards the implemen-tation of personalization and customization in customer experiences - according to Gartner, brands risk losing 38% of their customers due to poor marketing personali-zation efforts[4]. The marketing landscape has turned into a shelf full of best-of-breed technology stacks, adaptability is paramount for enterprises looking to acclimate their services, but also their audience and user experience accordingly to the new market. What was once in favor of choosing a locked-in all-in-one suite, has become a realization amongst organizations the need for a more flexible, adaptable, and feasible best-of-breed approach made for the future.

### ALL-IN-ONE SUITE: WHAT IS IT? WHAT IS THE ISSUE WITH IT?

A CMS suite is your classic all-in-one type of content management platform. It's usually made up of multiple product segments that you can mix and match, but you buy them all from the same vendor. And while these solutions are different techno-logically and function-wise, there is an underlying promise that they have the same look and feel across the board and integrate seamlessly with each other.

An all-in-one CMS suite is your classic content management platform that is usually made up of multiple products that you can mix and match according to your needs, that you need to buy them all from a single vendor. The catch here is that when you acquire such a suite, you are paying for the full package with every tool included inside. Think of it as an all-in-one Swiss army knife that has a compass, various small knives, nail files and toothpicks, scissors, and a mini saw knife. It has everything you need as a hiker in the wild, but you wouldn't use that same mini saw knife to cut a tree, right? Nor would you use the little scissors to cut garments to make your clothes. You would instead use them for smaller tasks at hand such as peeling and cutting up fruit on your hike, filing your nails, or using the small compass as a reminder of where is north rather than a proper compass made for navigation.

The key issue to an all-in-one suite is that while you have a wide range of tools in your hands, none will work at its prime optimum performance as they normally should. When it comes to larger tasks that require more time, more effort, and needs the sheer power of the tool at its peak, the tools start to show their shortcomings and not quite reach the bar of expectations.

Another key issue is the fact all-in-one suites are designed in a certain way, meaning that whatever tools are available, needs to be learned rather than added on or adapted. Going back to the Swiss army knife analogy, each model is different. You have some sets that come with different knife sets, some with a small hook, others with a spork or a fire starter - the packages and tools are already chosen from, and therefore, doesn't allow you to create your own set of tools that would exactly fit your needs. On top of that, you might not even use some of those tools ever, and have some that you need for a certain task.
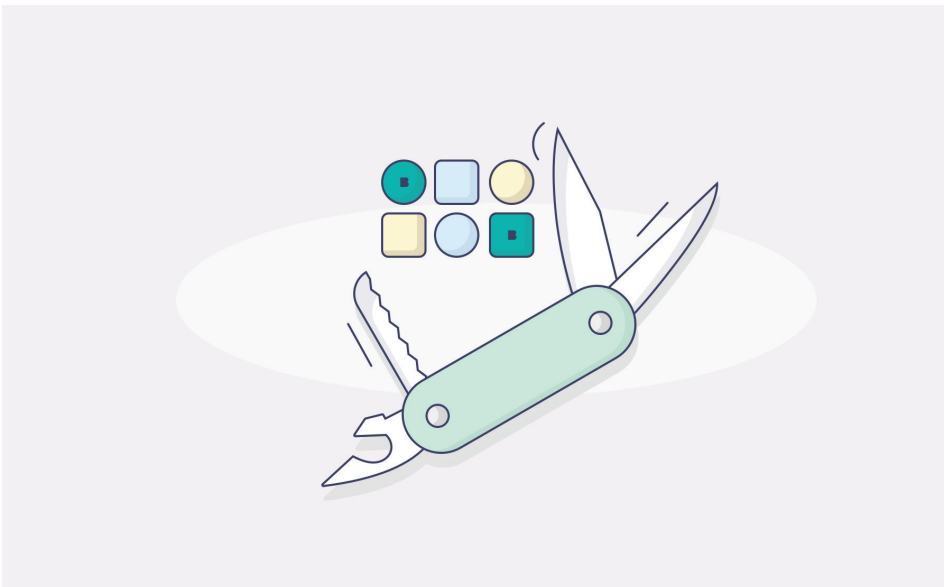


## BEST OF BREED: WHAT IS IT?

A best-of-breed selection is an approach that allows you to choose the best pedigree tool for each of your needs individually and independently. As your enterprise grows, or whether you are starting from your foundations, you will be able to select from a group of products that are specialized and focused on the product and need you to have, to integrate accordingly to the headless CMS. Each product additionally that is provided through a CMS provider as a best of breed selection, is thoroughly examined and made sure to offer all necessary support and documentation.

Imagine your Swiss army knife here, but instead of having a pre-set model with tiny tools you may not ever use, you can custom-select what best fits for you - so in this case, a chef's knife for accurate cutting, a sturdy corkscrew to open your wine bottles, a proper saw to cut some logs for your fireplace, and so on. A best of breed offers you the very best of what there is to offer, and with the best experts and craft behind each of those products to support you.

## DIFFERENCES BETWEEN AN ALL-IN-ONE SUITE VS. BEST OF BREED SOLUTION

At the end of the day, choosing what fits best your enterprise needs comes down to your specific business demands and needs. A best-of-breed approach allows the best of both worlds - something as an enterprise is much needed to adapt to the ever-changing market and best address not just your needs but also the needs of your customers and users.

| | ALL-IN-ONE | BEST-OF-BREED |
|---|---|---|
| **ARCHITECTURE & INTEGRATION** | An all-in-one suite is hard to adapt to your current system's architecture due to the suite's complexity and lack of flexibility. As all the tools come in an all-in-one solution, adapting and taking on new integrations, tools and technologies will entirely rely on your provider. | Due to the best-of-breed solutions coming independently, you can choose technologies and integrations that fit with your current architecture. Additionally, as each new tool or integration is taken on individually rather than as a whole, you can choose which ones you want to implement according to your timeline - allowing freedom to your technology stack and team who will manage it. |
| **COSTS & ENTERPRISE LICENSING** | Costs can be high when it comes to enterprise licensing as all the tools and integrations will be entirely applicable, no matter whether you use it or not. | Due to the nature of the best-of-breed flexibility to build your own stack, you will only pay for tools that you need, and for as long as you need them. If at any point they become obsolete, you can immediately remove them from your stack without any extra costs implied. |
| **ONBOARDING & ADAPTING** | Onboarding a suite means it needs to be put all in place at the same time, meaning the initial onboarding time can be timely before it is all implemented. Adapting to a new suite consequently in your current architecture can be even lengthy as teams will need to go through a steep learning curve to handle the new system | With a best-of-breed stack being optimized to your needs and choosing what specifically you need as well as based on your team's previous experience and compatibility allows the onboarding time to be shortened, and the initial learning phase reduced significantly |
| **UPDATES & SECURITY** | With an all-in-one suite being provided by one vendor, means that updates usually come in immense proportions and affect the entire system. Because of this, even minor fixes for a bug may take a while to be fixed by the vendor. Consequently, as the entire suite is connected, the entire system has the potential to be affected when it comes to security. | As each tool is offered as an individual product, updates are thus regular and continuous due to the expert nature of each unique product. With each technology product being regularly updated in small batches, makes it easy for your team to stay ahead of the learning curve, learn the newest trends, and adapt on the spot. In terms of security, should an issue occur, it will not affect your entire system as it is a singular product within your interface, and thus, isolates issues and security risks that are easier to control in the long-run |

# Chapter 3:

## Defining your CMS requirements

With that in mind, enterprises usually look towards using a requirement document to identify the enterprises' technical needs, business goals, operational goals, deal-breakers, and so on. This is due to the number of resources and time that is invested in implementing a new CMS, and a requirement document which allows your organization to save time and avoid any sunk costs to know exactly what you are getting into.

### THE CMS ESSENTIALS

One of the most important key factors when it comes to a requirement document is going through with the relevant teams (who will be present in managing the CMS such as developers, marketing, editors, project or IT managers) the following questions:

- **What are your technology needs?**
  It is all about thinking beyond your current needs at the moment, and where your organization will be in the next five years, and what could be the needs then. Choosing a CMS is not an easy feat and is a long-term commitment - make sure to pick a CMS that will help you scale and fits with what you are looking for

- **What are your deal breakers?**
  After having thought of your technology needs, investigate what can make or break your future implementation. Researching such potential deal breakers and breaking points can save time and money, in the long run, to prevent any roadblocks along the line

- **What are your business goals?**
  Tell your vendor what you would like to achieve by a certain date, as well as metrics and KPIs to your plan to ensure the platform supports and achieves your goals

- **Do you understand your operational goals and desired business impact?**
  While you may know you need a CMS, you may not know the why or which operational goals best fit with the CMS you are looking for (for example, personalization, multilingual capabilities, etc.) and how it fits with your desired business impact/objectives

- **Do you have a timeline for defining your requirements?**
  Make sure to state the timeline for a response, decision, and implementation to your CMS - keeping in mind your deadlines to ensure a timely response with your timeline to launch

On top of that, some things to consider are the costs associated with bringing on an enterprise CMS as well as any hidden costs that can occur, ongoing requirements such as support or maintenance, technical support, security, as well as customizability of any potential add-ons, APIs, integrations, extensibility, and such you may be looking into. We will explore the following essentials:

## 1. GATHER YOUR TEAM AND RELEVANT STAKEHOLDERS

Gathering your team and relevant stakeholders who will participate in the makings of the requirement document is vital to understand and assess the requirements while weighing the vendor's features that you will need. For this, finding your vendor's information is key to understanding how it correlates with the needs of your business and the relevant features and user stories that will fit with your team. Mapping such internal team structures and workflows will play a fundamental role in paving and documenting your business requirements, how they are relevant to what is offered with the CMS as well as who it concerns as part of your team, and ultimately the final decision-making. In the long run, this will ensure the clarification of best-of-breed tools that will be needed in addition to your CMS, pinpoint current and potential pain points and bottlenecks, and receive comprehensive feedback on the overall user experience of the CMS and whether it is the right fit for you.

The first set of key stakeholders to consider is the marketing and sales team (this can be made up of marketers, content creators, and editors, project managers, sales) who will be fundamentally part of working with the CMS itself, the content, and through that, the interaction between your organization and customers. For this, the relevant features such as content workflows, integrations with relevant MarTech and Customer Relationship Management (CRM) systems, and authoring/content editing tools will be important to support your marketing efforts.

This set of stakeholders are vital to your CMS decision-making process through providing feedback on the ease of use (as a marketer), editing and management experience, and the fluidity of its usage between the marketing and development teams.

The next set of stakeholders are part of your development team (including developers, editors, system administrators, etc.) who will know the inside-outs of your potential CMS and will mostly work with fitting the CMS to your existing workflows and infrastructure. Your development team is key to your CMS decision-making in providing feedback on areas such as efficiency, security, integrations, and risk.

While there are many contributing stakeholders towards using the CMS, ultimately the main stakeholders when it comes to choosing your CMS of choice comes down to primarily the marketing, development, and sales team to assess and decide the best CMS for your organization.

## 2. BUSINESS FUNCTIONALITY AND REQUIREMENTS

An essential part of the process is to consider the potential categories (as mentioned above) of specific key features or best-of-breed solutions that your business can integrate or that the CMS already has. Consider weighing each of these potential categories or features amongst your marketing, business, and development users with the CMS to see if they best fit your needs and expectations. Some categories include:

- Usability and user interface
- Implementation with your current architecture/infrastructure
- Scalability and architecture flexibility for integration (such as for eCommerce)
- Onboarding/Ease of use with the interface
- Marketing and SEO
- Release and pipeline along the line
- Security
- Support

We will explore further hard and soft requirements that come in making a CMS decision beyond the requirement document in the following chapter.

## 3. ENTERPRISE PRICING: THE REAL COSTS OF YOUR CMS

Content Management Systems vary tremendously in pricing, depending on the basis of services and support you may be getting. Yet, this is not always the case as the costs of an actual CMS itself depends upon a number of criterias. Based on these criterias, you may see that some CMSs list their pricing according to the number of users, or on the other hand, by features. This becomes a daunting task when having to compare between different vendors who may offer the same pricing, but is only the tip of the iceberg of what you may be getting into.

Essentially, these pricing points are called licensing fees that while gives you a head-first look into what you can work with with a CMS, again, only shows a portion of the total costs, or the tip of the iceberg as we mentioned.

Implementing a new CMS to your enterprise system is not an easy task, and becomes much more complex in itself through the purchasing process. The complexity of this can include different internal enterprise process changes, organizational changes, the hiring of new personnel and a large net of tasks to handle. More often than not, the majority of such costs in the complexity of things are not mentioned in CMS pricing lists, and clients end up paying more than they originally thought.

Such additional hidden costs can include:

1.  **CMS License fees (ie. subscription fees that are recurring, and one-time perpetual license fees, or consumption-based pricing or feature-based pricings):** It is important to find a plan that fits closely with your current needs. Some vendors may offer a wide range of services, while others offer only a few. Either way, the main objective is to consider your goals on scalability, and whether the options offered fit to help you in your future growth. Remember that the best systems offer a free trial, making it best to take advantage of that.

2.  **CMS Implementation:** Implementation costs can entirely depend on the size of your team and operations, and depending on your current situation, whether you want an in-house team to handle the implementation (through an already-experienced team or through hiring a new one), or instead, hire an external agency to handle the implementation. Both are catered to different needs and circumstances - for example, hiring an external agency can give you a peace of mind that the implementation will be done through experienced individuals, whereas training your own in-house team can potentially be a good fix, however experience in the long-run can translate to other cases and complex issues that could occur during the implementation. Alternatively, you can go through a third option that is through hiring external consultants to help support your existing in-house team. This option can be fruitful for situations where you want an in-house team for future plans and projects, however based on time constraints, an extra hand like hiring consultants can help smooth things over and build a steady foundation for your team.

3.  **CMS Hosting:** With a new CMS implementation, comes a new server - meaning, you must consider including these server/hosting costs into your budget planning. With that, there are different options to hosting such as dedicated servers, shared servers, managed servers, and VPS. Shared servers for example are known to be more affordable, whereas dedicated servers for example offer more flexibility and control to your CMS. With any option you will go with as an enterprise, it is best to consider this as a great portion to the entire enterprise costs you will entail.

4.  CMS Maintenance:

    A server needs to be maintained to make sure it best performs to its capabilities, and with that, comes a cost with a maintenance team who will be watching over your server. Maintenance in this case considers regular CMS updates and upkeep, server maintenance, security administration, audits and support, as well as backup solutions should there be a necessity. On the other hand, having a maintenance team upkeep these elements also comes with costs for time, manpower and talent.

5.  Training:

    A key factor when migrating or implementing a new CMS comes training. This means not only training your team with a new system, but also to learn the ins and outs of it, from testing, customization, learning the configuration and other helpful developmental and editing tools along the way.

Like any decision-making process, these factors vary between vendors, and can also depend on your team's previous experience and whether extra help is needed and their learning curve, or the choice of system you decide on. With the previous points mentioned, you can see the complexity that comes with CMS costs. However, it does not need to be so complicated.

A reason behind such complexity roots to outdated infrastructure and architectures that currently, many content management systems use. Such older or 'traditional' or 'monolithic' systems usually come as an all-in-one buy package. In short, these traditional systems cluster all capabilities together (both frontend and backend) entirely on your developer's shoulders, leaving you with a papertrail of costs, various tasks to tackle and a system that lags as well as a lack of innovation from your team behind the prime performance and user experience you could potentially achieve and provide.

Looking back to our first chapter (When to Make or Buy decisions), we visited taking on a SaaS solution approach, meaning that all the heavy lifting of back-end factors such as maintenance, updates, security, and so on are all issues to your CMS vendor. By leaving the back-end (the fact as well that headless CMSs are decoupled), leaves your organization's main primary responsibility focused on the front-end and content management, and thus, cutting any hidden costs you would normally incur with a regular enterprise All-in-One suite or a Make vs. Buy situation.

The SaaS approach can reduce any hidden costs since it is:

1.  Cloud-hosted: Meaning that all costs associated normally with hardware and server upkeep are eliminated

2.  Maintenance: As the backend will be handled by your SaaS CMS provider, any maintenance, updates, security care will be handled as well by your provider. This means giving your developers freedom to work on creating an overall better user experience, new features and integrations on your site, and customer-centric tasks with your marketing team for an optimized content experience

**The real cost of enterprise**

Legacy CMS

Storyblok

License fees

License fees

Implementation

Implementation

Training

Training

Hosting

Maintenance

3. Onboarding and training: One of the great things when taking on a SaaS CMS solution is the freedom it allows for your developers to build their technology stack based on your needs and their own previous experience from a best-of-breed selection. The initial learning curve will be considerably less steep, as teams will only need to familiarize themself with the CMS interface, and the rest is up to each individual's experience and needs

For further information regarding requirement documents or RFP templates, check out our template to see how Storyblok is a fit for your enterprise needs.

**Get RFP Template**

# Chapter 4:

## Requirements as told by enterprises

When making CMS decisions and eventually, choosing the CMS that best fits your needs, the thought goes beyond just the idea of updating content to your site from a centralized content hub, but is at the heart and step forward to catalyze your business' future digital transformation. All in all, a CMS is key in creating the optimum customer experience for your audience and users, as well as drive innovation, collaboration, agile thinking, and ideation amongst your teams and organization.

Taking a look beyond the requirement document of what is already laid out in the previous chapter, we need to look into further requirements and 'asks' that your enterprise should consider when making your CMS decision, weighing the soft and hard requirements based on your specific needs. More specifically, these further requirements are the blueprints and map to your digital transformation.
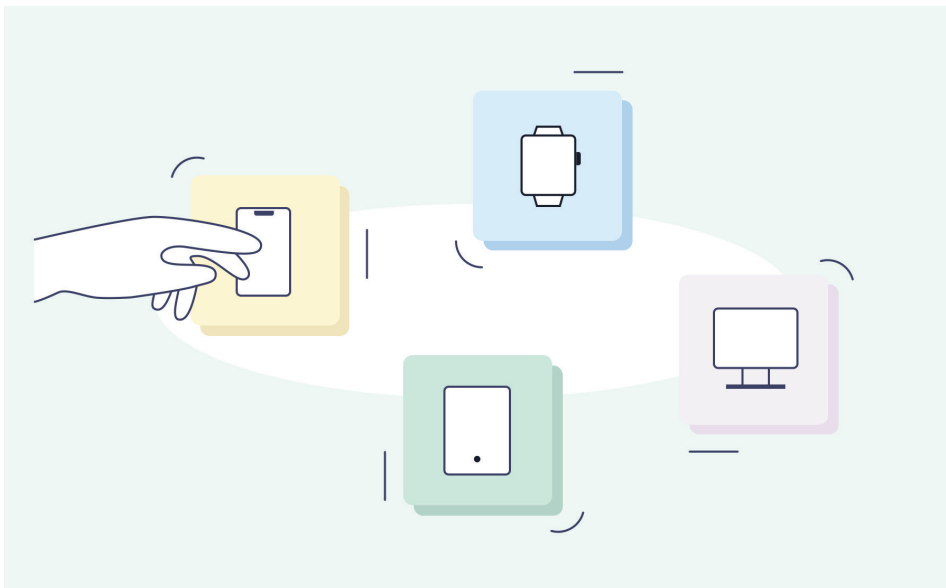


### HARD REQUIREMENTS TO CONSIDER WHEN MAKING CMS DECISIONS

1.  Automation and optimizing of content editing/creation:
    The all-saver that usually falls upon companies in the tiresome loop of copy-and-paste content is in understanding your content lifecycle, and the implementation of intelligent content as part of your strategy. Automation can happen with intelligent content as it considers data-driven content creation that allows the reuse of older content and properly delegated content production tasks. With the advancements of AI in addition which takes care of the automation

of said content, frees up time for content creators, editors, and marketers to focus on creating creative and unique pieces of content rather than repetitive content management.

2. **Workflows and content authoring**

   Content production is a vital part of enterprise CMS usage that requires a strict organization of workflows and content authoring tools. Workflows help resolve any ambiguity, ensure governance and accountability amongst various stake-holders (such as between content authors, marketers, editors, designers and developers).

3. **Integrations, roles, and users/collaboration**

   Hand-in-hand with workflows and content authoring, the use of workflows roles for each team member or team, coincide with the ability to select your best-of-breed integrations that best fit with each role, user, team and encourage collaboration. For marketers and content editors, this can be the best of MarTech there is to offer, developer-handy integrations that can help streamline creativity and innovation towards new features and tools, as well as for sales with examples like CRM integrations.

4. **Ease of implementation and scalability**

   As an enterprise, finding a CMS that ensures a clear start to building right away and the option to scale and innovate quickly are key to your success. Make sure to ask your developers to inspect the headless architecture of your CMS of choice to safeguard your route to easy implementation and scalability. As mentioned before, any good system will offer a free trial - make sure to take advantage of that with your stakeholders to test its abilities and limits based on your current and future needs.

5. **Security**

   Headless CMSs are known to lower the risks of a DDoS attack and any other types of attacks in providing content that is through a read-only API or content separation. Consideration should be made into security certifications such as SOC2, and that your CMS' systems are enabled for accessibility monitoring, authentication, and authorizations for user roles.

6. **On-premise vs. SaaS hosted**

   Self-hosted on-premise CMSs mean you will need to manage everything and in between configuring your web server, installing the CMS itself, constant upkeep and surveillance of the backup, security, performance, upgrades, and more.

   A CMS hosted in the cloud as SaaS, such as through Amazon Web Services (AWS) or Microsoft Azure, ensures that you are offered the optimum security, performance, and availability of any updates that come your way. This is that while you look after your own application or site as a client, your CMS vendor looks after all things in the cloud, allowing you to access the benefits of working in the cloud, while staying safe and lowering operational costs you would have babysitting on-premise.

7. Marketing/SEO-fit

   You should not have to sacrifice your site to slow-loading pages and poor site performance - make sure to look into an API-first CMS that allows you to A/B test with your audience, optimize your content and images, and provide SEO support to rank on Google search results accordingly.

8. Extensibility

   A headless CMS's only job is not to just present the front-end presentation layer, but also to allow extensibility throughout the back-end via API to support external and internal applications that can help drive your digital experience and content strategy.

9. White-labeling

   Ensure that your CMS allows you to whitelabel to use and overwrite with your own domain, styles, and configurations.

10. Automation into API

    Apart from basic content delivery APIs, find a CMS that can help you integrate with other tools such as automation, personalization, CRM, etc. that will allow you to optimize your experience and in turn, also make the CMS more responsive to the way you want to work for your needs and goals.

11. SLAs

    Enterprises should look for Service Level Agreements (SLAs) that offer a Yearly Uptime Percentage of at least 99.9% to provide you with peace of mind of guaranteed availability.

12. Locked-in/flexibility

    CMSs can be prone to developer lock-ins and thus, reduces the autonomy of your marketing team and bottleneck scalability. A headless CMS allows you to give the right tools for autonomy to your marketers to create captivating omnichannel experiences without developers, and likewise consequently gives developers the flexibility to work on their own space that focuses on innovating and creating new technologies and integrations to help you grow and cultivate. Make sure to look for a headless CMS that keeps both developers and marketers in mind.

13. Migration of content

    If you are looking into migrating your content from a legacy CMS or existing platform, make sure to plan with your future vendor the migration process and strategy to mitigate any disruptions that can occur along the way.

## SOFT REQUIREMENTS TO CONSIDER WHEN MAKING CMS DECISIONS

1. Scalability into mobile apps, IoT, AR & VR, wearables, etc.,

   The way that audiences consume content online is continuously evolving - it is estimated that each person will be at least connected to 15 devices by 2030[5], making the need to scale and invest in various devices evermore needed.

Whether that be from mobile and desktop devices, smart televisions, AR & VR experiences, wearable devices, and more.

2.  Omnichannel

    With one CMS, endless channel possibilities can be tapped into. With the front-end separate from the back-end, this allows the flexibility of content delivery for marketers and content editors to innovate, with the fact pointing to marketers who used three or more channels in any one campaign, earned a 287% higher purchase rate[6] compared to those using a one-channel campaign.

    Customers are looking for storytelling and brand experiences that move with them seamlessly across different platforms and devices. For enterprises, tying in with the previous point on scalability means offering a host of content that is available across different formats, contexts, and channels - adaptable omnichannel content that a headless CMS can orchestrate and manage.

3.  Localization

    The consumer world is becoming increasingly more international, and your audience will not solely speak just one language. Make sure to speak your audience's language with the help of localization, and find a headless CMS that can organize your content under one tree, adapt and integrate to the different markets, regions, and languages that you need.

4.  Digital Experiences (DXP)

    A headless CMS is at the heart of creating genuine digital experiences (DXP), wherewith the help of a best-of-breed approach, allows you to select prime products for your organization to create an optimized digital experience for your consumers. 80% of companies[7] that prioritize their customer's digital experience report revenue increases, making it a fact that adopting a headless CMS, allows the opportunity to double as a perfect digital experience platform.

5.  Personalization

    Audiences are looking for personalized consumer and user experiences that recognize their interests and needs, with at least 90% of customers[8] willing to share their data with brands in order to gain a level of personalization along their customer journey, as long as that data is respectfully used towards channel-relevant content at the right time and place. On top of that, 79% of retailers[9] are investing in a level of personalization and personalized content or tools, concreting the importance of adopting a personalization strategy in your company's horizons, and how a headless CMS can aid you in that strategy.

# Chapter 5:

## Storyblok for your enterprise CMS
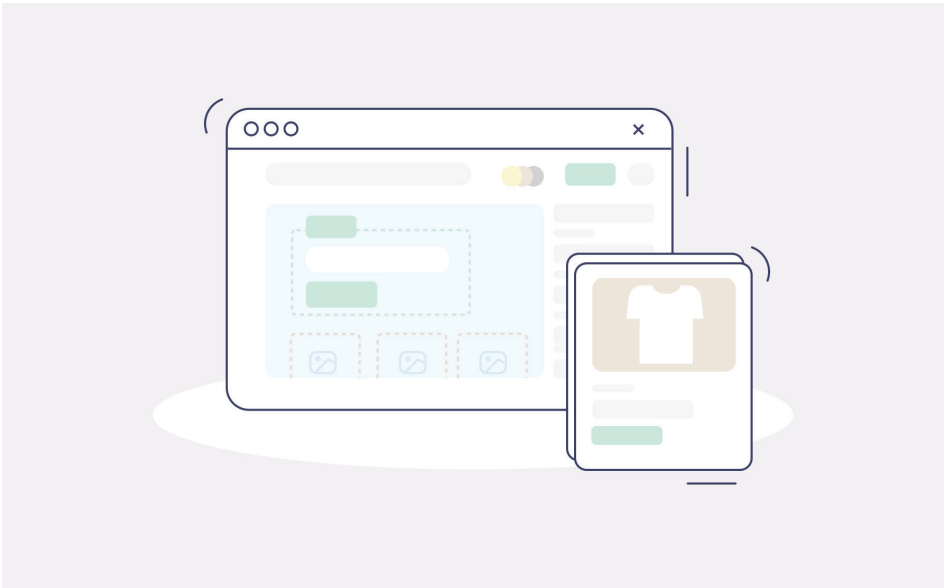
A CMS is vital to the foundational frameworks of your content strategy, communicational presence to users, and how content itself is organized within your enterprise. Beyond content-wise in creating an ideal content experience for your users, goes beyond internally within your organization in orchestrating an environment for your marketers, developers, content creators, and project managers that with the help of a CMS, allows them to deliver unique experiences and engaging experiences for your users.

If you are looking to make the move to an enterprise-grade CMS, look no further than Storyblok's headless CMS.

To learn more about Storyblok's enterprise offering, please visit us here:
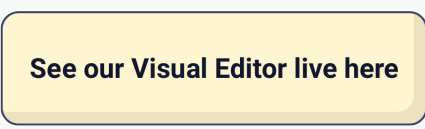
**Learn more**
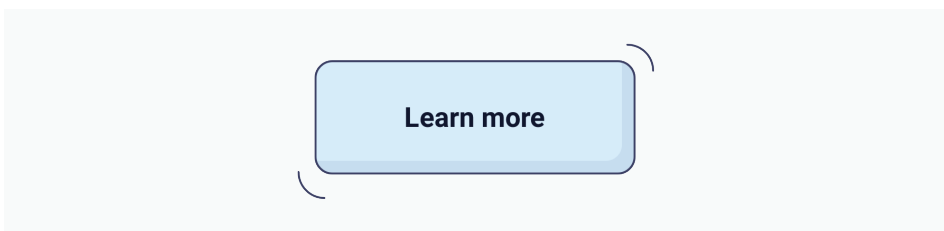
Whatever you are looking for, Storyblok is compatible in building and delivering your next content experience on any platform:

## A POWERFUL VISUAL EDITOR

Let your users edit your websites, apps, and other content experiences as they browse with our powerful visual editor - allowing you to get a preview of any changes you make to your site before they go live and championing:

- Collaboration with an easy-to-use and self-explaining interface to boost your team's productivity

- Visual or Form view: With two editor modes that can be toggled in each content entry, or on a folder level, allows you to fit your content to your management needs and style

- Responsive Preview: Want to preview your content on various device views? You can choose from 3 different responsive content preview modes, from desktop, tablet, and mobile.

**See our Visual Editor live here**

## CREATE OMNICHANNEL EXPERIENCES

Create once and publish everywhere - Storyblok's API-first experience brings out the best capabilities for omnichannel publishing. Beat your competition to new channels and devices as your audience grows. Changes are made once and appear everywhere and anywhere you can imagine, from websites, mobile, IoT, AR/VR, and beyond.
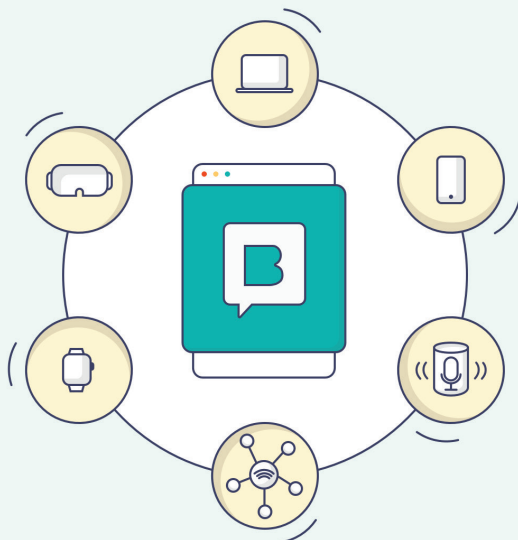
Build the next generation of omnichannel experiences - from static landing pages, corporate websites, eCommerce storefronts, and more manage your content easily while building high-performing digital experiences for your audience.

### GO GLOBAL AT THE TOUCH OF A BUTTON

At the touch of a button, Storyblok helps you to define your content localization strategy, no matter what language or market that may be, with our very own localization app, our language-compatible interface (to support your international team working together), and with third-party localization, integrations to speak your audience's language.
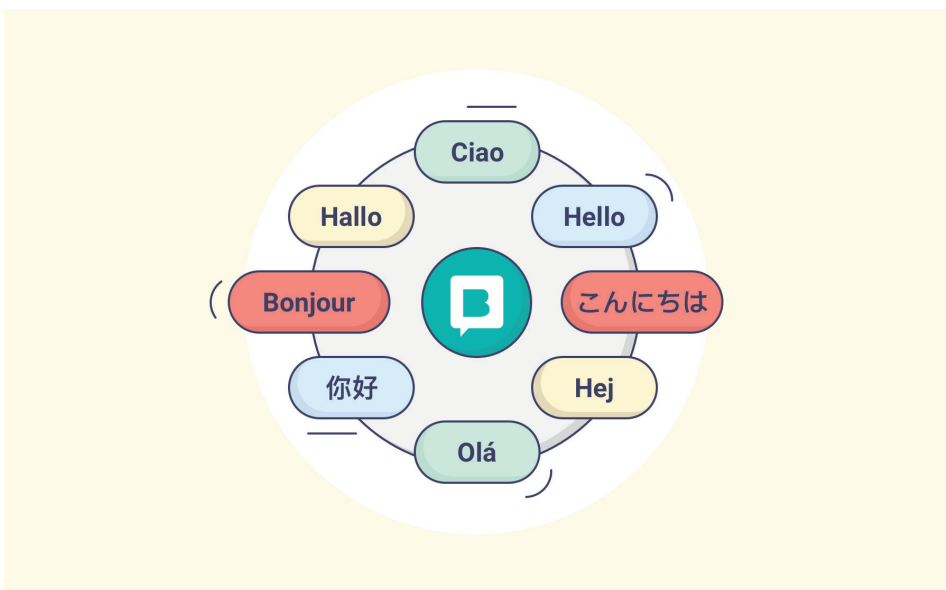


### PAGE PERFORMANCE BY DEFAULT

Optimized for speed by default - developers are able to focus on bringing the best of their knowledge with existing technology stacks, rather than having to learn a new system and coding language. Storyblok is a flexible system, making it easier to optimize pages amongst Google Search Results from SEO, page speed, and caching. With an API-first approach, you can guarantee to reach higher amongst search results with our metadata plugin and easily customize your assets and pages.

On top of that, A/B test with your audiences with different formats and campaigns to find your true fit, optimize and cache your content and images for fast and high-quality content that won't interfere with your digital experience, no matter what platform or device your customers are viewing your content on

A headless CMS is a perfect and valuable asset for enterprises looking to test and examine the new frontiers of their content distribution while replacing their previous traditional system. The world is your oyster with a headless CMS.

Storyblok is a one-of-a-kind headless system, allowing you the flexibility and liberty to orchestrate, manage, and distribute your content all in one centralized place. Its capabilities extend beyond the scope of just content management, but towards omnichannel marketing, a flexibility of use between developers and marketers alike, that allows collaboration and a streamlined workflow ecosystem to deliver your best content and digital experience to your audience.
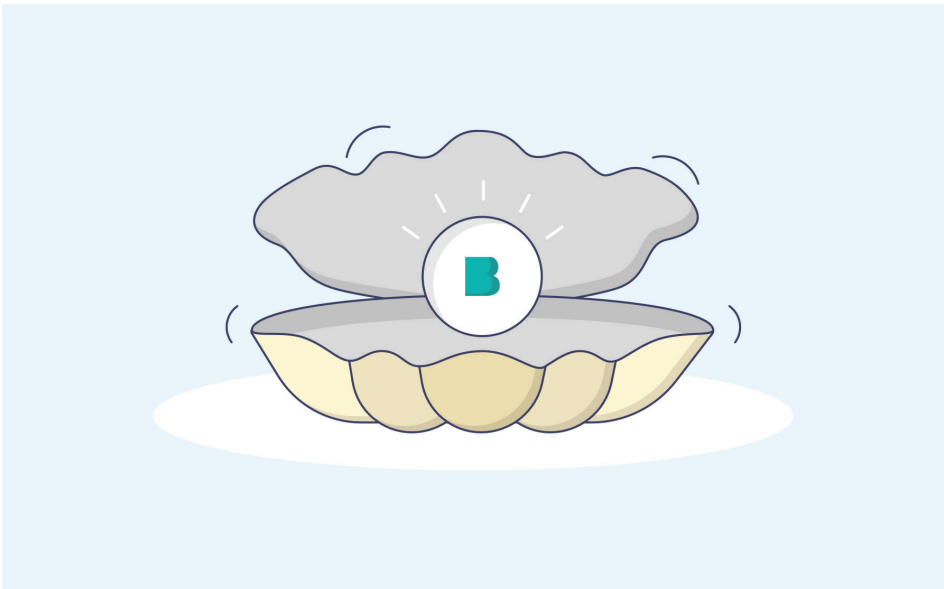


Curious if a headless system is a right choice for your enterprise? Talk to one of our specialists who can help you decide if you can benefit from one.

# Endnotes

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