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# CHOOSING THE BEST CMS: A HERO'S JOURNEY

*Live Webinar | Oct 19, 2011*

# Reminders for Today's Webinar

- **Webinar recording & slides:** will be emailed to you within 48 hours after the event
- **Discussion:** visit the twitter hashtag: *#bestCMS*
- **Questions:** type your questions in the chat window for today's panel discussion!



# Today's Presenters

**Alex Hottenstein**

Senior Project Manager  
NorthPoint



**NORTHPOINT**

**Woody Carlisle**

Senior Director  
Ironworks



  
**Ironworks**

**Ron Person**

Director of Analytics  
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**sitecore®**

# Agenda

- Selection Process 20 Minutes
- Wizards and Jedi Knights with Q/A 40 Minutes

# The Hero's Journey



- Heroic Intent
- Choosing Your (CMS) Path
- Choosing Allies and Resources
- Finding and Overcoming Barriers
- Facing the Test

# Heroic Intent

- Strategic Role of CMS
  - Strategic Alignment
  - Objectives
  - Future Intent
  - Growth Capacity



# Heroic Intent

- Business Objectives – The Treasure
  - Increased Workflow and Performance
  - High Fidelity Online Marketing
  - Increased Customer Support and Loyalty
  - Increased Customer Knowledge
  - Faster Distribution



# Choose Your Path

## ECM

- Manage Documents, Excel, etc.
- Post documents to Web with granular permissions



Content

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# Choosing **Technical** Allies and Resources

- Architecture
  - Separation of Data and Presentation
- Open Source vs Commercial
- Best of Breed vs Unified Solution
- Productivity
  - Developer
  - Editor



# Choosing **Technical** Allies and Resources

## ■ Scalable

- Multi-site, Multi-Language
- Cloud and Massive Data

## ■ Extendable

- Modules
- Libraries

## ■ Customizable

- Java
- Dot Net



# Choosing **Business** Allies and Resources

- User Control: Developer/Editor/Marketing
- Aligned with Business Complexity
  - Taxonomy and Information Architecture
  - Multi-Site and Multi-Language
- Integrate
  - Marketing Channels
  - Proprietary Software
    - eCommerce
    - ERP
- Analytics



# Facing the Test

- Identify Strategic and Business Objective
- Build Requirements with Consultant or Alone
- Review Expert Evaluations
- Get Hands On Trials and Training
- Create a Proof of Concept



# Panel Discussion



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**#bestCMS**

- **Type your questions in the chat window!**
- **Your questions are important to us! If we do not get to answer them during this discussion, we will follow-up afterwards.**
- We will email this recording and PPT slides after the event.
- More educational resources: visit [www.sitecore.net/resources](http://www.sitecore.net/resources) for white papers, eBooks, videos and more.



# Questions

- Here are questions and a relative order I got from our discussion:
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  - How do you recommend developing the right requirements?
    -
  - Once you have a list of vendors or equipment, how do you narrow it down?
    -
  - What are the most common challenges and mistakes you've seen in choosing and implementing a CMS?
    -
  - What are the most critical best practices you recommend in choosing a CMS and vendor?
    -
  - How would you recommend going about choosing a vendor/consultant? (Woody)
    -
  - What features should you look for when considering a web and mobile implementation? (Alex)
    -
  - What are the big differences between a Web CMS and the "Engagement CMS" you've described? Should we plan to be able to upgrade if we only need a Web CMS now? (Woody)