

# Choosing Between Open Source & Commercial CMS: Options & Implications

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# Presenter Background

**SEAN BREEN**

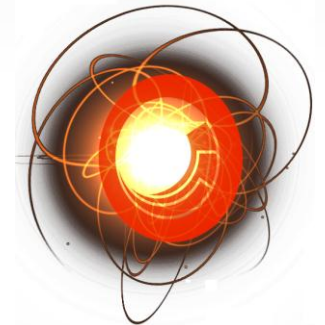
Founder, CEO  
agencyQ



- Experience with open source and commercial Web CMS selection and implementation.
- 20 years of experience identifying technical, business and marketing solutions for his clients.
- Clients include Fortune 500 companies, federal government, non-profits and associations.

## ABOUT SITECORE

- **Leader in enterprise-class web content management software (CMS) and marketing platform**
- **Presence**  
Offices in 10 countries worldwide, with Partners serving over 50 countries
- **Customers**  
Over 2,500 customers managing over 30,000 web sites worldwide
- **Recognized**  
Gartner 2011 WCM Magic Quadrant “Leader”  
Forrester Wave “Strong Performer”  
Gartner “Cool Vendor in WCM” 2008  
Microsoft ISV Partner of the Year 2003/2004, Microsoft Gold Partner
- **Supported**  
Over 700 Sitecore Certified Partners worldwide



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48 hours after the event

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be answered during the Q&A or after the  
event

## More Educational Resources:

visit [www.sitecore.net/resources](http://www.sitecore.net/resources) for white  
papers, eBooks, videos and more.

**SEAN BREEN**

Founder, CEO  
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**SUZY McKEE**

Sr. Product Marketing Mgr  
Sitecore



INTRODUCTION

# Open Source & Commercial CMS's



What are the key differences?

Why they are important and what you should know.

What is  
Open Source  
Software (OSS)?

Access to the Source Code.  
Source code is the “recipe”  
that allows software to work.



WHAT IS OPEN SOURCE?

Other important facts about Open Source...

Cost. Lots of confusion on this point. Free vs. Free.  
(Beer vs. Speech). You don't have to have one with the other...

WHAT IS OPEN SOURCE?

Other important facts about Open Source...

Licenses. Be careful. There are many different kinds of OSS licenses.





WHAT IS OPEN SOURCE?

Other important facts about  
Open Source...

Intellectual property  
rights. Who owns what  
and how does that impact  
liability and indemnity?





## WHAT IS OPEN SOURCE?

## Other important facts about Open Source...

Support and Upgrades.  
Who “owns” it and how does support work in the OSS world?



WHAT IS OPEN SOURCE?

Other important facts about Open Source...

Road-Map. Who “owns” the future of the software and how is it mapped out? The dreaded “fork” or even worse, the dust bin.

A HYBRID APPROACH

# Commercial Open Source

Free as in speech, but not as in beer.

Attempts to deal with IP and liability issues... as well as support and road-map.

Not many successful commercial open source companies...



## Commercial Software Key Difference with Open Source Software

	COMMERCIAL	OSS	COMMERCIAL OSS
SOURCE CODE	No Access	Full Access	Full Access
COST	\$ to \$\$\$	No Cost (usually)	\$ to \$\$\$
LICENSE	Unique to Vendor	Many Variants	Unique to Vendor
SUPPORT / UPGRADES	Included (usually)	Not Included	Included
ROAD MAP	Clear	Not Clear	Not Clear

# Why is the source code so special?

The “real” difference between commercial and OSS software is access to the source code – or recipe that creates the software.

Is this important? Yes and no.

Mostly no.





## SOURCE CODE

Unless you're a highly trained chef, don't mess with the dish!  
... just enjoy it!

You can still pair it with other foods and wine!

- API's
- Web Services
- Configuration





If you do change the recipe, be careful that...

- You really need to (usually you don't)
- You don't do it unless you **really** know what you are doing
- You are prepared for upgrade issues and are ready to support those changes now and in the future
- There is an increased TCO

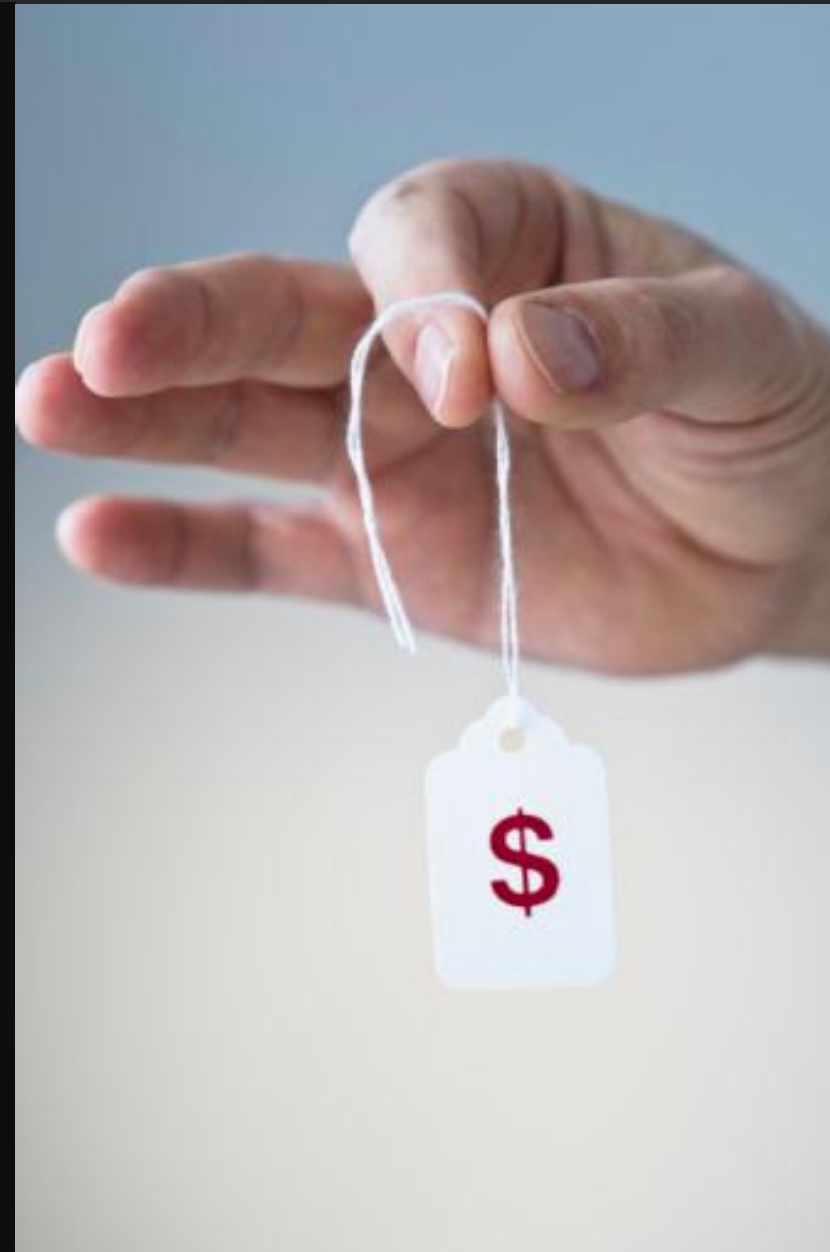


## Support & Upgrades and the Total Cost of Ownership?

How does OSS or Commercial CMS impact the Total Cost of Ownership

Many variables to think about:

- Purchase Price (usually only a small piece of the TCO)
- Installation and Configuration
- Ongoing Support and Upgrades
- User Adoption and Training



## Support & Upgrades and the Total Cost of Ownership?

How does OSS or Commercial CMS impact the Total Cost of Ownership



There is no quick and easy formulation as to which is better... **but** a typical CMS system can last 5 years or more... consider install costs, upgrade costs and training costs.



## Support & Upgrades and the Total Cost of Ownership?

How does OSS or Commercial CMS impact the Total Cost of Ownership

### QUESTIONS TO ASK YOURSELF

- What kind training organization is behind of the software?
- What kind of support organization is behind of the software?
- Are there professionals that are certified to do the work?
- What about upgrades? And if you change the source code?

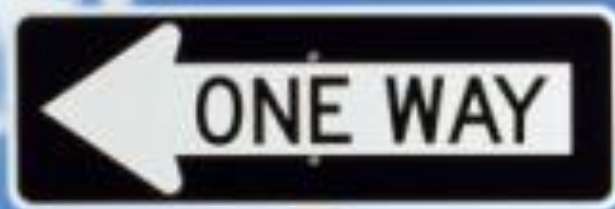
## Things to think about when selecting a Web CMS...

### CMS FEATURES & FUNCTIONS

The Basics... most systems do the basic editing functions well.

**But** pay attention when it comes ensuring

- Ease of editor use (which helps lower TCO)
- Good object model (which allows for good separation of the User Experience and Design from the underlying content)



## Things to think about when selecting a Web CMS...

### ADVANCED WEB CMS FEATURES & FUNCTIONS

Does the Web CMS Support advanced features such as:

- Personalization (Explicit / Implicit)
- Workflow
- Multi Variant Testing
- Integrated Microsites & Email Campaign Management
- Analytics





## Things to think about when selecting a Web CMS...

### PLATFORMS

- LAMP Platforms (OSS CMS are most prevalent on this platform)
- Microsoft .NET
- Java

The right platform matters. It can ease integration and reduce TCO.





Things to think about when selecting a Web CMS...

#### ADD-ONS & INTEGRATIONS

Does the CMS have supported, tested and quality pre-built integrations to common systems such as

- CRM (Dynamics, Salesforce...)
- ERP (Dynamics, Oracle...)
- Ecommerce

Having a CMS that has proven integration can cut TCO, reduce support and improve web user experience.

## Things to think about when selecting a Web CMS...



### EXTENSIBILITY

*Remember* Changing the source code to the core system is usually not the best way to extend the system. Extend through

- Platform APIs
- Web Services
- Configuration



Things to think  
about when selecting  
a Web CMS...

**BUSINESS CONSIDERATIONS**

While the technical and cost considerations of selecting a CMS are important, so are these business consideration.

## Things to think about when selecting a Web CMS...

### BUSINESS CONSIDERATIONS

The size and proficiency of the support organization. You buy software once, but live with it for years.

Responsibility and accountability. Who is responsible for ensuring the software works and is installed correctly? For addressing security issues? Who is accountable?

Do you need “one throat to choke”?

## Things to think about when selecting a Web CMS...

### BUSINESS CONSIDERATIONS

The life-cycle of the typical CMS project is 3 to 7 years.

- How do you assess the future of the CMS?
- How much money is going into R&D?
- What is the road-map?
- If there is a platform change (such as cloud) who makes sure the CMS keeps up with the changes?



## Things to think about when selecting a Web CMS...

### BUSINESS CONSIDERATIONS

TCO – Make sure you look at all the variables. Not just the ones that are easy to count. In our experience with Web CMS, the purchase price of the software is one of the least significant drivers of the TCO. Take the time to make clear all the costs.



## The quick guide to when and how to choose

OSS Web CMS make sense  
(for most) when:

- There is limited need for advanced marketing features
- Limited to no integration with enterprise systems
- Limited risk to organization due to system failure, down time or support issues
- No changes to the core source code

## The quick guide to when and how to choose

Commercial Web CMS make sense (for most) when:

- There is a need now (or soon) for advanced marketing features
- Integration with enterprise systems is needed
- Higher risk to organization due to system failure, down time or support issues
- Clear lines of responsibility and accountability are needed

## CLOSING THOUGHTS

- a. Right tool for the right job
- b. What we've seen that works and what doesn't

