

## BUILDING THE BUSINESS CASE NEXT-GENERATION CMS

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*Content management systems allow organizations of all sizes to edit and publish digital content from a streamlined interface. CMSes had been the answer to technical bottlenecks because they allowed nontechnical staff to manage content. However, first-generation systems were only intended to help companies re-create their print brochures as websites. At the time, this static functionality wasn't a drawback because content was slow to change.*

But as the arrival of the Digital Age led to a more competitive marketplace, content had to be updated continually. Second-generation CMSes provided dynamic functionality that allowed organizations to create self-service portals for online banking, e-commerce, online travel booking sites and more. However, this functionality was still built on proprietary technology, so it was still nearly impossible to change content quickly. The proprietary business model started to fail CMSes, and today there is little left of this model that actually works for modern businesses. Organizations that still use proprietary software are struggling to keep up with the competition as they continue to struggle with their legacy systems.

## The Problems with Legacy Systems

### 1. Legacy systems can't keep up.

Legacy CMSes were designed before modern, mobile-based digital interfaces were possible. Today, the vendors that sold these original systems are so busy with basic maintenance for their legacy software that they don't have the time or vision to deliver innovative functionality that meets an organization's needs. As a result, these organizations can produce only static content; they can't deliver a modern user experience that keeps pace with market expectations.

### 2. Legacy systems are expensive to own.

The upfront investment in proprietary software is thousands or millions of dollars, and that's just the licenses. After the initial investment, every year customers have to pay about 20% of the total license fees for access to support and services — utilities that still will never be able to deliver a modern user experience. Legacy customers are not paying for innovation; they're footing the life-support bill for a dying technology and

a dying business model. Paying for this service year after year is not just painful — or entirely out of reach for small, medium and public organizations — but it also drains potential revenue, frustrates your audience and drives customers to more innovative competitors.

### 3. Legacy systems cause more problems than they solve.

Vendors of legacy systems already can't keep up with the basics of new interfaces, so most of their customers must compensate by cobbling together multiple systems in order to manage their social, e-commerce and other websites. And legacy systems still rely on IT staff to build sites for new campaigns, creating "webmaster bottlenecks" of weeks or months. In fact, many organizations use yet *another* software program to manage Web change requests. This model is an obstacle to collaboration, agility and growth for both marketing and IT departments: Marketing can't launch new campaigns, and IT can't focus on its own critical goals.

### 4. Legacy systems limit potential.

Because legacy CMSes are built on proprietary code, your potential and creative possibilities are tied to your vendor's outmoded technology and limited development resources. When you consider that vendors employ an average of 50 developers, you start to realize how much of your potential is tied to the quality of those few employees and the vision and viability of one vendor.

## The Case for a Modern System — Especially an Open Source One

No matter your industry, there is a business case for upgrading your CMS, even if you have significant investment in a legacy system. Organizations that are leveraging the benefits of agile CMSes are sprinting past their competition by delivering impressive digital experiences that get results. The old model for CMSes is expensive, static and restrictive, while the new model is open, collaborative and free:

### 1. Open source is the new paradigm.

Open source technology provides a structure that fully enables innovation. Because no one person or entity owns an open source program, the possibilities for custom modification are endless, a fact that energizes the worldwide developer community and facilitates innovation. Now, instead of a mere 50 developers, there is a worldwide community of developers in touch with the ways that audiences are *truly* interacting with the next-generation digital experience. The open source development community

is constantly updating and contributing additional functionality, so CMS functionality never gets stale. And, since it's open source, everyone can freely take advantage of this new functionality.

## 2. Open source is free of licensing costs.

Open source software is an empowering new paradigm. There are no licensing fees, which can cost well over \$100,000 for the average CMS project from a proprietary vendor. Free licensing allows a much greater proportion of available resources to be aimed at creating the next-generation digital experience.

## 3. Open source systems are the most innovative.

The open source structure allows the global development community to modify and share multiple iterations of a program in real time. This community builds on its own creativity, so it grows and innovates as quickly as consumers can imagine new possibilities. This paradigm is critical to the evolutionary, iterative progress that is the foundation of modern digital experiences.

## 4. Open source technologies are easily combined to create powerful new solutions.

Because open source technology is easily combined with marketing automation, CRM, Web analytics and video, it can be readily integrated for powerful new functionality. When it comes to CMSes, many of the supporting technologies that make the next-generation personalized experience possible are already open source.

## 5. Open source minimizes risk.

In the past, there was little choice but to spend hundreds of thousands or even millions of dollars on proprietary CMS technology — without even getting to try the systems first. Open source allows you to freely evaluate software so you can make better decisions.

## 6. Modern systems cater to different types of customers.

When customers interact with your content, they are usually trying to complete a task. Modern systems deliver a 360-degree customer experience by giving customers the right content at the right time. When customers have the information they need to make decisions, they're able to take action.

## 7. Modern systems support responsive, mobile-first design.

Businesses know their content has to scale from mobile to high-resolution displays. They have to support all platforms and devices, integrate with social media, and adapt content to individual users and different personas. They have to cater to an increasingly mobile audience, as more than half of Americans now rely on smartphones.<sup>1</sup> Based on this new standard, mobile-first strategy dictates that websites should be designed primarily for mobile devices and deliver content and features in a mobile-friendly way. In other words, successful businesses know that mobile interfaces aren't just a way to interact; it's *the* way to interact.

## 8. Modern systems get rid of bottlenecks.

The next-generation digital experience is built on open source software, with access to personalization, the benefits of big data and contextualization. The solutions that are supporting these next-generation consumer experiences are open source.

## Drupal: The Ultimate Open Source CMS

Consumers now conduct research, shop and socialize online. Today's consumers expect a personalized experience that anticipates their needs and caters to their individual tastes. Great content, easy commerce and social interaction not only are expected, but must be seamlessly integrated into the experience. Drupal provides a singular platform for this dynamic digital experience. Its native support for rapid innovation and agility in such a competitive marketplace has made it essential for enterprise business, as well as smaller organizations.

Because Drupal is not tied to a proprietary vendor's roadmap, it's advancing based on the work of thousands of developers around the world. Drupal organically evolves at the speed of the Web, offers the cost savings and agility of the open source model, and gives you the ability to integrate content across a range of channels and campaigns. With Drupal, you can create content once and use it over and over in different ways to create contextual user experiences.

Drupal is the only platform that fully integrates content, community and commerce in a single platform. If you're staying competitive, you've likely made a significant investment in creating a dynamic website that really tells the story of your brand and what you have to offer. Drupal can help you transform a static website that's all about you into a dynamic digital experience that allows you to fully engage with your customer.

<sup>3</sup> "Nearly half of American adults are smartphone owners," Pew Research Center, March 1, 2012

Drupal experts like Acquia can manage and scale your sites for you so that you can focus on delivering amazing digital experiences for your customers. Ready to learn more? See who's using Drupal at [www.drupalshowcase.com](http://www.drupalshowcase.com). For more information, visit [www.acquia.com](http://www.acquia.com) or call (781) 238-8600.

## About Acquia

Acquia provides enterprises with the freedom to create extraordinary Web experiences based on Drupal, the open source platform that integrates content, community and commerce. Offering a variety of cloud solutions specifically designed for Drupal, Acquia gives global organizations the unparalleled ability to rapidly deploy and manage multichannel content across Web and mobile devices. Co-founded in 2007 by the Drupal project's creator, Acquia has helped more than 3,800 companies — including Twitter, Warner Music Group, Humana, Stanford University, Mercedes-Benz and the New York MTA — grow and scale their digital experiences with confidence. Acquia was recently named the No. 1 software company in the 2012 *Inc.* 500, and was named one of the 100 most promising companies in America by *Forbes*.

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