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When it comes to choosing a CMS,

there are a few considerations to make — from the functionality, to the user interface, to the level of support offered.

One often overlooked consideration, however, is the return on investment (ROI).

While some brands see a CMS as a necessary evil — a piece of software that's merely a means to an end —

Forward-thinking companies look for a tangible return on the time and money they invest into their chosen CMS before, during, and after purchase.

Here at dotCMS, we applaud that approach.



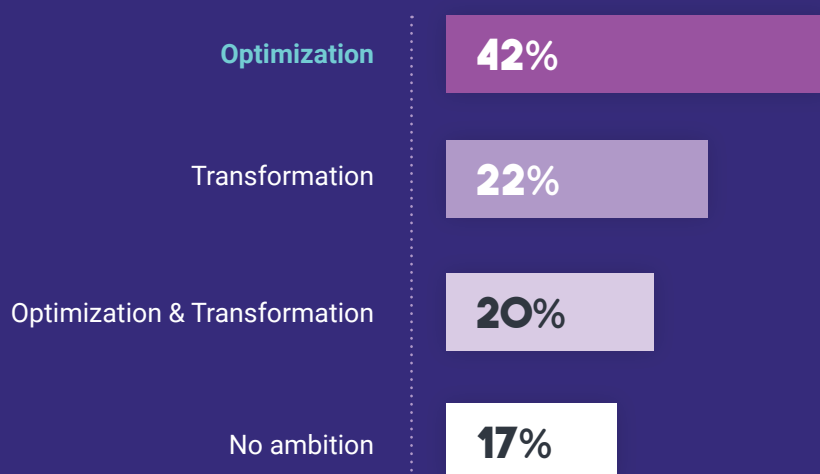
Executing on Digital Ambition

Apart from a rare few not having one, most top enterprises are executing on a digital ambition. The ambition could be around optimization of the business, transforming the business, or both.

Selecting the right CMS solution means that the selected product needs to align and support a company's digital ambition. If done correctly, it will drive the ROI for the digital ecosystem as a whole.



Set Your Digital Ambition



Having and working with a CMS is only one piece of this puzzle, but an important one. **As noted in 2016 by Accenture and the World Economic Forum¹,**

enterprises can differentiate with digital in three ways, two of which are content related: focus on the (customer) experience & driving hyper-personalization.

A CMS should be the content foundation, as-a-service, that allows enterprises to build a digital experience platform (DXP) that enables them to deliver and manage great customer experiences. **Leveraging hyper-personalization comes naturally with a modern CMS².**

Having or selecting the right CMS that works for your organization is a topic in itself, but in this guide, we'll dive into the Return-of-Investment (ROI) you can get from your CMS specifically. Since a CMS has an impact on multiple frontline processes as well as back-office related activities, the impact can be significant. Regardless the industry, dotCMS articulates relevant aspects of a CMS selection that should interest CIOs, CFO, and CMO who are evaluating a new CMS.





Getting Insight into the ROI

To build a business case for a CMS project, you'll first need to **'assess the extent to which your current solution is helping the organization achieve key business objectives'**¹. Once this is understood, it can be compared to the benefits of the future system. By making this comparison, the additional costs necessary to implement a new CMS, such as user training and professional services, can be properly justified.

01. Global Brand Management

Like any other business application, replatforming provides an opportunity to look holistically at a number of aspects around both capital expenditure as well as operational expenditure, and make sure they are aligned with corporate-wide policies and practice.





01. Licensing fees



02. Hosting



03. Containerization



04. CMS Upgrades



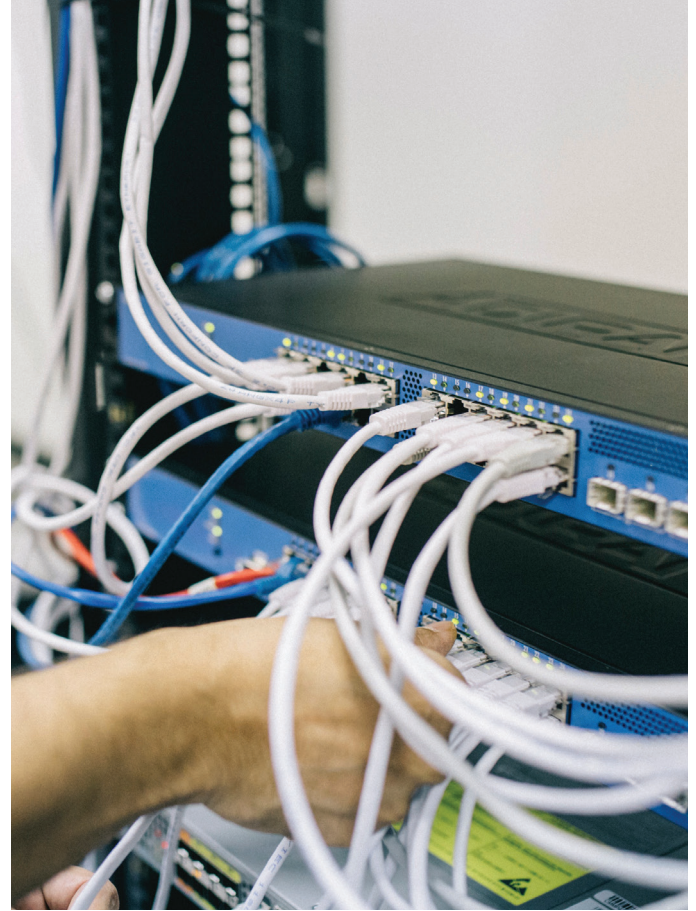
05. Application Maintenance



06. Technology Stack



07. Extending The Core



01. Licensing fees

Modern CMS platforms provide an architecture and capability set that allows marketing and business teams to **manage digital touchpoints**, rather than just websites. That means there is an opportunity to consolidate **multiple point solutions for specific applications into a single platform**. Needless to say, this will reduce overall licensing and hosting fees, as well as maintenance costs.

dotCMS is a content-centric platform and our clients manage a plethora of digital touchpoints from a single dotCMS platform:

- Website - Microsites - Landing Pages
- Intranet - Extranet
- B2B Portals
- Mobile Apps
- IoT Devices, etc.

02. Hosting

Rationalizing multiple CMS solutions into a single product saves costs, primarily in hosting costs. Another consideration would be to look into **cloud offerings** (Platform-as-a-Service / PaaS or Software-as-a-Service/ SaaS). It takes away the burden of managing the infrastructure either with third parties or in-house system administrators.

A number of CMS vendors, including **dotCMS**, offer **a cost-effective cloud solution** and can do this because of the scale they have already with the customer base. This is hard to match as a single customer of Amazon, Azure, or Google Cloud.

03. Containerization

On top of hosting/cloud considerations, there is also the trend of containerization, which **helps to optimize infrastructure resource utilization** even further. Modern CMS vendors, like **dotCMS**, **offer images³ of their product to operate in a fully containerized environment.** This is a great alternative to PaaS/SaaS solutions for those enterprises who wish to build their private cloud and optimize costs on that end.



04. CMS Upgrades

CMS solutions offer a development framework for an enterprise to build content-driven applications. By definition, this means that upgrades in the core software of the CMS can have a huge impact on existing implementations, particularly if the customization level is high. **dotCMS offers free CMS upgrades for dotCMS Cloud customers, eliminating those potential fees** while making the deployment of the CMS more predictable from a cost perspective.



05. Technology Stack

A CMS solution never stands alone. The underlying technology stack is equally as important. If the CMS vendor does not support the technologies an enterprise is using for the rest of their application landscape, this might create a technology silo and subsequent extra costs. **Red flags are technologies that are not widely adopted, lack maturity, and are near their end of life.** This is particularly relevant for an on-premise deployment of a CMS, and less for enterprises considering a vendor cloud solution or a private cloud solution. Adding containerization into the makes reduces risk that even further.



06. Application Maintenance

As business requirements change (self-imposed and most likely by the market conditions), supporting and enabling technologies need to follow the adoption rate. Needless to say, this creates work in the form of application maintenance. **A modern CMS solution is less dependent on core back-end development (like Java) and offers extensibility options** with more agile development frameworks, like Angular, React, or their templating language. **A great example is dotCMS customer TELUS.** A very small team is managing applications for 400 stores across the national without a single line of Java code⁴.

“dotCMS is so flexible and easy to use from a business perspective—we don’t need to undertake complex IT projects to create new content or programs in dotCMS, we can go in and do it ourselves, it’s fantastic.”

Kris Livingstone,
TELUS



07. Extending The Core

There is a fine line between customization in order to support the business requirements and ongoing maintenance, and avoiding nasty (i.e. time-consuming and costly) upgrade paths. Having a plugin architecture to make extensions possible is one thing, offering Plugin Support or Certification is another relevant aspect of predictable application lifecycle costs. CMS vendors do not support customizations with their standard maintenance & support license. **dotCMS**, however, offers this as an **add-on to the license subscription, regardless of how the plugin is developed** (in-house development team or implementation partner). What we have seen over the years, is that product experiences can be completely frustrated by improper or unnecessary customization in implementation, where Plugin Support from the get-go is a fraction of the costs compared to derailed customization and the recovery efforts that come along with it.

02. Operational Excellence

At the end of the day, a CMS is a tool that is operated by real people, and that is also where a new CMS can make a huge difference:



01. NoCode Capabilities

Enabling self-sufficient marketing teams, with **zero dependencies on developer resources**, drives operational costs. dotCMS aims (and claims) for the highest level of NoCode in their CMS product.



02. Workflows

Having flexible workflows (NoCode) that streamline the **content creation process**, even including external processes (i.e. content translation services), helps to drive operational efficiencies.



03. Content Re-use

Working with a modern CMS that is engineered for **re-use of content, templates, and widgets/components**, adds to the overall operational excellence of the digital platform.



04. Content Performance

Producing content efficiently is just one side of the equation. **Creating content that adds to conversion** is even more important. Having actionable insights in which content is resonating (or not) brings immediate value to the enterprise.



03. Technology Agility and Innovation

Leveraging a monolithic solution delivered by a single vendor looked great ten years ago, when budgets were sky-high. But the truth is, it never was a great idea! No CMS implementation, or DXP for that matter, is the same, and should not be treated as such. A best-of-breed solution always has, and always will, be the best scenario, for a number of reasons.

First, a modern platform is **API-driven and microservices-focused**. This in itself unlocks great value for enterprises by significantly reducing integration efforts. With the upcoming release of **dotCMS 5.1⁵** (February 2019), a **Low Code REST API endpoint tool will be introduced⁶**, and differentiating dotCMS even further when it comes to total implementation effort.

Secondly, a **suite solution will never bring the breadth and depth for specific business functions**, compared to dedicated applications.

Lastly, leveraging the content foundation of a modern CMS in a headless deployment, while enhancing more control over the experience by building Single Page Applications, improves the time-to-market and enterprise agility. **dotCMS 5.1 introduces core marketing capabilities⁵ for headless deployment, like inline editing, content previews, as well as drag-and-drop editing**; just as if the application is rendered by the native delivery tier of dotCMS.

04. Hyper-personalized Customer Experiences

Driving customer experiences and hyper-personalization are key differentiators for an enterprise to win with digital. This doesn't just apply for net new customer acquisition, but for the entire customer lifecycle. **The focus on customer experience and hyper-personalization² will drive brand loyalty, cross-sell/up-sell and, therefore, the bottom line.** Content targeting and personalization are key tools for brands to drive their conversion in the industry-wide standards.



Key personalization questions to ask:

01.

What parts of your digital experience sees the most drop off?

02.

Could this be linked to a poor customer experience?
How much revenue is affected?

03.

Which channels are you currently not taking full advantage of?

04.

How much potential revenue could these missed opportunities hold?

05.

Which technologies (marketing automation, bots, etc.) can drive operational efficiencies and cost-cutting while maintaining a highly personalized brand experience?



05. Time-to-value

Adoption of new tech is both exciting as well as frightening. The selection of a CMS alone typically starts 6-12 months before the implementation starts, and then it has to be implemented and adopted by

the organization. Shortcutting the adoption is simply not an option, but a modern enterprise-grade CMS solution can accelerate the company-wide adoption with **multiple facets**:



01. NoCode

The higher the level of **NoCode**, the **easier** it will be for business teams to work with the product and make it their own.



02. Training

Having free access to online training resources **helps your users learn the product** without having to rely on the vendor or out of pocket costs for additional training.



01. Partner Ecosystem

Access to experienced partners that have worked across different industries, **helps you to consolidate best-practices** from the very beginning of your implementation.

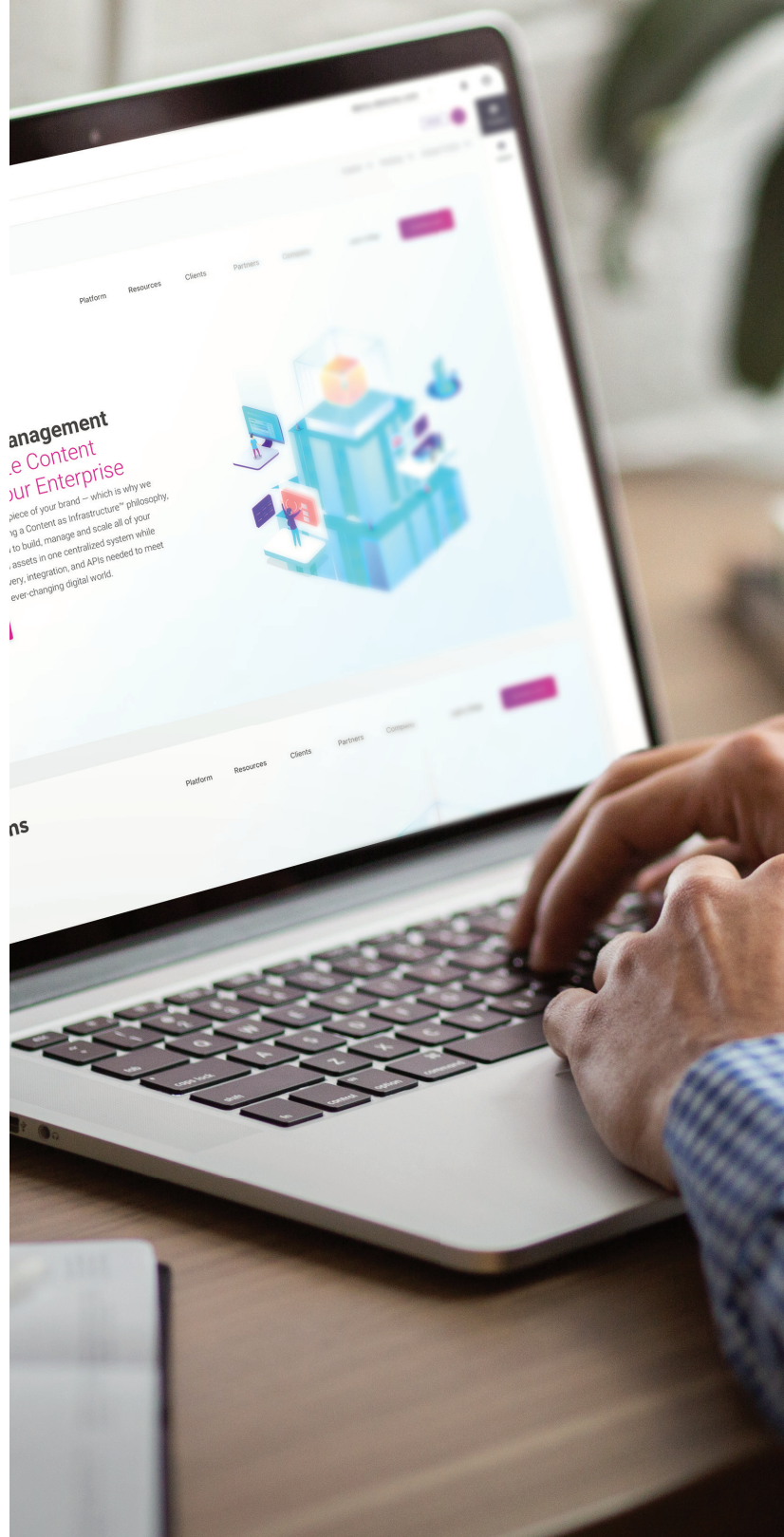


Put Weight on the Benefits, Not Features

The CMS market is sprawling with vendors claiming that their platform boasts the most features. The problem with that is, features don't fetch you a return on your investment, whereas tangible business benefits do.

dotCMS benefits its clients through cutting-edge cloud hosting, NoCode interfaces, industry-leading training resources, and a growing partner ecosystem. Sure, our platform's features are plentiful; but we never add functionality for the sake of functionality. Instead, our content-centric feature set brings about enterprise-grade content management, personalization, and reporting, backed up by APIs that enable companies to integrate with any third party system on the market.

This all results in a flexible digital ecosystem for your business that's built with the best technologies available for each dimension of your organization. Now that's ROI-positive.





About dotCMS

Is an open-source Java, customer experience orchestration hub for companies that want to drive business outcomes with their websites and other content-driven applications. dotCMS provides the technology to deliver connected and continuous customer experiences that business teams can orchestrate. **Extensible, scalable, and with headless content management capabilities, organizations can rapidly build their Digital Experience Platform and drive innovation** while their marketing and business teams drive customer experiences for every touchpoint, in every customer journey, on any device — all from a single system.

Founded in 2003, dotCMS is a privately owned U.S. company with offices in Miami (Florida), Boston (Massachusetts), and San José (Costa Rica). With a global network of certified implementation partners and an active open-source community, **dotCMS has generated more than a half-million downloads and over 10,000 implementations and integration projects in over 70 countries.** Notable dotCMS customers include: Telus, Standard & Poors, Hospital Corporation of America, Royal Bank of Canada, DirecTV, Nomura Bank, Thomson Reuters, China Mobile, Aon, DriveTest Ontario, and ICANN.

Contact dotCMS



Web:
dotcms.com



Phone:
+1 - 305 - 900 - 2001



Email:
info@dotcms.com



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