

**WEB CONTENT MANAGEMENT  
LANDSCAPE**

Komodo CMS Benefits

**Komodo CMS Whitepaper 301-2**

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### WHO IS THE BEST?

The question of 'which CMS is the best', is one that is often asked. It is similar to asking 'which house is best'. There are of course some objective measures, but ultimately the right house depends upon your requirements and will probably change over time. As disappointing as this realisation is, it is also the starting position for a much better question — which CMS is the best fit for me?

Under this model, you need a house (and a CMS) that has been built to suit your needs. Like all CMS products, Komodo CMS was developed to suit a specific set of organisational requirements. If your requirements align with the following fundamental tenets adopted by us, then Komodo CMS may be the best CMS for you.

### IS THE STRENGTH OF YOUR BRAND IMPORTANT?

Komodo CMS is built to allow you to distribute content creation while still maintaining control of your brand – in effect using Komodo CMS to enforce your brand and allow editors to focus on the message. If your brand and visual identity are important to you, Komodo CMS may be your best web content management partner.

### IS THE WEB YOUR FOCUS?

There are some 'heavy-duty' content management systems with heavy-duty price tags that commonly go by the acronym ECM (Enterprise Content Management). As a generalisation, many of these tools started life before the web as Document Management Solutions and added web publishing later in life. If you are managing large internal libraries of documents with some of them making their way to the web, this class of content management may meet your requirements. If however, it is actually enterprise-grade, web content management (WCM) that you need, focussed on your web publishing needs without the other overheads and costs, then Komodo CMS will provide you with a better fit solution that is more cost effective, faster to deploy and has a development roadmap better aligned to your web channel focus.

### BUSINESS TOOL OR DEVELOPMENT ENVIRONMENT?

Komodo CMS is a business tool, not a development environment. We automate the technical elements of web publishing and enforce your branding, leaving you with a single focus – what do you want to say to your audience and what consumer interactions do you need to facilitate.

Komodo CMS is not a programmer's tool-kit or a design application and does not require your organisation to specifically resource design or technology functions. Komodo CMS is the right choice for organisations that want the 'technology and design issues' resolved for them, enabling the organisation to concentrate on core business.

If your organisation wishes to undertake all aspects of the technology and design roles, then open-source products, developer tool-kits or designer products may serve you better. It must be remembered that these products come with their own set of costs, benefits and of course, issues.

### SINGLE DEPLOYMENT OR STABLE PARTNERSHIP?

Most website projects become ineffectual from the start. If successful, you have a web infrastructure that is glorious but immediately in decline. The content begins to age, the features begin to date, your competition catches up and moves past you, and eventually your deployment doesn't work the way you want it to. Some time in the near future you redevelop your website – starting from scratch.

Komodo CMS is the right choice if you wish to change this paradigm. Our subscription model reflects our focus on serving installed client sites and progressively updating functionality to ensure that the tool you use to keep your content up-to-date is itself kept up-to-date with a host of contemporary features and emerging technologies. We build long-term partnerships with existing customers to keep their web infrastructure current and effective. Our innovation, customer service and attention is focussed on what our customers want because our success depends on sustained partnerships and the strength of our customer's web publishing outcomes.

### CORE FOCUS OR SUITE OF PRODUCTS?

Komodo CMS development began in 2000 and the current release, launched at CeBIT Hannover in March 2006, is the culmination of work by an elite team of developers, guided by commercially experienced and visionary software architects. The product aggregates the organisational requirements and developed functionality won from hundreds of web projects. Komodo CMS is a web content management company, single minded in our pursuit of web publishing excellence, not a low priority part of a stable of other technology products.

**HOW MUCH DO YOU WANT TO CHANGE?**

All web projects and communication projects involve a certain amount of organisational change. Komodo CMS has been developed to deliver standards compliance and industry best practice within a flexible framework, allowing you to determine your workflow practices, user roles, security and site structure, as well as allowing for complete design flexibility.

Many large ECM (Enterprise Content Management) projects and even many enterprise quality WCM (Web Content Management) projects take months of change management and hundreds of hours of implementation and training. Komodo CMS can train base users in one hour, administrators in half a day, and allows the organisation to define its own model of use and more importantly allows you to change your approach as you develop and change in the future.

Komodo CMS also operates regular user forums (Access Evenings) to let you learn from others about their web publishing practices and experiences. These events provide the opportunity to meet product developers and educated peers who share your interest, and to discuss new product features and web publishing issues.

**EVOLUTION?**

In addition to hearing from our customers and building to their changing needs, Komodo CMS is an active and highly regarded industry participant.

Komodo CMS executives were instrumental in the formation of the Content Management Professionals' Australian Chapter (CMPAC), an organisation with more than 150 members (professional CMS buyers, consultants, implementers and vendors). Komodo CMS is also involved in partnerships and research that will deliver future functionality to the core product – specifically in the delivery of content to other digital devices.

**THE RIGHT CHOICE?**

If this paper resonates for you, then Komodo CMS should be part of your consideration set. If not, then you may have some clues on where to look. There is no 'best CMS' because this is not a single market, however if you are after a lizard – then Komodo is the biggest (and best).

**SELECTION MATRIX**

	Komodo CMS	ECM Heavyweights	Open Source CMS	Web Content Management WCM
<b>TOTAL PROJECT COST</b>				
Very high upfront		✓		
Subscription model	✓			
Variable / Unknown			✓	
<b>DEPLOYMENT TIMELINE</b>				
Fast deployment	✓		✓	
Slow deployment		✓		
<b>IN-HOUSE SKILLS REQUIRED</b>				
Hi-level IT skills required			✓	
Significant design skills		✓		✓
Content authoring skills	✓	✓	✓	✓
<b>BUSINESS PROCESS IMPACT</b>				
Severe process change		✓		
Flexible process change	✓		✓	
<b>PRODUCT FOCUS</b>				
Internal document focus		✓		
Web publishing focus	✓			✓
Brand maintenance focus	✓			
In-house IT dev. focus			✓	
<b>ENGAGEMENT APPROACH</b>				
Project relationship		✓		✓
Partner relationship	✓			
Immersed in product			✓	
Clear product roadmap	✓	✓		
Community roadmap	✓		✓	
<b>UPGRADES</b>				
Managed and included	✓			
Purchased		✓		✓
Self maintained			✓	

\* Categorisations are generalised by product group and will vary significantly with individual products.