

Komodo CMS Whitepaper

The question of ‘which CMS is the best?’ is one that is often asked but inherently meaningless. 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 set of requirements largely maps the following fundamental tenets that Komodo CMS has adopted, then Komodo CMS may be the best CMS for you.

Is strength of Brand is 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 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 that you need, focused 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 aim to automate technical elements of web publishing and internalise branding, leaving your organisation with a single focus – what do you want to say to your audience and what interaction do you need to facilitate. Komodo CMS is not a tool-kit for designers or programmers and does not expect your organisation to resource either of these activities any more than you wish too. Komodo CMS is the right choice for organizations that want the ‘technology and design issues’ resolved for them, enabling the organisation to concentrate on core business.

If your organisation wishes to undertake these other roles, then open-source products, developer tool-kits or designer products may serve you better. Remember that these products come with their own set of costs, benefits and of course issues.

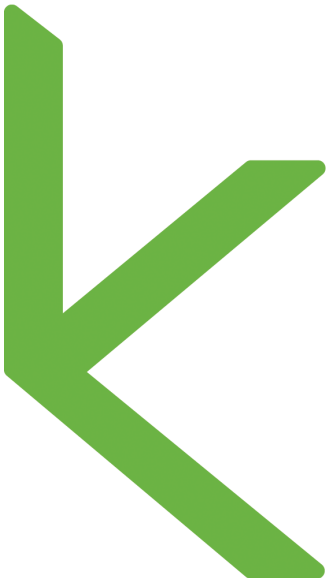
Deployment or Partnership?

Many website projects are stillborn. 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 too. Somewhere between six months and two years later, you start another project – from scratch.

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Komodo CMS is the right choice if you wish to change this model. Our subscription model is the result of our focus on serving our installed clients and progressively updating functionality to ensure that the tool you use to keep your content up-to-date is itself kept up-to-date. Instead of looking to our next sale, we are focused on longstanding partnerships with existing customers to keep their web infrastructure current. Our innovation, customer service and attention are focused on what our customers want because our success depends on sustained partnership.

Who 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 take months of change management and hundreds of hours of implementation and training. Komodo CMS can train base users in one-hour, administrators in a couple of hours and allow your organisation to define your own model of use and more importantly allowing you to change your approach as you develop and change.

Komodo CMS also operates regular user seminars to let you learn from others about their web publishing practices and discuss the changes you wish to make with the product developers and educated peers who share your interest.

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 industry body in Australia, 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.

SELECTION MATRIX

	Komodo CMS	ECM Heavyweights	Open Source CMS	Web Content Management
High deploy cost		✓		
Regular foc	✓			
Unknown cost			✓	
High org. change		✓		
Flexible org. change	✓			✓
Needs IT skills			✓	
Needs design skills				✓
Fast deployment	✓		✓	
Slow deployment		✓		
Web focussed	✓			✓
Document focussed		✓		
Clear roadmap	✓	✓		✓
Community roadmap	✓		✓	
Project relationship		✓		✓
Partner relationship	✓			
Immersed relationship			✓	
Brand focussed	✓			
Managed updates	✓			
Purchased upgrades		✓		✓
Self maintained			✓	

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