

# Content Management System Comparative Analysis

March 16, 2012

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CIS 244

## **Manager's Summary:**

The Lynnwood Bowl & Skate has a wonderful website for its brick-and-mortar business, encouraging new customers to visit as well loyal customers to have a reason to continue visiting the site. Understanding the importance of proper management of the company website, the Bowl & Skate intends to pursue purchasing a content management system for company use. Although the company desires to maintain their website in-house, they seek expert assistance in finding the best product.

Therefore, the Lynnwood Bowl & Skate requests that research be conducted on their behalf. The product should meet certain requirements, which compares between top selections. The report should give a recommendation based upon a comparison analysis.

Once this request was received by Nelson Consulting, we first organized the Client's requirements, needs, and exclusionary desires. Then we checked a very large list of possible products, filtering out those that do not meet the specific requirements. These included e-commerce, membership functions, etc. After narrowing the selections down by adding new filters to the criteria, there were three options left to analyze. These we thoroughly reviewed the information available.

Comparing the three, we have recommend the Lynnwood Bowl & Skate consider purchasing and implementing the Acumium Web Content Management System. The recommendation is given to the Lynnwood Bowl & Skate prior to the client being satisfied with product demonstration and pricing negotiations directly with the vendor.

## **Introduction:**

With the realization of how important Search Engine Optimization ("SEO") is for a company's web presence, Lynnwood Bowl & Skate ("the Client") has commissioned Nelson Consulting with the task of researching three viable products for a new Content Management System ("CMS") that may be implemented to meet the Client's website management needs.

## **Requirements of the Client:**

The client requires a system that can accomplish the following tasks:

- Very simple and user-friendly interface
- Comprehensive link management
- Rich use of keywords in titles, links, and metadata
- Capable of easily handling graphics
- Excellent templates, easy to add content by any user
- Solid publishing of content without extending site loading time
- Harmonious integration with present website
- Pricing model that is manageable by limited budget
- Friendly support provided for users with little technical know-how

The client does not need, and doesn't want to be confounded by:

- Marketing assistance (the client knows how to present his products and services)
- Technical specifics (the client does not expect to become a web developer)
- Extra, unnecessary features (the website is for a brick-and-mortar location)

## **Content Management Systems Descriptions:**

While it is very easy to get lost amongst the over 300 solutions presented by comparison sites such as Capterra.com<sup>1</sup>, it is always best to gather as many possibilities. This is the same as if brainstorming for keywords, but applied to fulfilling the "order" of buying a CMS product. In the process of filtering through all of the possibilities, we were able to narrow the choices to three products that all were designed for use by small business (few users and employees) and that meet the basic requirements and intended use by the Client. The CMS systems being analyzed are the Acumium Web CMS, the Hyperonix CMS Software Application, and the Idetix Software System's Revize CMS v4.3 software.

## ACUMIUM WEB CMS (“AWCMS”)

The AWCMS<sup>2</sup> product is a fully web-based system that enables the user to make changes to their website easily, not requiring any knowledge of HTML or XHTML. XML is used to simplify the process for the user, in effect writing the HTML without the user’s know-how. This is done primarily through the use of templates, of which the client would determine fixed (such as logos) and editable (such as content) areas of the template.

The following features meet and exceed the Client’s needs:

- Easiest of interfaces (the website itself becomes the interface)
- Integrated image optimizer (resizes and formats for web application)
- Minimal training required (in a matter of hours)
- Rapid Implementation (in a matter of weeks)
- Consistent and rapid redesign (by separating content from design)
- SEO management tools

The following features may frustrate the Client:

- E-commerce plug and play functions
- Multi-language localization
- Hidden Pricing model (provider does not disclose, requires consultation)

The AWCMS does appear to fit all of the Client’s needs, with the only obstacle being pricing. With the apparent ease of installation, implementation, and support, our expectation would be an initial licensing fee followed by a continued subscription.

## HYPERONIX CMS SOFTWARE APPLICATION (“HCMSSA”)

The HCMSSA<sup>3</sup> product is another piece of software that uses browser-based access (via any internet connection) and use of templates and XML to provide management of the website by any non-technical user. This product is offered more as a complete service rather than as a product for the Client to use. Hyperonix expects to build and continue a relationship as a service provider that assists in the growth of the Client’s business.

The following features meet the Client’s requirements:

- Simple usage, with user-friendly interface
- Rapid implementation, without need for technical knowledge
- Easy customization, including with graphics
- Workflow process management
- Easy to use SEO tools

The following may prove disadvantageous for the Client:

- More intimate provider to client relationship, for higher cost
- A large number of additional functions, may not be able to exclude them

While pricing is not a “mystery”, it is rather high. Pricing for the standard website begins at about \$3,000, and may be too high depending on what else the Client may indicate he wants.

#### IDETIX SOFTWARE SYSTEM’S REVIZE CMS V4.3 SOFTWARE (“ISS REVIZE”)

The ISS Revize<sup>4</sup> product is another web-based system. The greatest advantage of this system is the wide range of options for pricing. While actual costs may not be disclosed without consultation, Idetix lists pricing on a server basis, monthly hosting, and more. Thus, the client could meet his requirements at the best payment arrangement with this product.

The Client’s needs are met by the following features:

- Outstanding customer support
- Templates allow for non-technical users to easily add and manage content
- Completely supports existing and new websites
- Enhanced image management, to include resizing
- Special features “spell checker” and “link checker”

The main disadvantage of this product is that it appears to require much more technical knowledge to utilize the majority of its features. Additionally, there are a good number of features that may be essential to SEO, but require more skills to utilize for optimization.

#### **Comparison and Analysis:**

Utilizing the comparison feature of Capterra.com, the Acumium WCMS meets all of the same specifications as the other two systems and then some. Specifically, the AWCMS meets the standards for legacy integration (original systems and websites) and data import/export, whereas the HCMSSA and ISS Revize do not.

All three systems boast very similar features. They are all web-based, and thus easy to implement and access. They all use templates and a method such that non-technical clients can manage their website content without much assistance. They all satisfy the current and short term needs for the Client’s business model.

However, each does have one facet it is strongest in when compared to each other:

- The AWCMS is the simplest product to use if the Client desires to have the system and support without a long term relationship with the vendor.
- The HCMSSA makes a solid mentoring partner in managing and growing the website, as well as offers a relatively easy-to-use system.
- The ISS Revize offers such a wide selection of pricing options as to practically guarantee the lowest cost.

### **Recommendations:**

We at Nelson Consulting recommend purchasing the Acumium WCMS, contingent upon the Client being satisfied with the product demonstration and costs of acquisition, implementation, and maintenance.

Although all three systems meet the Client's needs, it is apparent that the AWCMS product completely minimizes the disadvantages that the Client specifically does not want to deal with. There is practically no need to know anything about web development or programming, as training focuses on user interfaces and controls. The additional, unwanted features are fewer with this system than with the other two; and, they may actually be useful later in the life cycle of the Client's business.

The only drawback would be the pricing model, or lack thereof. However, this would have to be negotiated directly between the vendor and the Client.

### **Report Summary:**

While there are many content management systems, it's very rare to find one that fits the bill perfectly. As the Lynnwood Bowl & Skate does wish to improve the performance of its website, the client also wants neither to have to hire an IT specialist nor to become one.

After completing research and making a comparative analysis, the Acumium Web CMS fits the bill most closely to what the client desires.

## References:

1. Capterra.com; <http://www.capterra.com/content-management-software>; accessed March 16, 2012.
2. Acumium Web Content Management System;  
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3. Hyperonix Content Management System Software;  
<http://www.hyperonix.com//CMS/Home.htm>; March 16, 2012.
4. Revize CMS v4.3; [http://www.revize.com/product\\_features.html](http://www.revize.com/product_features.html); March 16, 2012.