



# CMS Industry Comparison

Report on the Top Platforms - December 2018

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## Introduction

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The Content Management industry has seen a few top players emerge as clear leaders. Their proven track records and longevity set them apart from the lesser tools that have fallen by the wayside.

This whitepaper is provided to help you learn how Agility compares to other leading CMS products. While the document focuses on comparisons specific to Agility, it also serves to differentiate the other platforms from each other within the industry.

The things that have made you successful so far should not have to be jettisoned with the adoption of a new system. I believe Agility is a versatile platform with great adaptability; with these concepts in mind, I'd like to show you how it stacks up to the competition.

One of the things that I believe is important for anyone considering a CMS platform is how adaptable each a system is. The biggest benefits will appear when an organization can bring on a new system without having to change too many things. We should also keep in mind that a vendor organization's vision and strategy is just as important as their current offerings; your requirements might change moving forward, and you need to select *whom* you want to with just as much as *what* you want to work with.

I want to acknowledge Mr. Gary Eisenstein for his writing on CMS Connected's [A Fair Review of the Top .Net CMS Platforms](#), from which I have drawn some of the inspiration for this document. We have also taken into account analysis from Gartner (Magic Quadrant), Forrester, as well as review sites such as G2 Crowd.

It should be noted that industry assessments by organization such as Gartner or Forrester have corporate requirements that Agility does not yet fulfill, such as a yearly revenue targets, therefore Agility does not appear in their reports. I urge you not to discount Agility as a platform because of this. We compete head-to-head with all the top CMS platforms on a regular basis and often come out on top.



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## Kentico

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[kenticocom.com](https://kenticocom.com)



### Overview

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Kentico's out-of-the-box web parts, easy customizations, and open API, allows customers to quickly get new websites launched. Support for additional Commerce, Marketing and 3<sup>rd</sup> Party plugins makes for a well-rounded overall offering. Implementations and customization services are available through their network more than one thousand partners.

Kentico has taken a unique approach to embracing the burgeoning demand for a headless cms platform – they've created a whole new product called Kentico Cloud. They are able to satisfy their traditional CMS customers and this new segment with two separate offerings; however, it still leaves the more traditional customers with a self-hosted approach and manual upgrades, which can be costly in terms of time and resources.

### Differentiators

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- Kentico provide solid out of the box components that make for a good standalone CMS solution.
- Their newer headless offering is separate from their traditional platform, driven towards fast iteration and is adding newer technologies faster.
- Kentico tends to have excellent documentation, helping developers and users get onboard quickly.
- Their strong partner channel is perhaps their biggest differentiator.

### Details

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- **License Model:** Self-hosted (Traditional) or Cloud based (IaaS or PaaS), price includes one year of upgrades and support.
- **Price:** Starts at \$4,499
- **Key Components:** Content Personalization, Commerce, Marketing Automation, Web Analytics

- **Drawbacks:** Lack of MVC support, split versioning with Cloud and Traditional models, some tools aren't suited to complex scenarios. Tends to be slower to incorporate newer technologies.
- **Upgrades:** Manual

## Sitecore

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[sitecore.com](http://sitecore.com)



### Overview

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Sitecore has been a global leader in the CMS space for many years but has seen its market share drop in recent months. The platform provides components for personalized content, commerce, analytics, marketing automation, and more as part of licensing add-ons. Sitecore has a decoupled model for separating content from a website, making the editor experience easier.

Sitecore can be hosted on the cloud but is not a true-cloud based solution in that it must be upgraded and maintained by the customer or an implementation partner. An experienced, certified partner is a must when considering Sitecore, as the learning curve for development, administration, and configuration are steep.

### Differentiators

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- Sitecore has a strong partner program, with more implementation options worldwide than most other vendors.
- Because they decouple the presentation layer from content management, they are able to iterate more readily to newer technologies, such as evidenced in their recent support for JavaScript frameworks.
- Sitecore has been a market leader in the industry for some time, continuing to eclipse many of their rivals in several areas of focus.

### Details

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- **License Model:** Self-hosted (Traditional) or Cloud based (IaaS or PaaS).
- **Price:** Starts at \$20,000 for perpetual or \$1,100/month for consumption based.
- **Key Components:** Content Personalization, Commerce, Search, Analytics, Customizable Workflows
- **Drawbacks:** A certified partner is a must when implementing sites, Sitecore can often only be contacted through a partner when support is needed.
- **Upgrades:** Manual

## Episerver

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[episerver.com](http://episerver.com)



### Overview

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Like many CMS platforms, including Agility, Episerver includes excellent support for e-commerce, search, and digital marketing in addition to its base content management offering. It can be procured in a proprietary self-hosted or service-based model.

Similar to Agility, Episerver is heavily affiliated with Azure to support its Cloud offerings, however, Episerver still relies heavily on developers to manage upgrades.

### Differentiators

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- Episerver has a unique methodology for combining content, commerce and marketing, uses cloud-based technologies.
- They are iterating at a very fast pace, using corporate acquisitions to attain new technologies.
- They have refactored their legacy (Ektron) based components into a microservice-based architecture.

### Details

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- **License Model:** Proprietary On-Premise and SaaS
- **Price:** On-Premise – \$40,000 / SaaS – \$50,000 (requires quotation process)
- **Key Components:** E-commerce, Search, Personalization, HubSpot, Marketo, IBM Marketing Connectors, Salesforce & Dynamics Connectors
- **Drawbacks:** Small partner channel, steep learning curve for developers.
- **Upgrades:** Manual

## DotNetNuke / Evoq

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[dnnsoftware.com](http://dnnsoftware.com)



### Overview

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DotNetNuke is an open source codebase based on ASP.Net. It has been around for many years and many versions. Evoq Content is delivered on top of DotNetNuke as a value-added service aimed at enterprise level customers.

DotNetNuke is primarily a developer tool, and while the experience for editors has gotten better, the focus is still very technical. The DNN store offers users many different custom-built components from 3<sup>rd</sup> parties, however, this can cause upgrading to new versions tricky.

### Differentiators

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- DotNetNuke has a long history and was one of first ASP.Net based CMS platforms.
- They are geared towards particular ease of use for non-technical editors.
- Their multi-site management is built in to the base of the platform, as opposed to being tacked on after the fact.

### Details

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- **License Model:** Open source platform, service-based licensing available through Evoq
- **Price:** Evoq Content is \$2,999 per instance per year.
- **Key Components:** DNN Store, Marketo & MailChimp Connectors, Analytics, Gamification Engine API.
- **Drawbacks:** No native marketing capabilities, difficult upgrades.
- **Upgrades:** Manual

## Drupal / Acquia

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[drupal.org](http://drupal.org) / [acquia.com](http://acquia.com)



### Overview

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Drupal is an open-source CMS product, used by many developers, and is a self-installed, self-hosted solution on its own. Acquia provides a Hosted platform using the Drupal product as a basic starting point with their Cloud Professional offering. Their Lift personalization component utilizes machine learning and was one of the first platforms to offer this as a way to map Customer Journeys to business goals.

One of the main challenges with Acquia is how it differs from the main Drupal product, and how pricing works. Drupal as an open-source product is free, but the services and hosting for it are not, and upgrades need to be handled manually. Acquia works as a service to offset this effort, but the underlying technology is still the same Drupal product as a base.

### Differentiators

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- Acquia has uniquely leveraged the AWS cloud for their offerings on top of Drupal to provide added value.
- Their API-first framework, along with their ability to have customer sites deployed easily with Continuous Integration pipelines is a strength.
- Their strong technology-based offering is bolstered by their capacity for multi-datacenter failover and other up-time strategies.
- Their Cloud Site Factory allows for the use of newer development technologies to build sites quickly.

### Details

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- **License Model:** Acquia Cloud Professional hosted Platform as a Service.
- **Price:** Open Source; Starts at \$296/ per month for Professional license with pageview/storage capacity limitations.
- **Key Components:** Commerce, Personalization, Site Factory, Development starter kits.
- **Drawbacks:** Pricing can be difficult to nail down; support process can be limiting.
- **Upgrades:** Manual

## Sitefinity

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[progress.com/sitefinity-cms](https://progress.com/sitefinity-cms)



### Overview

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Sitefinity as a platform is aimed firmly at the Traditional CMS market, and ease-of-use is a top priority. If your goal is to avoid custom development and your website offering is fairly straightforward, then Sitefinity might be a good option.

Where I see Sitefinity start to falter is in the longer term as a website evolves and the development process becomes more complex. The simplicities that make the system intuitive at first start to unravel a bit as the website and its necessary integrations become more complex.

### Differentiators

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- Progress has a rich set of developer tools, branded as Telerik.
- The product features strong marketing automation and journey tools.
- Sitefinity's content analytics package is ahead of the curve.

### Details

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- **License Model:** Domain and server-based on perpetual or SaaS subscription
- **Price:** Starts at \$15,000
- **Key Components:** e-commerce, Digital Asset Management, Salesforce Connector, MS Dynamics Connector, Digital Experience Cloud (DEC), Telerik Developer Tools, SharePoint Connector, Marketo Connector
- **Drawbacks:** Unclear Cloud strategy; manual code sync process; version upgrades can be difficult; cryptographic vulnerabilities have occurred recently.
- **Upgrades:** Manual

## Agility

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[agilitycms.com](http://agilitycms.com)



### Overview

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Agility is a Content Management System (CMS) and Digital Experience platform that hosts your content securely in the cloud and can operate in a traditional or headless CMS model. Agility separates your content from the presentation layers, which allows for all of your website and apps to work from the same backend in a multi-channel scenario. Centralized Digital Asset Management, User Generated Content, and Website Users and are included in the base license. Components for Search, Ecommerce, Point of Sale, Ticketing, and Personalization can all be added on. Support packages include Email, Live Chat, Phone and the User Community Portal.

Agility is arguably the most versatile and adaptable CMS platform available. This means that businesses can adopt Agility's platform without changing how they work. Agility's technology was also created in a way that removes the need for manual upgrades, a problem which plagues nearly all other CMS platforms.

Agility has a diverse customer base, with long-time customers in a variety of industries. While Agility does not have the largest user-base, customers are incredibly loyal, and they often stay with the platform for a decade or more. Standout verticals are in Retail, Tourism and Media/Entertainment.

### Differentiators

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- Agility is one of the only platforms to successfully and reliably combine the newer headless approach with traditional CMS in a reliable hybrid model.
- Content is decoupled from the presentation layer with consistent sync process.
- 100% Cloud Based and multi-tenanted, meaning Agility product team can focus all engineering resources on a single version.
- The most versatile integration and development system, allowing for cloud or on-premise website hosting with future-proof development and continuous deployment strategies.

### Details

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- **License Model:** Agility CMS is a multi-tenant SaaS platform, and hosted on Microsoft Azure Cloud
- **Price:** Starts at \$500 / month
- **Key Components:** Ecommerce, Ticketing, POS, Search, User Generated Content, Personalization, Digital Asset Management
- **Drawbacks:** Small company in growth stages, not on Gartner Magic Quadrant yet, small Partner network, relying on strong 3<sup>rd</sup> Party integration flexibility.
- **Upgrades:** Automatic, monthly platform updates.