

Agility CMS vs Adobe

agility

CMS Comparison

The headless CMS is full of worthy contenders, and for us, it's important to be able to cut through the noise and give you the tools to make an informed decision. In this Headless CMS Showdown, we compare Adobe Experience Manager vs Agility CMS.

The CTOs of today are under more pressure than ever. There's the constant need to change and adapt, and there's a higher level of accountability for their decisions.

They're also expected to handle everything from business strategy all the way through execution—and then repeat it all again the next day.
In today's competitive market, you must stay on the cutting-edge of your industry.

In order to do so, it is necessary to understand how technology, especially how adding a headless content management system, will help you improve your company's performance.

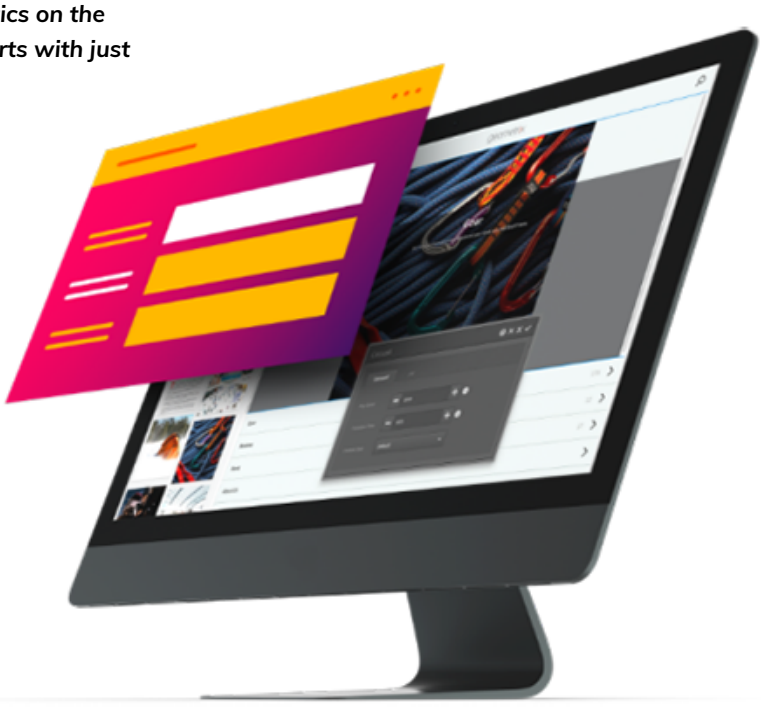
To help you navigate the sometimes treacherous waters of the headless CMS industry, we've created a series of posts called The Headless CMS showdown and compares Agility CMS with Adobe Experience Manager. In this article, we compare and contrast both headless CMSs and discuss why Agility not only gives you better value for your money but also why it's superior to Adobe XM.

Adobe Experience Manager Product Overview

Adobe's Experience Manager is a suite of products that merge various marketing and customer experience tools into one cohesive platform.

The Experience Manager allows marketers to create personalized customer experiences across channels, automate tasks such as email campaigns and website updates, and get analytics on the success of all these efforts with just a few clicks.

AEM works as a central workstation where teams can work together and streamline their work processes. Adobe EM comes with five modules: sites, assets, mobile, forms, and community that create websites, forms, and mobile applications.



Agility CMS Product Overview

In a world where innovation is happening in the blink of an eye, it's crucial to have software that can keep up.

Agility CMS has been designed with this need in mind. It's powerful enough for enterprise-level projects but flexible and affordable enough for smaller teams.

With features like built-in forms, content management, marketing automation, and customizable dashboards —you get all the tools you need to grow your business without spending more than necessary.

Agility CMS is a headless CMS platform designed with speed and flexibility in mind. It gives users the tools to build, manage, and maintain their content with ease, evolving from a .NET-based CMS to become a JAMstack-ready, API-first headless CMS.

Agility CMS lets authors and editors create and customize their digital experiences by following the content-first approach to building digital experiences with low friction.

Traditional development processes begin with design, and prototyping, for example, the final layout of a web page with lorem ipsum text as placeholders.

Agility CMS begins the development process by defining the content architecture of the organization and then proceeds to the development of layout and styling for each desired channel.

The Agility platform has a rich and deep set of powerful features to power your omnichannel experiences. Most headless CMS platforms offer workflow functionality for approvals, publication schedule, and similar needs.

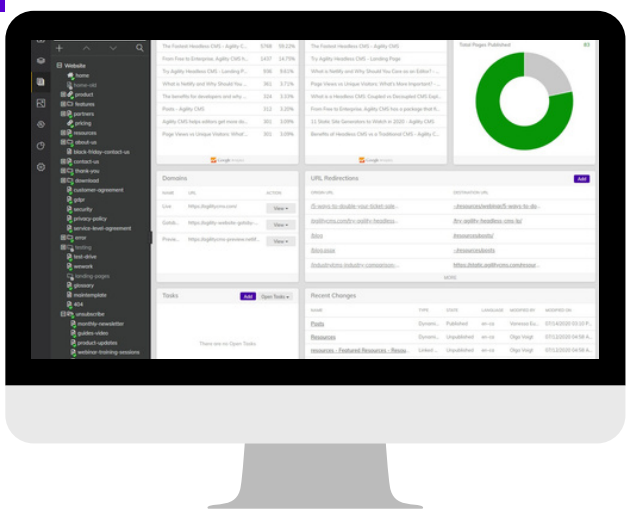
Agility also offers an HTML and text email builder that can be tied to workflow triggers. It provides multi-site functionality, linking the same content and user permissions across multiple sites. Agility has robust analytics and convenient report generation built-in.

Website search is also built into the platform, rather than requiring third-party services like Algolia, like other CMSs.

Agility CMS leverages Microsoft Azure's hosting services on the hosting side and provides users with enterprise-grade security and support and data protection.

Microsoft was the first cloud vendor to secure approval from European Union's data protection authorities. They have a strong track record with data security standards compliance.

Book a FREE demo >



Why Agility CMS?

When we compare Agility CMS with Adobe Experience Manager, we can see that one of Agility's main strengths is how fast and easy it is to build something on the platform. Thanks to Agility CMS's integrations with Next.js, Vercel, and Snipcart, users can build everything from blogs to virtual events to eCommerce experiences with minimal time and effort and almost zero coding knowledge.

Agility CMS enables businesses of all shapes and sizes to build a foundation for their content and online ecosystem and scale it over time. Plus, Agility is omnichannel-ready, which gives users control over every aspect of their content across multiple platforms and channels.

Unlike other CMSs out there, Agility CMS gives you the tools you need out-of-the-box, which reduces the need for third-party integrations. Adobe Experience Manager, on the contrary, albeit strong out of the box, has been known to have a steeper learning curve than Agility CMS and other hybrid CMSs on the market.

Also, Agility CMS is a solution designed with growth in mind. Agility CMS can be a great solution for companies who are not yet enterprise-level but have enterprise-sized goals, enabling them to scale their commitment before entering into an expensive agreement.

But that's not it. There are other reasons why Agility CMS is a great alternative to Adobe Experience Manager.

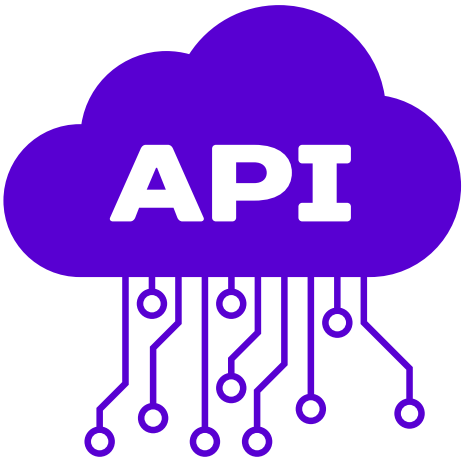
Unlimited Number of API Request

Agility's CMS offers users an unlimited number of API requests starting from its Standard Plan, giving you unlimited users and content items. On the other hand, AEM doesn't offer an unlimited number of API requests and often throttles the number of API calls you can make per minute.

Self-Service Plans

Being enterprise-oriented, Adobe Experience Manager doesn't offer potential customers self-service plans. On the contrary, AEM makes it hard for prospective customers to sign up for the platform and often requires a sales representative to call you and discuss your requirements and needs before even seeing what the CMS can do for you.

Agility CMS has a dual pricing structure that enables customers to start for free and scale their commitment using a self-service model where they choose what they want from the software while at the same time offering enterprise-grade support for bigger companies who might want to discuss things first with a sales representative.



The Verdict

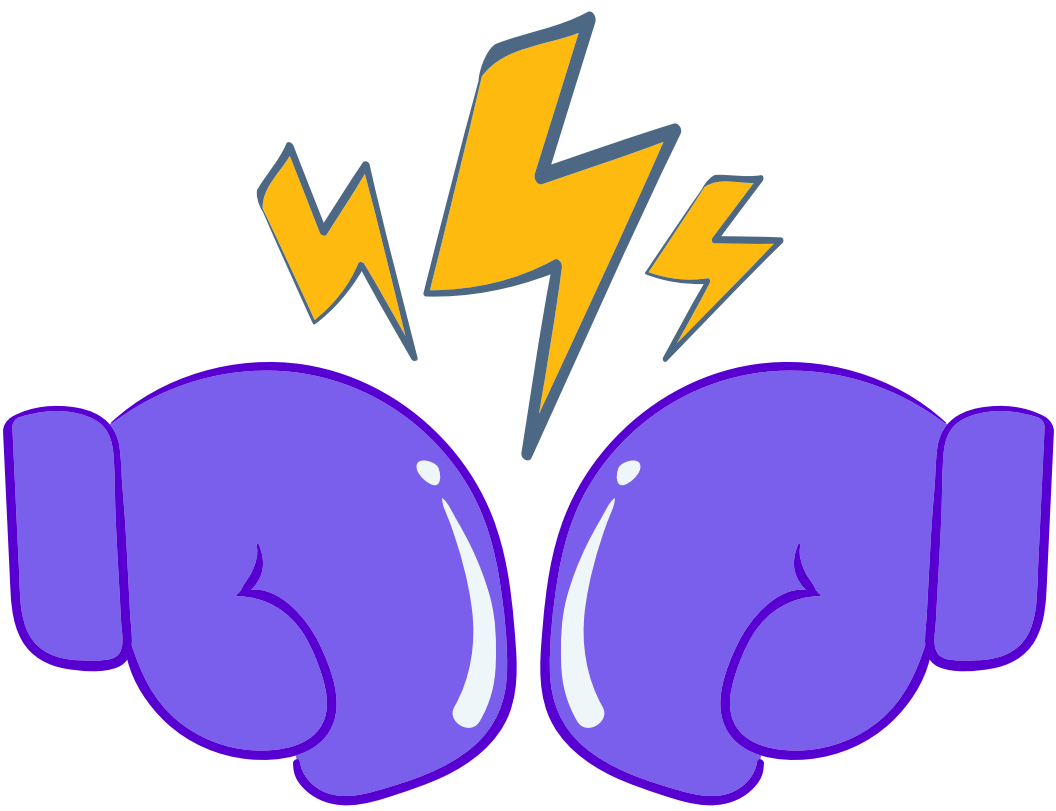
While Adobe Experience Manager is a popular headless DXP with a solid user base of enterprise clients, it simply can't match Agility CMS' flexibility and integrated functionalities.

Adobe EM, like other enterprises' DXPs, represents a traditional model that offers companies a monolithic product with a set of integrated capabilities that you might or might not need.

Agility CMS, on the other hand, is the foundation of the digital experience platform. That means that it enables users to use Agility as a CMS and integrate their favorite third-party applications to build a DXP that's tailored to their specific needs rather than paying for a monolithic platform with features you might never need or use.

Adobe, despite its powerful capabilities and robust tooling, represents the traditional way of thinking. Agility CMS, with its extensible tooling and content-first approach, represents a new way of thinking about digital experiences and the role content plays in them.

Plus, from a business perspective, Agility CMS is the more cost-effective solution. Even our enterprise version that gives you everything a company needs to build outstanding digital experiences is less expensive than any of Adobe Experience Manager pricing options.



Case Study: Oxford

"We drive social and economic growth through real estate – safeguarding the future and creating a brighter world for customers, partners, communities and the environment. Agility CMS is our reliable partner on this mission"

KEN PORTER
Corporate Manager, Technology at Oxford Properties Group



As Oxford Properties business evolves, and new properties emerge, Agility provides additional licensing and support to ensure easy and scalable content hub evolution for the multisite deployment.

Oxford Properties invests in some of the world's most transformative places. They have a diverse team working across four continents in cities like London, New York, San Francisco, Singapore, Sydney, and Toronto.

Many CMS Options Couldn't Meet The Company's Needs

Oxford Properties manages an extensive network of commercial and residential properties, hotels, and investment properties. All these projects needed consistent and fast-performing websites to match the Oxford brand.
It was hard to find a CMS that is easy to use for multiple marketing teams while providing security and scalability.

OXFORD

Modern Multisite Solution for Oxford Properties

Oxford Properties builds leading real estate businesses, with Agility CMS they can upload new multisite quickly and easily.

70x
More Efficient Work Flows

500k
Properties Added

200k
Properties Sold



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Agility CMS is a Content Management System (CMS) with built-in Hybrid components for better Editor Experience.

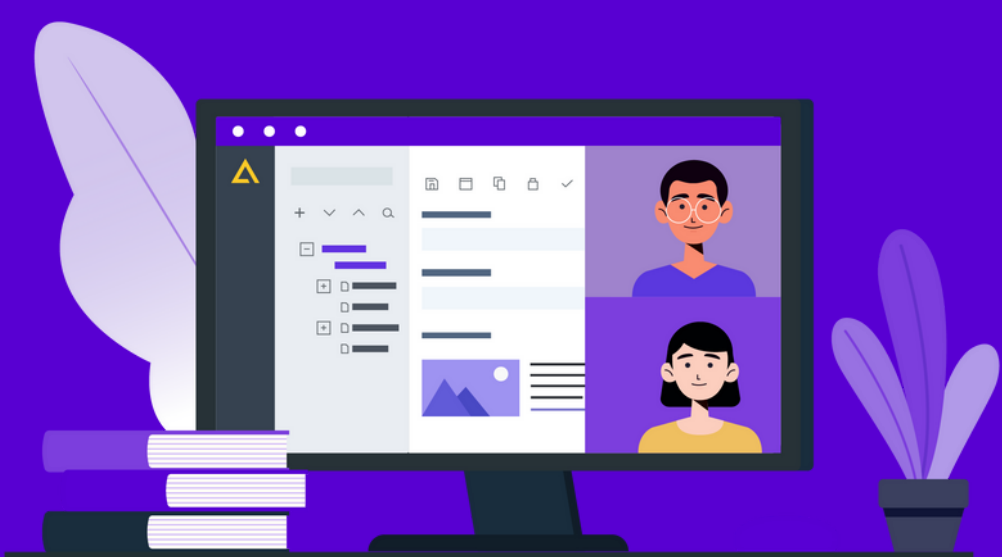
The platform adopts all the aspect of Headless CMS that makes an omnichannel approach easy, with the understanding that Page Management is of utmost importance in any website project.

Agility is proprietary CMS with full Support and Security that gives creative freedom to both Developers and Marketers and eliminates friction between the teams.

Developers have full freedom to use any coding language and any framework and code and define custom Page Templates and Module Definitions.

These pre-defined custom Modules and Page Templates are available to the Marketing Teams to effortlessly create a variety of pages to meet their fast-changing needs and market requirements. Agility CMS believes in Content First Approach and heavily invests in helping clients to build future-proof Content Architecture.

Book a Demo >



Agility CMS Differentiators

- *It is a modern Enterprise-grade Composable DXP with flexible Headless approach in its heart.*
- *Unlike many other Headless CMS, Agility CMS also offers tools for Enterprise teams to effortlessly manage content delivery to websites and apps like Page Management, Sitemaps, Content Modelling.*
- *With Page Management built-in, developers don't have to build an entirely new way to manage pages and routing. At the same time, marketers can easily edit content across a variety of channels without any coding experience.*
- *Agility CMS provides enterprise-level security and support, it is SOC2 compliant.*
- *Agility CMS is Jamstack friendly and allows to start quickly with your favorite frameworks and deploy with a few clicks.*

Details



License Model: *Agility CMS is a multi-tenant SaaS platform, and hosted on MicrosoftAzure Cloud*



Price: *Starts with FREE Developer Edition. Paid plans have extensive TRIAL.* *Learn more.*



Key Components: *Page Management, Content Relationships, Content Modelling, POS, Search, User Generated Content, Personalization, Digital Asset Management. Unlimited content models, Locales, API calls,*



Upgrades: *Automatic, monthly platform updates.*

agility