CMS Industry Comparison

agility

Guide

INTRODUCTION

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 within the industry from each other.

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 high 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 system is. The most significant 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 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 organizations such as Gartner or Forrester have corporate requirements that Agility does not yet fulfill, such as 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 regularly and often come out on top.

Who Should Read This White Paper?

- **CTOs** planning to adopt a new CMS
- **CMS developers** looking to improve their craft
- **UX** professionals seeking to understand the future of digital experience
- **Marketers** looking to adopt a new CMS or improve their content approach
- **C-suite** executives looking to understand more about the benefits of a modern CMS

The State of the CMS Market in 2020 (And Beyond)

While WordPress still holds a significant market share, growth and shifts towards decoupled architecture are leaving openings for tech-savvy CMSs.

Research has shown the CMS market (including WCM solutions such as content analytics and asset management tools) was valued at around $36B in 2018, and it's expected to grow 17% annually up to $123.5B by 2026.

The exponential growth of the industry comes as a result of the increase in demand for digital marketing solutions and web content management tools brought about by the eCommerce industry and the ever-increasing consumer demands.

How To Make The Right Choice

The CMS jungle is full of many different species and it's easy to get lost in the sheer number of choices when looking for the best one.

From simple CMSs that build a website quickly to full-fledged DXPs, the possibilities are endless, which is why you need to make sure you select the CMS with the tools to support your project.

To help you select, we will shed some light on two of the top things marketers and developers ask themselves when choosing new technologies.

Open Source or Proprietary?

Open source CMSs are built collaboratively by a community of users, using a code that is available online for anyone to use, modify and distribute.

These platforms are typically free of charge, as no one technically owns them. As a CMS user, you can simply download your open source platform of choice for free, install it on your host, and use it to create your website.

Proprietary CMS platforms like Agility CMS, on the other hand, are developed privately by a specific company, using a code that is owned by them and not readily available. These platforms are typically licensed to companies for a fee and often come with a variety of services attached to them, such as support, design, development and training.



Headless, Hybrid or Traditional?

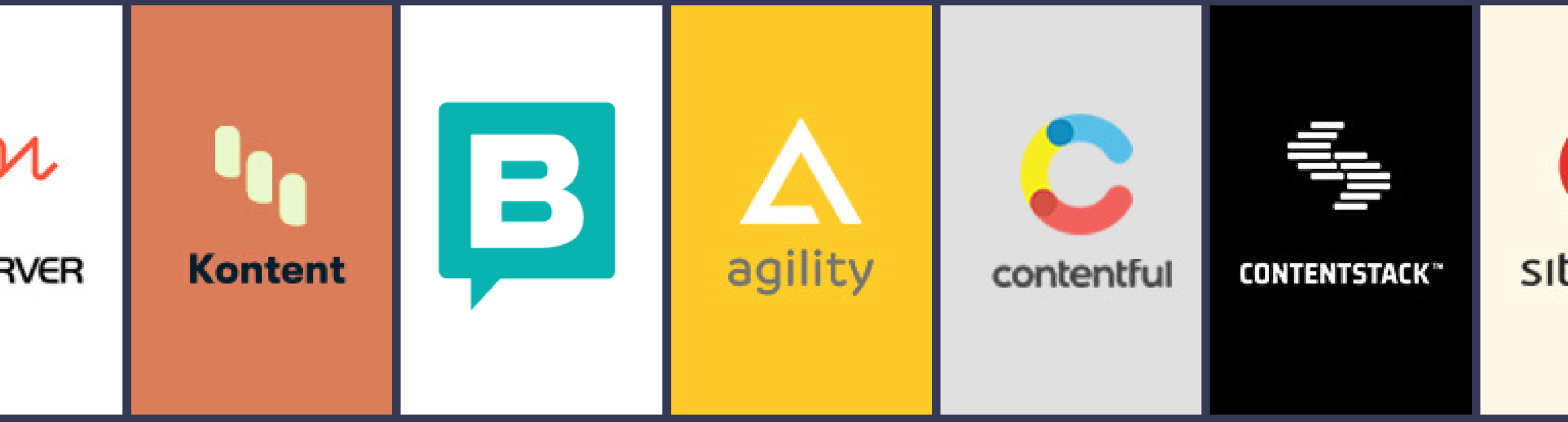
A traditional CMS is design-centric. It's usually based upon a paradigm of making it easier and faster for folks to get content published on a website. Typically it's aimed to make a content editor's life more focused around the workflow of the content, and less about the development of website code.

A headless CMS takes a different approach from the traditional mindset. Instead of looking first at the design of a website, headless cares first and foremost about the data that drives the web. This is called a decoupled or backend-first approach. Instead of working with templates and modules, and having an instant preview of the website, we have what is essentially a set of data structures that drive APIs.

A hybrid CMS like Agility combines both the API driven headless architecture with the design elements from a traditional CMS. Hybrid CMSs tend to have less bloat than traditional CMSs, and are, at the same time, less 'lean' than most headless systems. These systems target both the Content Editor and the Developer as primary user types.



2021 Report On The Top 10 CMS Platforms





agility

Agility CMS - Overview

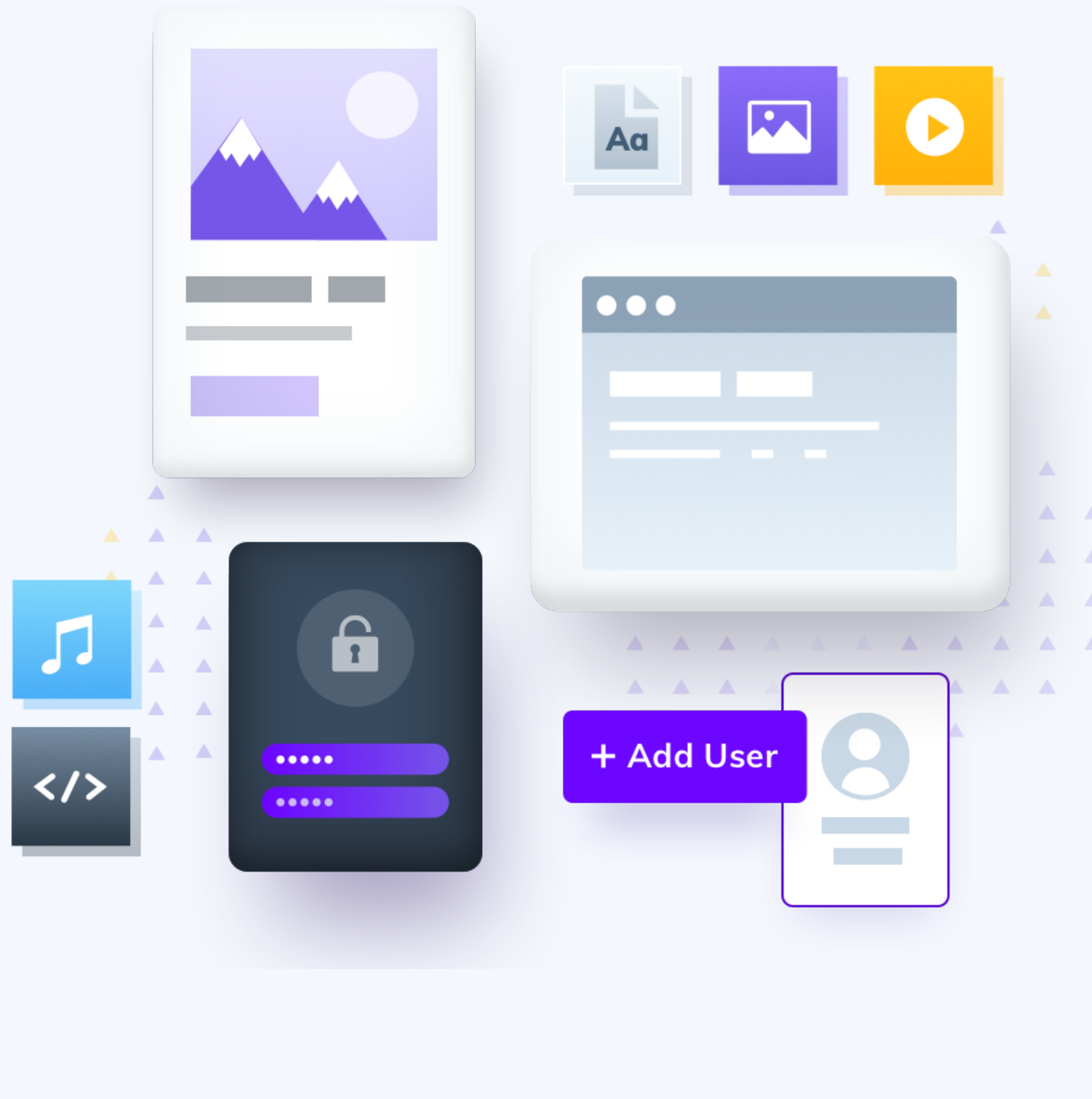
Agility CMS is a Content Management System (CMS) with built-in Hybrid components for better Editor Experience.

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.



www.agilitycms.com

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 are available for 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.

Drawbacks: Developer involvement required for initial set up



Contentful – Overview

Contentful considers itself a content platform rather than a CMS. It allows organizations to control their content from a single hub and publish to any digital channel.

The Contentful architecture is built on top of AWS, and like many headless CMS platforms, was created with developers in mind.

Contentful offers support for all of the modern programming languages like JavaScript and its frameworks.Contentful enables brands to centralize their content and distribute it to any frontend using APIs. However, Contentful users are unable to configure that infrastructure on a granular level.

www.contentful.com



Contentful - Differentiators

- Many different SDKs for developers to work with（Ruby, Android, iOS, PHP, Java, Python, and .NET.
- The data is always delivered on JSON format
- API-centered CaaS approach

Details

License Model: Cloud-based CaaS platform

Price: Starts at $489. Offers Free Community Edition.

Key Components: Content Personalization, eCommerce, Marketing Automation

Upgrades: Manual

Drawbacks: Requires developers, lack of entry-level documentation, hard to keep track of changes when many people are working at the same time.

Need to pay extra $1,995 a month for Page Management. Learn more.

Kontent.

Leader
SPRING
2021

Kentico Kontent - Overview

Kentico's out-of-the-box web parts, easy customizations, and open API allows customers to get new websites launched quickly.

Support for additional Commerce, Marketing and 3rd Party plugins makes for a well-rounded overall offering. Implementations and customization services are available through their network of more than one thousand partners.

Kentico has taken a unique approach to embrace the burgeoning demand for a headless cms platform – they've created a whole new product called Kentico Cloud. They can 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.

www.kontent.ai



Kentico Kontent - Differentiators

- Kentico provides 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

Details

License Model: Self-hosted (Traditional) or cloud-based (IaaS or PaaS).

Price: Starts at $999 and includes one year of upgrades and support.

Key Components: Content Personalization, Commerce, Marketing Automation, Web Analytics

Upgrades: Manual

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.

Kentico Kontent doesn't offer a page management solution out of the box. The platform recently released Spotlight, it must be installed for extra charge. Learn more

ButterCMS

Butter CMS - Overview

Originally built as an alternative to WordPress as a blogging platform, ButterCMS is now a headless CMS that integrates with existing websites and apps to deliver content. Its decoupled architecture separates content from presentation.

ButterCMS offers client libraries for most of the popular programming languages and frameworks used for web development, enabling teams to integrate managed content into apps and websites.

Finally, being API-first, it also offers an easy-to-use REST API along with a clean and straightforward user interface for content editors.

www.buttercms.com



Butter CMS - Differentiators

- Flexible content modeling that makes content changes dead simple for content editors
- Multi-site dashboard for agencies and enterprise businesses
- Strong localization engine to support multi-language applications and websites

Details

License Model: Cloud-based SaaS

Price: Starts from $83

Key Components: Custom content types, WYSIWYG editing, webhooks, and localization features.

Upgrades: Manual

Drawbacks: The user interface is clean, but could be improved. There is a 1,000 content field cap on the highest plan. Lacks a strong templating engine

StoryBlok - Overview

Storyblock is an API-first headless CMS that boasts a visual editor that gives both developers and content editors the flexibility and the visibility they need to build reliable and fast websites, even for editors with no coding skills. Storyblok offers a convenient preview feature that is well integrated into it' visual editor.

Storyblok touts itself as a 'headless commerce platform,' which means that it's also optimized for eCommerce users that need a CMS using available integrations to services like BigCommerce, Shopify, and others.

It provides internationalization capabilities, image resizing to optimize delivery for clients of various sizes, and the ability to embed rich text in the content.

storyblok.com



Storyblok - Differentiators

- A robust visual editor that gives both developers and content editors the flexibility and the visibility

- Optimized for eCommerce users

- Convenient preview feature that is well integrated into it' visual editor.

Details

License Model: Cloud-based SaaS

Price: Starts from $90

Key Components: Visual editor, Management API, Activity Log, Custom Roles

Upgrades: Manual

Drawbacks: Storyblok offers something similar to page management thanks to a functionality called Space that comes out of the box and helps marketers structure their content and content types, but generating a sitemap on Space is clunky and requires API interactions to generate a sitemap.

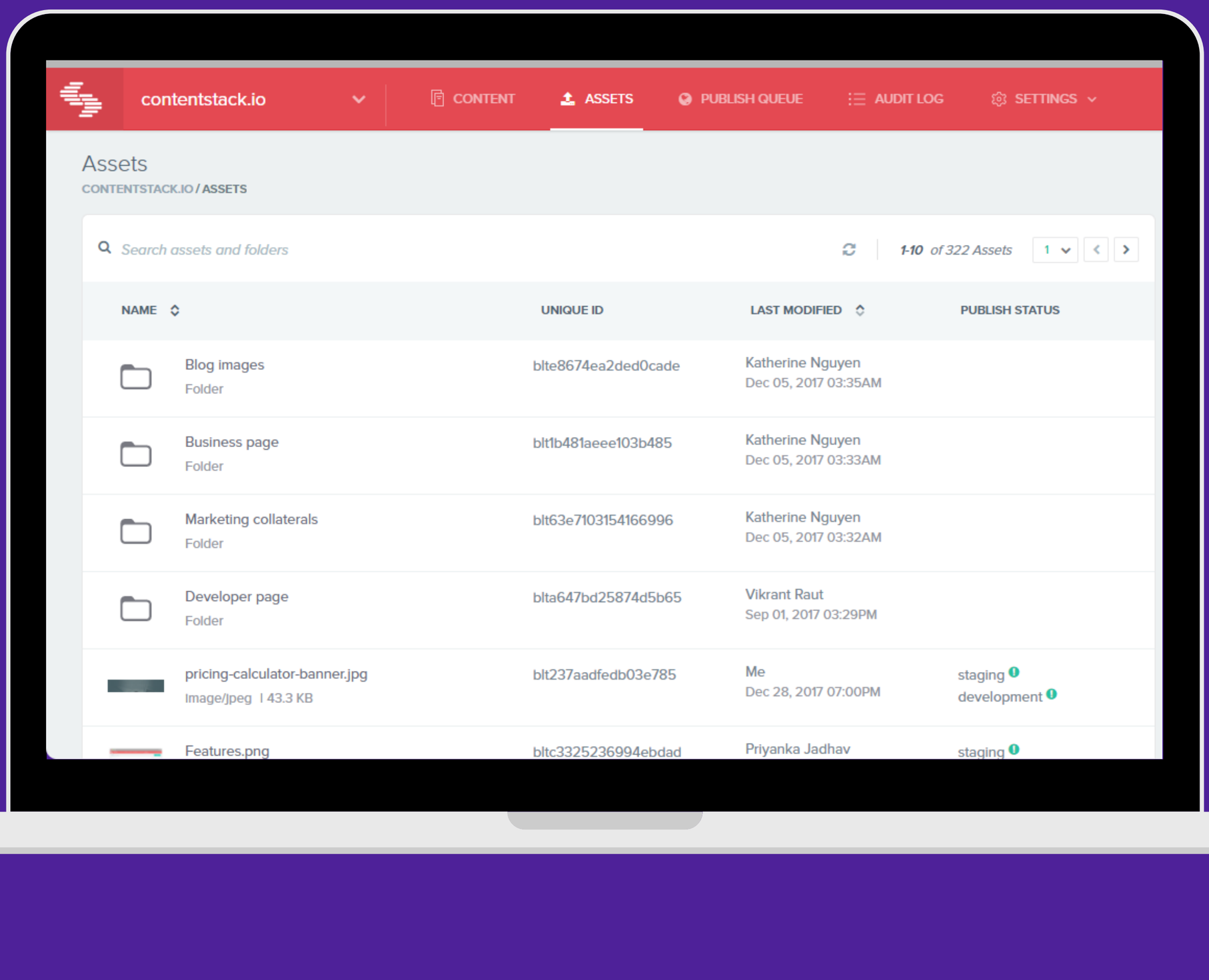
Storyblok doesn't offer an out-of-the-box sync tool. There are some options for users to choose from but there isn't a native method to see if the content has synced or failed to sync.

Contentstack - Overview

Contentstack is a SaaS platform built upon a microservices architecture, which helps improve performance and reduces the risk of unnecessary feature bloat.

It boasts RESTful APIs covering content management, content publishing and image manipulation along with SDKs for iOS, Android, JavaScript, Ruby, PHP, Java, React Native, and Node.js.

www.contentstack.com



Contentstack - Differentiators

- Multi-targeted publishing enables users not only to multiple environments such as development, staging, and production but also to multiple servers for these environments.
- Increased granularity on user permissions that defines access to specific forms and environments
- Geared towards developers with the tools to leverage Contentstack's wide array of SDKs.

Details

License Model: Cloud-based, SaaS product

Price: Starts at $995/month

Key Components: Enterprise-grade scalability, SSO with SAML 2.0, workflows and approvals, digital asset management, AI, VR, and AR Ready

Upgrades: Manual

Drawbacks: With a focus on enterprise organizations, it may be too much of a tool for smaller businesses.

Contentstack, on the other hand, doesn't offer sitemap and URL management out-of-the-box. Learn more.

Sitecore - Overview

Sitecore has been a global leader in the CMS space for many years.

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 beupgraded 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 is steep.

Sitecore represents the DXP market. It adds all features inside a single platform, which means you need to change your business to adapt to them.
Agility CMS fits into your existing and rapidly expanding set of agile business tools.
Agility is the hub for your content and helps you evolve your technology ecosystem.



www.sitecore.com

Sitecore - Differentiators

- 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 can 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

License Model: Self-hosted (Traditional) or cloud-based (IaaS or PaaS).

Price: Starts at $100,000 for KickStart digital package (includes website setup, personalization and hosting).

Key Components: Content Personalization, Commerce, Search, Analytics, CustomizableWorkflows

Upgrades: Manual

Drawbacks: A certified partner is a must when implementing sites, Sitecore can often only be contacted through a partner when support is needed. Learn more



Episerver - Optimizely Overview

Like many CMS platforms, including Agility, Episerver includes excellent support for eCommerce, 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.

www.episerver.com



Episerver - Differentiators

- Episerver has a unique methodology for combining content, commerce and marketing, uses cloud-based technologies.

- They are iterating at a breakneck pace, using corporate acquisitions to attain new technologies.

- They have refactored their legacy (Ektron) based components into a microservice-based architecture.

Details

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

Upgrades: Manual

Drawbacks: Small partner channel, steep learning curve for developers

Learn more

Drupal / Acquia - Overview

Drupal is an open-source CMS product, used by many developers, and is a self-installed, self-hosted solution on its own.

Aquia 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 howpricing 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.

www.acquia.com



Drupal / Acquia - Differentiators

- 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

License Model: Aquia Cloud Professional hosted Platform as a Service.

Price: Open Source; Starts at $296/ per month for Professional license withpageview/storage capacity limitations.

Key Components: Commerce, Personalization, Site Factory, Development starter kits.

Upgrades: Manual

Drawbacks: Pricing can be difficult to nail down; the support process can be limiting. Hard to migrate to new versions. Learn more.

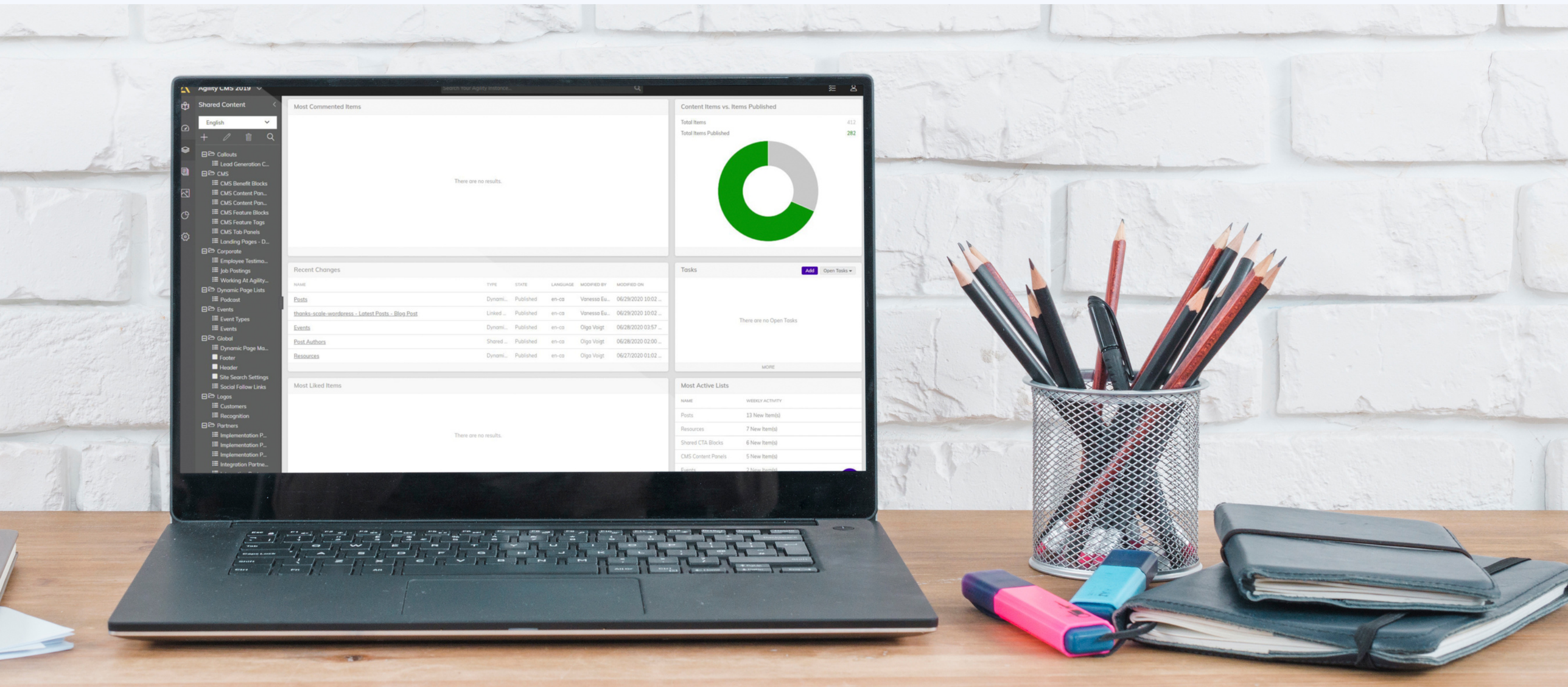
FINAL CHECKLIST: 10 QUESTIONS YOU NEED TO ASK YOURSELF BEFORE CHOOSING A CMS

Now that you know about the best-of-breed CMSs out there, it's time you ask yourself some questions, so you don't pick blindly and make sure you only choose the best CMS for your business.

Many brands get stuck on the question of open-source versus proprietary, opting for whichever avenue they have experience with. Or, they immediately narrow their shortlist down to headless content management systems that cater to their industry specifically.

In both scenarios, we've found brands to be limiting themselves—and their options—for the sake of familiarity. In fact, going for a platform that isn't an obvious choice for your industry may lead to great ideas and new opportunities for growth that you hadn't considered.

The key when it comes to choosing a headless CMS is to understand your unique requirements and those of your customers and to pick a solution that can accommodate these.



Ask yourself and your team the following questions:

1. What's your budget?
2. What is the purpose of your website (and your broader digital experience)?
3. What are your performance and integration needs?
4. Which channels do you want a presence on?
5. What are your internal resource capabilities?
6. Are you forgetting your marketers?
7. How soon do you need your website?
8. What are your security requirements?
9. Is commerce part of your brand's future?
10. Are you planning to scale and grow into new markets?

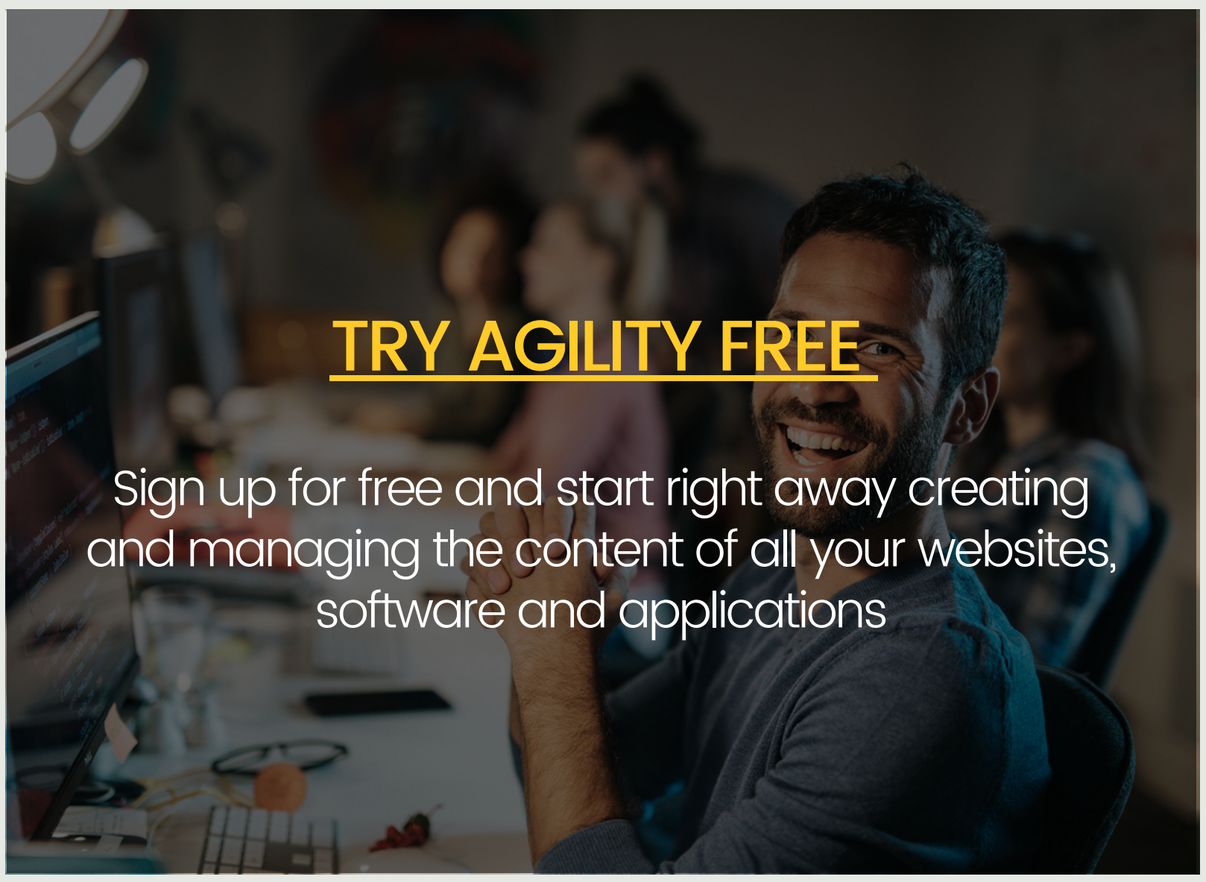
Gaining a clear understanding of your company, your product and your business' needs is fundamental, and once you've answered those questions, you'll be much more prepared to choose the best CMS for your business and way less likely to pick the wrong one.

Choosing a Headless CMS? Here is Your Ultimate Checklist for Free Get it now ›

GET STARTED

At Agility CMS, our goal is to help you grow through smart, strategic and agile content management. We're here to guide you on implementing future proof content first approach, headless content architecture, including JAMstack implementation, omni-channel marketing, SEO friendly CMS, and more.

Need answers?
Let us know how to better assist you in this journey by choosing an option below :)



TRY AGILITY FREE

Sign up for free and start right away creating and managing the content of all your websites, software and applications



WEBINARS AND TRAININGS

Register today for our free online events and learn more about Development, Content Management, Digital Transformation, etc



CHAT WITH OUR FRIENDLY EXPERTS

Talk to Sales to get a quote, demo or have more information about how Agility CMS can fit your company or project needs