A Fair Review of the Top .NET CMS Platforms

By Gary Eisenstein – January 20, 2017

With literally hundreds of web content management (WCM) systems out in the global marketplace, I've always thought there would be a few websites you could visit for a legitimate apples-to-apples comparison of the top CMS platforms. Although, there are many sites that provide some good content, I have yet to find a site that provides a fair comparison for the consumer.

What you seem to receive instead is a convoluted mix of small, mid-market and enterprise-level solutions all with diverse technologies, mashed together like it's a plug-and-play world, no matter what the platform or consumer need. Do a quick search online for top WCM reviews and what you'll find is a multitude of sites that seem to position WordPress and Joomla as the best platforms, followed by a plethora of open source offerings that no one's ever heard of before. Granted, WordPress and Joomla are great products with a huge global following, but are they the best fit? Let me put it this way - if I was in the market for a full size pickup truck, I'm not going to be interested in test driving a Honda Civic.

One review site I recently visited had HubSpot, a sales and inbound marketing platform, listed as the "best" WCM solution… oh really? Another site was comparing WordPress to Sitecore, an absurd comparison that seems to be commonplace with amateur bloggers and critics.

"I would surmise that most review sites are created and maintained by people that are simply not qualified enough for the task of reviewing software."

Why is it so difficult to find a software review site geared towards actually helping decision-makers during the arduous task of selecting a best fit WCM solution, instead of confusing or misleading them? I would surmise that most review sites are created and maintained by people that are simply not qualified enough for the task of reviewing software. Do they have hands-on experience with every platform they rate? Probably not. Let's be honest, if you don't know the difference between WordPress and Sitecore, or that HubSpot is not a WCM system, then maybe you should abstain from reviewing software.

Most of the top analysts that can tell the difference do charge a fee to access their reports, but buyer beware of the pay-to-play and mysterious metrics for inclusion. Although reports like Gartner's Magic Quadrant and Forrester's Wave for WCM can be useful, I recommend they be used as a loose guideline only.

If you're asking yourself - what makes this guy think he's qualified to review WCM software? Well, that's a very good question, and to be honest I don't believe I am qualified to review all

WCM solutions. Although we have analysts at CMS-Connected that have a vast amount of PHP and Java platform experience, I've only worked on a handful of those platforms, so I don't feel I'm qualified to dispense judgement on those technologies. But I have been working with .NET CMS solutions for well over 15-years. I have gained an in-depth knowledge of the platforms, the politics, and the people that shape the WCM industry.

With that said, for my review I'm going to stick with what I know best - .NET WCM systems that have a strong presence in North America. I'll also be listing only those platforms that in my opinion have a strong market penetration, provide stable releases, and have good corporate governance. Also, no magical pay-to-play inclusions, and as an added bonus to the readers, a significant curtailing of vendor-created buzzwords. I estimate there to be 20 web content management software vendors in the .NET marketplace and out of those, I'll be reviewing the following vendors that best-fit my criteria.

TOP RATED .NET WEB CONTENT MANAGEMENT SYSTEMS

Click on the logos above to link to an individual vendor review or Download a PDF of all the top .NET CMS platforms reviewed

My Final Thoughts

All the vendors in this review are viable .NET WCM options and the similarities between them are far greater than their differences. Although I did consider adding a rating or some sort of scoring chart to help in the selection process, I simply could not see the value. Unless I have details of your business and technical capabilities, and can conduct a proper evaluation of your short and long-term digital strategies, a scoring chart would be impractical for this review.

The only sure-fire way to select a best-fit solution for your organization once you've narrowed down the platforms that match your technology needs, feature requirements, and budgetary concerns, is to request a personalized demo or even better, download a trial version and start exploring.

I also recommend that you request a proof-of-concept (POC) from your shortlisted vendors, making sure your unique needs and concerns are fully met. As a professional courtesy though, make sure you're ready to actually pull the trigger on the purchase before you start requesting POCs as they are time-consuming for the vendors to produce. It's also important that you make sure you put as much debate and planning into selecting a best-fit implementation partner as you would in selecting the WCM system. A good integration team can work with sub-standard software, but hire an ineffective integrator and the software quickly becomes a non-factor in your ill-fated project.

WCM Advisory & Support Services

For more information on maximizing your existing WCM system, or for assistance in selecting a new WCM solution, visit our Advisory & Support Services page. Let us help you to prevent problems and maximize a return on investment by guiding you through all the project phases, from analysis and requirements, through to implementation, deployment, and ongoing maintenance.

Footnote: SharePoint was initially tabled for inclusion in this review but after speaking with an executive at Microsoft, it is clear that WCM is not a primary use case for SharePoint anymore and Microsoft has deprecated its public sites capabilities. Although, there are some publishing and anonymous access features still available in SharePoint Server for on-premises, they shouldn't be reviewed as a WCM platform when Microsoft is clearly promoting other WCM solutions on Azure such as Sitecore and Adobe.

About the Author

GARY EISENSTEIN @cmsconnected

Gary has been working in the IT industry for over 23-years and is a Principle Analyst at CMS-Connected. If you would like to receive additional advice or consultation on selecting a "best-fit" Web Content Management solution, Gary can be reached at gary.eisenstein@cms-connected.com.

BRIDGELINE
digital

Corporate: Burlington, MA USA

BRIDGELINE DIGITAL INC.	http://www.bridgelinedigital.com
Market Position: Mid-Market	**Platform**: ASP.NET
Licence Model: Proprietary	**Current Version**: iAPPS 5.4

Base Price: Starts at $1,250/per month that includes Marketier plus Content Management to $3,500/per month for Experience Manager and $6,000/per month for eCommerce.

Founded In: 2000	**CEO**: Ari Kahn (1.5-years)
NA Offices: Burlington MA, Chicago IL, San Luis Obispo CA, Tampa FL.	**NA Partner Network**: 22 – as of Jan 2017
Hosting Type: Perpetual and SaaS	**Closest Comparison**: Ingeniux
Free Trial Version: No (request a demo only)	**Certified Training**: Yes

Founded by Thomas Massie in 2000, Bridgeline Digital remains headquartered in Burlington, Massachusetts, with additional locations throughout the United States.

With customers ranging from Fortune 1000 companies to small and medium-sized organizations, Bridgeline's iAPPS platform brings together Web Content Management, eCommerce, eMarketing, Social Media management and Web Analytics, to help marketers deliver cohesive online experiences, to engage and convert their customers across all digital channels.

In September 2016, Bridgeline announced an update to iAPPS Marketier, their online marketing management division of their iAPPS product line, with customization as the primary focus. Dynamic contact and distribution list management, event-based response marketing, wizard-driven email campaign creation, built-in goal tracking tools to measure ROI, and end-to-end campaign administration are the distinct capabilities of the solution.

Comments from Bridgeline Digital

Ethan Lippman, Senior Product Manager:

"Our latest release of iAPPS is a major milestone for us. Our digital marketing module is available as a standalone Marketing Automation tool for companies needing to quickly enhance their digital marketing efforts through campaigns, landing pages and multi-channel marketing"

"And, for companies needing to revamp their web presence, that module is fully integrated with our Web Content Management System and eCommerce Platform, bringing together all the digital experience technologies needed for your website or webstore."

Differentiators

Bridgeline's iAPPS is focused on the digital marketer and a 360 degree customer view. They offer a core product, iAPPS Content Manager that can be used to build your own solution, and stand-alone products such as iAPPS Marketier, iAPPS Commerce and iAPPS ds, prebuilt with standard template and functionality geared to a specific type of web solution. While traditional On-Premise installation is an option, a SaaS business model is where they are transitioning to. Unlike most WCM vendors who rely on integration partners, iAPPS has their own in-house services group focused on supporting their customers from concept to launch, including providing design and development services.

Strengths

- At its foundation, iAPPS is a marketing automation engine that brings intuitive segmentation and personalization paired with automation flow management to their WCM offering.

- iAPPS Content Manager delivers flexibility and ease-of-use with their Page Builder, enabling administrators to create new page templates by dragging and dropping controls into special page zones.

- SaaS customers can centrally manage an implementation, eliminating the need for costly backend infrastructure.

Weaknesses

- Although Bridgeline is in the middle of releasing a new analytics tool by mid-2017, their current analytics offering is limiting.

- Unlike partner-driven competitors that focus on growth through a strong integration partner channel, Bridgeline is hindered in growing outside their own sales channel by offering integration in-house.

Corporate: San Mateo, California USA

DNN CORP	www.dnnsoftware.com
Market Position: SMB to Mid-Market	**Platform**: ASP.NET
Licence Model: Proprietary	**Current Version**: Evoq Content 9.0
Base Price: From $8,000 per year, and can scale up past $100,000.	
Founded In: 2006	**CEO**: Navin Nagiah (8-years)
NA Offices: San Mateo, California and Langley, British Columbia.	**NA Partner Network**: 12 – as of Jan 2017
Hosting Type: On-premise and SaaS	**Closest Comparison**: Progress Sitefinity
Free Trial Version: Yes	**Certified Training**: Yes

Originally co-founded in 2006 by Shaun Walker, Joe Brinkman, Nik Kalyani and Scott Willhite, DNN provides software that makes designing, building and managing feature-rich sites fast, easy and cost-effective. Thousands of organizations like Bank of America, Aetna, True Value Hardware, Whirlpool, the US Department of Defense, and Sports Direct use DNN's Content Management System.

In addition to their commercial CMS, DNN is also the steward of the DotNetNuke Open Source Project, a free platform that is intended to allow management of website content without much technical knowledge, and to be extensible through a large number of third-party apps to provide functionality not included in the core modules.

DNN has two commercial editions with increased functionality and technical support. The Professional edition was recently renamed Evoq Content and the Enterprise edition was renamed Evoq Content: Enterprise. Evoq 9, released in December 2016, includes a key technology called Liquid Content, a new content-as-a-service platform delivered as a microservice via DNN's Liquid Content Cloud, which, in turn, runs on Microsoft Azure's public cloud.

Comments from DNN

Dennis Shiao, Director, Content Marketing:

"We make our products drop-dead easy for marketers and business professionals. We design our products in such a way that customers go from "buy to use" in weeks and from "use to value" in months. We strive to offer the best ROI of any software that caters to marketers".

Navin Nagiah, President & CEO:

"Evoq is the head that's attached to the headless CMS of Liquid Content. Customers will receive all of the content delivery and presentation features they've come to expect, along with visualizers and other new features"

Differentiators

DNN is open-source and offers both free and paid editions. There is a very extensive developer community where you can find thousands of available modules. There are hundreds of DNN themes available for free and purchase. DNN offers extensive documentation covering all aspects of the system, and the popularity of DNN means there is a wealth of support available.

Strengths

- DNN offers an efficient way of creating and managing content pages without the need for IT assistance, to a degree. The software offers a host of professionally made, reusable layouts so that you can create a page in just a few clicks.

- Extensibility seems to be DNN's focus, with an open API and a full commitment to backwards compatibility. In addition, DNN Store provides one of the largest collections of commercially supported, third-party modules, from hundreds of vendors.

- DNN delivers individual features as a service, delivered from our Microsoft Azure cloud. This provides a multi-tenant SaaS capability for customers, whether their WCM is on-premises or in the cloud.

- DNN's multi-site management is architected in its platform's core. It's not a bolt-on, like you find in other WCM systems. You can manage hundreds or thousands of sites from a single instance of Evoq.

Weaknesses

- DNN does not have as many native marketing capabilities as their competitors. Their approach is to provide built-in connectors to other technology products such as Marketo and MailChimp.

- Although the process of upgrading can be problematic at times, DNN's support staff can usually figure out the problem and fix the issue.

elcom

Corporate: Sydney, Australia

ELCOM TECHNOLOGY	www.elcomcms.com
Market Position: Mid-Market	**Platform**: ASP .NET
Licence Model: Proprietary	**Current Version**: elcomCMS v10
Base Price: On-premise starts at $25,000. Cloud solution starts at $1,700/month.	
Founded In: 1996	**CEO**: John Anstey
NA Offices: San Francisco, California	**NA Partner Network:** 40 – as of Jan 2017
Hosting Type: On-premise and SaaS	**Closest Comparison**: Bridgeline Digital
Free Trial Version: No (request a demo only)	**Certified Training**: Yes

Elcom Technology is a privately held company based in Sydney, Australia and founded by John Anstey in 1996. elcomCMS is a modular web content management system, which can be delivered on premise or in the cloud, licensed or SaaS, with over 1,000 implementations and a partner network in Australia, North America, Europe, Asia and Africa.

elcomCMS has the scalability, functionality and security for medium to enterprise organizations to achieve their business objectives for secure websites, intranets, e-government portals, dealer portals, mobile web, social, eCommerce, learning management, and comes standard with over 90 base features.

In January 2011, Elcom opened a New York office to engage with North American partners, and then moved to a San Francisco office the following year. Trusted by well-known brands including Hyundai, Kia, WWF, Kaiser Permanente and Fairfax Media, as well as several government and educational institutions including Austrade, the Fair Work Ombudsman, Inner West Council, UTS INSEARCH, Asham School and Barker College.

Comments from elcomCMS

Josh Anstey, Customer Solutions Director:

"Elcom's flexible delivery with cloud, on-premise, or hybrid cloud, provide scalable out-of-the-box functionality for digital workplaces, Intranets, secure portals, websites and learning solutions. Elcom has an intuitive user experience that helps to drive business value, increase collaboration and communication. Our product focus, ongoing support and dedication to our customers and partners help to build a strong and long lasting relationship, as your digital transformation platform of choice."

Differentiators

Elcom offers a number of built-in features and modules. They offer prebuilt solutions for intranets, portals, collaboration and learning management. Add-on modules and connectors are available from Elcom. The developer API allows for some extensibility, but the best results are generally achieved when staying within the limits of the out of the box product offering.

Strengths

- The elcomCMS platform has an extensive range of web applications that provides features and functionality for websites, partner portals, intranets, and e-commerce.

- The interoperable capabilities of elcomCMS ensure that you can easily integrate to other systems and applications that the business is using, helping deliver a smooth user experience while improving efficiencies in the organization.

- The out of the box collaboration features in elcomCMS are intuitive and easy to use.

Weaknesses

- Elcom's SaaS solution is not a fully mature product offering yet, but continues to grow through client interest.

- Their certified integration partner channel is limited in North America, along with customer support in the region. Elcom also offers integration services, which has an adverse effect on growing their integration partner channel.

- Although elcomCMS has a strong presence and customer base in Australia, they're still fairly unknown in the North American market.

	Corporate: Stockholm, Sweden
EPISERVER INC.	www.episerver.com
Market Position: Mid-Market to Enterprise	**Platform**: ASP .NET
Licence Model: Proprietary	**Current Version**: v.10
Base Price: On-Premise – $40,000 to $100,000 / SaaS – $50,000 to $150,000	
Founded In: 1994	**CEO**: Mark Duffell (2-years)
NA Offices: Nashua, New Hampshire	**NA Partner Network:** 54 – as of Jan 2017
Hosting Type: On-premise and SaaS	**Closest Comparison**: Sitecore
Free Trial Version: No (request a demo only)	**Certified Training**: Yes

Episerver (aka Epi), a provider of a single platform to manage digital content, commerce, and marketing was founded in 1994 in Stockholm, Sweden by Mikael Runhem. Epi powers over 30,000 websites and has an estimated 8,800 customers worldwide including Reebok, VISA, Pizza Hut, Electrolux, Greenpeace, IBM, UNICEF, and Superdry.

Episerver has locations in Nashua, New Hampshire, Sweden, Denmark, Norway, Finland, Germany, the UK, the Netherlands, Poland, Spain, UAE, South Africa, Australia, Singapore, and Vietnam.

In January 2015, Ektron and Episerver merged under the Epi brand and continue to support and extend the Ektron platform. In August 2016, Episerver acquired Peerius, an omnichannel commerce personalization company. Epi is also currently listed in Gartner's Magic Quadrant and in Forrester's Wave for WCM.

At the time of this review, their latest versions were - Core CMS 9.10; CMS UI 9.7, Commerce 9.17; Find 12.0. Episerver is on a continuous release cycle, so customers see product updates and enhancements every two weeks.

Comments from Episerver

James Norwood, Executive Vice President Strategy and CMO:

"Episerver is the only company to provide a unified platform to help agile, mid-market organizations to smartly manage digital content, commerce and marketing, using the cloud"

"We do that so that they can deliver these really differentiated experiences for their customers, wherever they engage, and they can do it fast. And that's what I think the Episerver proposition is, rapid time to value which is so important in the mid-market, you don't have the luxury of the one year, 7 figure implementation, you need to get results quick and that's what we do".

Differentiators

Episerver is 100% ASP.NET MVC based. It offers an all-in-one product with CMS, eCommerce and digital marketing features. There are many add-ons available, and you will likely need to install some basic add-ons for even the simplest website. There is an active developer forum that makes finding support and tips from others easy. Epi has a very customizable system architecture that supports multi-site architecture and web farms.

Strengths

- Episerver's ease of use and intuitive UI, coupled with their rich list of features, makes it a favorite amongst .NET editors and developers.

- Very few vendors offer a seamless content and commerce platform, which sets Epi apart in this review.

- Although they are fairly late in offering a packaged cloud service, their Digital Experience Cloud is impressive, with a full stack wrapped up in a pay as you go service model. Worth a deep-dive if cloud is at the top of your mid-market WCM requirements.

- Focused on what they feel is an underserved area of the market, the upper mid-market to lower enterprise.

- Recently made major investments to address enhanced personalization.

Weaknesses

- Although Episerver has recently ramped up their North American partner channel, finding experienced integration partners is still a challenge, along with a lack of third-party and peer support in North America.

- Still thought of as only a content management system, out in the marketplace.

- Episerver customers have highlighted the need for further enhancements to the Digital Experience Hub (from Epi's earlier merger with Ektron) as a significant priority.

INGENIUX

Corporate: Seattle, WA USA

INGENIUX CORPORATION	https://www.ingeniux.com
Market Position: Mid-Market	**Platform**: ASP .NET
Licence Model: Proprietary	**Current Version**: v.10
Base Price: $25,000 to $75,000 for On-premise. SaaS from $2,000 to $5,000 per month.	
Founded In: 1999	**CEO**: Jim Edmunds (16-years)
NA Offices: Seattle, Washington	**NA Partner Network:** 30 – as of Jan 2017
Hosting Type: On-premise and SaaS	**Closest Comparison**: Bridgeline Digital
Free Trial Version: Yes	**Certified Training**: Yes

Ingeniux is a provider of web and social content management software. Its technology empowers developers and content creators to build the next generation web, with products acclaimed for ease-of-use, rapid deployment, extensibility, and low total cost of ownership.

Ingeniux has a strong presence in financial services, higher education, travel, trade associations, technology, medical, and scientific device industries, with a focus on offering an agile alternative to traditional content management suites.

Ingeniux CMS 10 is the modern solution for managing high performance websites and connected customer experiences. Version 10 is based on MVC and ASP.NET technology, and the platform features visual page building and editing for responsive design and ground breaking NoSQL database technology.

Comments from Ingeniux

David Hillis, VP Business Development:

"It's time to think differently about Web CMS. Most .NET CMS platforms offer the same set of features and technology. Ingeniux is different. Ingeniux is the most modern .NET CMS on the market. In past two years we have revamped our platform with new .NET technology, the only NoSQL-based repository in the industry, and a friendly user experience. We have also rethought how content should be created, managed and delivered to support the digital transformation many businesses and organizations are undergoing."

Differentiators

Ingeniux uses a SaaS based licensing model. It is unique in that it is completely based on a NoSQL database. This provides a highly scalable platform that can handle very large amounts of content. All content is indexed and cached immediately, allowing for quick processing and access. Ingeniux CMS is a core product that will require development to get a website up and running. Ingeniux Cartella is a product that offers prebuilt modules and solutions for intranets, extranets and communities.

Strengths

- Version 10 provides a new friendly user experience and new capabilities for managing digital content and assets.

- Ingeniux has taken a mobile first approach. The Page Builder is based entirely on responsive design frameworks like Bootstrap and Foundation.

- Ingeniux is 100% ASP.NET MVC, supports the Microsoft Razor view engine, includes a NoSQL JSON-based content repository, an open REST API, and full search application based on Lucene.

- On-call developer services, and round-the-clock site monitoring and support in our fully managed cloud environment.

Weaknesses

- Ingeniux is a decoupled CMS platform, which means that the software for managing your website is separate from your content delivery, and there are costs for additional development and forethought in delivering interactive customer experiences. According to Ingeniux, they have addressed this gap by developing the Ingeniux Dynamic Site Server.

- With only one office in Seattle and an "in-shore" development center in Walla Walla, Washington, Ingeniux has a fairly small geographical footprint and integration partner channel, when compared to competitors like Kentico and Sitefinity.

Corporate: Brno, Czech Republic

KENTICO SOFTWARE	www.kentico.com
Market Position: SMB to Mid-Market	**Platform**: ASP .NET
Licence Model: Proprietary	**Current Version**: Kentico 10
Base Price: $4,499 – $19,999/USD Covers 1-website license and 1-year of maintenance	
Founded In: 2004	**CEO**: Petr Palas (12-years)
NA Offices: Bedford, New Hampshire	**NA Partner Network**: 416 – as of Jan 2017
Hosting Type: On-premise and SaaS	**Closest Comparison**: Progress Sitefinity
Free Trial Version: Yes	**Certified Training**: Yes

Kentico was founded by Petr Palas in June 2004, has been growing organically without any external funding or loans since then, and has been profitable year after year, according to a Kentico spokesperson. Kentico has over 1,000 digital agency partners listed worldwide, and powers more than 25,000 websites across 100 countries. Customers include Gibson, Twinings, Ingram Micro, Mazda, Kingspan, Hunter Fan, Starbucks, and Allergan.

Kentico is a content management, eCommerce, and digital marketing platform, all in one. This product can be deployed in the cloud and offers tiered solutions, including CMS Base, CMS Ultimate and an Enterprise Marketing Solution (EMS).

In September 2016, Kentico was finally named as a Challenger in the Gartner Magic Quadrant for WCM. Kentico also recently launched Version 10, which features a long list of functional improvements all focused on getting digital marketing jobs done faster and more efficiently.

Comments from Kentico

Karol Jarkovsky, Kentico's Director of Product

 "Our goal is always to democratize digital marketing technology. We really believe that a company's success should not be limited by the amount of money they can invest in the technology, that they can afford to buy so I would say the benefits of Kentico EMS platforms are the fact that we allow clients to avoid cost and complexity that is typically associated with enterprise software. It allows them to acquire the enterprise abilities and scalability at a mid-market price, it allows marketers to manage customer experience from the start to finish, from the moment of producing the content to customer engagement and the last thing, is it allows them to develop and deploy the websites and marketing campaigns in less time. The agility element of that is very important."

Differentiators

Kentico offers a number of out of the box components that can be used to build the majority of simple websites, though some level of custom development can be expected to meet specific client requirements. They have a very customizable system architecture that supports multi-site and multi-lingual websites. The built-in translation management module simplifies the tracking of translated content and communication between translation vendors. Kentico EMS edition includes complete eMarketing and eCommerce features, with no additional add-ons required.

Strengths

- A strong partner network with over 1,000 partners worldwide.

- Based on the feedback from consumers and analysts, they provide an excellent value for the money, offering a full range of capabilities at a low entry cost.

- For non-technical users, the content editing and administration interface is easily learned. There is no need to spend days in a classroom; most editors can be up and running in a matter of a few hours.

- Developers enjoy working with Kentico due to its reliable API and for system administrators, there are a number of powerful application tools in the backend interface that make site management easier. Kentico's rich selection of out of the box web parts, easy customizations, and open API, quickly gets websites operational.

- Building on the success of Version 9, Kentico's current 10 release brings even more development capabilities to the platform. From expanded MVC and continuous integration support, to drastic performance improvements, Kentico is obviously aiming its guns at the enterprise marketspace.

Weaknesses

- Market awareness of Kentico as a horizontal portal is low, even where Kentico is a very good fit.

- While Kentico has a relatively good-sized developer community, they lack a strong marketing community, which is crucial when marketing and IT own the budgets.

- Kentico is lagging behind the leaders in terms of machine learning elements and predictive analytics in their product line, which they do plan to address by the summer of 2017.

PROGRESS SOFTWARE CORPORATION	http://www.sitefinity.com
Market Position: Mid-Market	**Platform**: ASP .NET
Licence Model: Proprietary	**Current Version**: 9.2
Base Price: Price can range from $10,000 to $100,000 depending on edition and domains	
Founded In: 1981	**CEO**: Yogesh Gupta (under 1-year)
NA Offices: Bedford MA, Waltham, MA Morrisville NC, Norcross GA, Cincinnati OH, Austin TX, Palo Alto CA	**NA Partner Network**: 125 – as of Jan 2017
Hosting Type: On-premise and Cloud	**Closest Comparison**: Kentico
Free Trial Version: Yes	**Certified Training**: Yes

Telerik was founded in 2002 by four graduates of American University in Bulgaria and Technical University of Sofia, launching Telerik Sitefinity a few years later. On December 1, 2014 Progress Software, a global software company, acquired Telerik, renaming the WCM platform Progress Sitefinity.

Progress Sitefinity is a content management and marketing analytics platform designed to maximize the agility needed to succeed in today's rapidly changing digital marketplace. It provides developers and IT teams with the tools they need to support enterprise-level digital marketing, optimizing the customer journey by delivering seamless personalized experiences across different technologies and devices.

In May 2016, Progress announced the release of Progress DigitalFactory, a cloud-based solution to address enterprise needs for digital transformation. WCM plays a pivotal role in the advancement of digital business, and Progress Sitefinity is part of a multi-dimensional digital solution that enables organizations to deliver an omni-channel customer experience by integrating web and mobile. This allows marketers to optimize the customer experience via a single view of that experience, and gives developers the flexibility to develop experiences spanning all channels.

Comments from Progress Sitefinity

Mark Troester, Vice President of Solutions Marketing:

"Sitefinity is used by organizations where speed to market is an imperative. Organizations use Sitefinity to quickly deliver compelling customer experiences that cut across different digital touchpoints, including web and mobile. Sitefinity CMS is valued because it is the most user-

friendly, productive and extensible offering available. Sitefinity Digital Experience Cloud easily optimizes and improves the customer experience providing personalization and analytics that guides marketing efforts. Sitefinity is part of a larger Progress offering including support for native mobile applications without the complexity and expense of native code."

Differentiators

Sitefinity is 100% ASP.NET MVC based. Sitefinity has a long history, that is reflected in the large and active developer community. Its early adoption of a drag and drop interface (due to its roots in Telerik) for content and template design has made it one of the easiest WCMs for content editors and administrators to use and learn. Sitefinity comes with a wealth of built-in widgets and UI components that can speed up development time – Kendo UI Professional, UI for ASP.NET AJAX and UI for Silverlight. They have a very customizable system architecture that supports multi-site architecture and web farms.

Strengths

- Quality of out of the box components and API access has improved significantly since Progress acquired Telerik Sitefinity, which positively reflects a company that is interested in not only meeting marketing needs, but the varied and sometimes complex needs of developers and administrators.

- Creating, managing and publishing content is very easy, offering great out of the box functionality, with very little custom development needed for most SMB customers.

- Now you can easily create add-on packages that can be installed and uninstalled on different Sitefinity instances, allowing for modular development, improved productivity, and increasing the speed in which Sitefinity websites are able to be delivered.

Weaknesses

- The transition from Telerik to Progress took some effort for Sitefinity customers and partners to adjust to new licensing models and business practices, but for the most part most of these wrinkles have been ironed out.

- Sitefinity includes basic workflow that can be managed within the administration interface. However, advanced workflows cannot be created without developer resources.

sitecore®

	Corporate: Copenhagen, Denmark
SITECORE CORPORATION A/S	www.sitecore.net
Market Position: Mid-Market to Enterprise	**Platform**: ASP .NET
Licence Model: Proprietary	**Current Version**: Sitecore XP 8.2

Base Price: Start at $20,000 for perpetual or $1,100/month for consumption. Enterprise-sized licensing with Sitecore's full experience marketing feature start at $200,000 for perpetual or $11,000/month for consumption.

Founded In: 2001	**CEO**: Michael Seifert (15-years)
NA Offices: Toronto ON, Sausalito CA and Manchester NH	**NA Partner Network**: 417 – as of Jan 2017
Hosting Type: On-premise and SaaS	**Closest Comparison**: Episerver
Free Trial Version: No (request a demo only)	**Certified Training**: Yes

Sitecore is a customer experience management company that provides web content management and multichannel marketing automation software. The company was founded in Copenhagen by Michael Seifert in 2001.

The Sitecore Experience Platform manages content, supplies contextual intelligence, and automates communications, at scale. It empowers marketers to deliver content in the context of how customers have engaged with their brand, across every channel, in real time. This context marketing is the only way to manage meaningful customer experiences that delight audiences, build loyalty, and drive revenue. Sitecore is used by more than 4,900 of the world's leading brands—including American Express, Carnival Cruise Lines, easyJet, and L'Oréal.

Sitecore has been well-placed in Gartner's Magic Quadrant for the past seven years, running neck and neck with Adobe in the 'Leaders' quadrant, for the top spot in Web Content Management.

Comments from Sitecore

Lars Floe Nielsen, co-founder and Chief Development Officer:

"Sitecore XP 8.2 will introduce both Sitecore Experience Accelerator for new clients and Express Migrations—a streamlined toolset for our existing customers and partners".

"This product paves the way for an accelerated time to market combined with increased adoption of the platform's capabilities, while continuing to support the agility and scale our partners will need as they grow."

Ryan Donovan, Senior Vice President, Product Management:

"Sitecore is a global leader in experience management software that enables brands to interact with consumers in the context of their individual experiences over time, in order to achieve true one-to-one personalization. Not only does the Sitecore Experience Platform manage content and supplies contextual intelligence, it also automates communications with consumers, at scale."

Differentiators

Sitecore is one of the earliest vendors to focus on the customer journey, and they continue to focus on the 360 degree customer view with Sitecore Experience Platform. While they do offer some limited prebuilt controls, this is traditionally a developer's platform and custom development is needed to implement a website solution. They have a very customizable system architecture that supports multi-site and multi-lingual websites. Deployment between environments is managed via packages which can include any asset managed within Sitecore or on disk. The granular access rights and workflow capabilities allow for managing complex governance models.

Strengths

- Sitecore's platform is built from the ground up, and combines web content management with marketing automation, email marketing, social media, e-commerce, optimization, and analytics, into one unified platform.

- Where Version 7 had been about technical upgrades, Version 8 is all about usability and business user experience. Sitecore XP 8.2 builds on the core functionality and usability of the newly designed Experience Platform 8 and introduces key tools to help its growing customer base quickly take advantage of crucial digital marketing capabilities.

- Sitecore 8.2 introduced a new product, Sitecore Experience Accelerator, which allows marketers to rapidly create new web and mobile web experiences using a drag-and-drop wireframe toolset with more than 80 pre-built components. In addition, 8.2 brings in the beginning of migration tools to existing customers at no charge, to help reduce time and workloads associated with transferring data from older Sitecore versions.

- Numerous improvements have been made across the platform including advanced filtering and funnel analysis in Path analyzer, data source management and content item organization in Experience Editor, and segmentation that is more accessible and easier to understand.

- Debuting in 8.2 is a next-generation publishing service based on Microsoft .NET core technologies. The new service augments existing capabilities and can publish items faster.

Weaknesses

- Recent changes to Sitecore's pricing model caused some confusion for both integration partners and their customer base.

- Some customers that deployed Sitecore Experience Platform Version 8 reported a problem-plagued release when it was made generally available. Version 8.1, released in October 2015, was generally regarded as stable, though the upgrade typically required additional service costs.

umbraco

Corporate: Odense, Denmark

UMBRACO A/S	https://umbraco.com
Market Position: Mid-Market	**Platform**: ASP. NET
Licence Model: Open Source	**Current Version**: 7.5.7

Base Price: Cloud Starts at $29.00 per month. Umbraco Cloud Professional $424/per month The "Umbraco Cloud Enterprise" license is negotiated based on customer needs.

Founded In: 2000	**CEO**: Niels Hartvig (16-years)
NA Offices: New York	**NA Partner Network**: 39 – as of Jan 2017
Hosting Type: On-premise and SaaS	**Closest Comparison**: DNN
Free Trial Version: Yes	**Certified Training**: Yes

Umbraco was developed by Niels Hartvig in 2000 and released as a fully-featured open source content management system with the flexibility to run anything from small campaign or brochure sites, right through to complex applications.

Umbraco is supported by both an active community of users around the world, and backed up by a commercial organization providing professional support and tools. Umbraco can be used in its free, open-source format with the additional option of professional tools and support if required, and supports ASP.NET MVC or WebForms, including User and Custom Controls, out of the box.

Umbraco is about to introduce personalized content, in a future update that will be released sometime in the first half of 2017.

Comments from Umbraco

Martin Wülser Larsen, Online Communications Dragoon

 "Umbraco's focus is on you doing what you do best, developing awesome websites. On top of that, you join the world's biggest open source .NET community, where there is always someone to ask or someone that could use your advice."

Differentiators

Umbraco is open-source WCM. There are no licensing fees associated with the product, but there are fees tied to support and some add-ons. There is a large developer community for Umbraco that releases many free and open-source add-ons ranging from analytics, themes, social connectors, and more. Umbraco's focus is on simplicity, speed, and performance. A new

install with a completely bespoke design may take a little longer to get up and running, since document types, page templates, partial views, and controls all need to be built by a developer. However this does provide a high level of flexibility in the development of the site. Umbraco's backoffice is fully responsive, so edits from a phone or tablet are possible.

Strengths

- Highly flexible, but uninstructive CMS, that does not change the markup.

- If you're an experienced integrator you can be up and running fairly quickly with one of the included starter kits, or seamlessly integrate your own design.

- Umbraco is backed by a large .NET community (more than 200,000 members), who provide sparring, knowledge sharing, and download of free community-created modules.

- Umbraco is built for users that implement multiple sites. It is very easy to copy components from an existing site to a new one, so you can cut down on repetitive work and focus on building what needs to be customized.

Weaknesses

- Umbraco is for experienced web developers that have a good grasp of HTML, CSS and JavaScript, and there is a severe learning curve. It takes time to set up before it can be utilized fully.

- There is limited documentation and information available to help you learn the system.