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Compass Guide to WCM
Consolidated Vendor Scorecard

By: Tony White

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Comparative Assessment of the WCM Market's 15 Most Relevant Platforms

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OVERVIEW

The Compass Guide to Web Content Management consists of a series of individual, in-depth evaluations of the WCM technology platforms that Ars Logica considers to be most relevant in the current market. Each report covers one WCM platform and makes no attempt to provide comparative insight. Having been asked repeatedly to publish product comparisons in a single report, Ars Logica now offers this Consolidated Vendor Scorecard, a discrete source that captures (only) the scoring from all 15 Compass Guides to WCM. For far richer detail on these products and vendors, readers should refer to the individual reports.

NOTES & RESOURCES

Sources of Information
Vendor and product information contained in this report was collected via Ars Logica's vendor questionnaire, customer interviews, implementation monitoring, product documentation, Ars Logica's knowledge base, and/or hands-on product testing.

Platforms Included
The Compass Guides include the platforms that Ars Logica considers to be the most significant in the WCM market. While scores in our business and technology categories vary widely, each platform evaluated will be a best-fit given the right use case, and may therefore prove worthy of shortlisting.

Customer Interviews
Ars Logica has interviewed users of every product covered in the Compass Guides.

Implementation Monitoring
Since the 1990s, Ars Logica founder Tony White has kept close tabs on ongoing WCM implementations. Some of this knowledge is represented in the Compass Guide reports.

No Vendor Influence
Ars Logica retains complete editorial control over the Compass Guides and receives no funding in their production.

A Graphic That Matters: How's the Technology? And How is it Exposed?

In the visual representation below of technology platforms in the current WCM market, Ars Logica attempts to provide the most meaningful relative positioning possible of its competitors. On the vertical axis, we answer the question, "How's the technology?" On the horizontal axis, we answer the question, "How -- and how well -- is technology exposed to both business users and other technology platforms?" To see how scores were derived, please refer to Figure 2.

FIGURE 1   Compass Guide to WCM -- Business vs. Technology Considerations

Figure 1 plots the strength of technology platforms in categories of critical importance to business users against the robustness of technical underpinnings.

Source: Ars Logica, Inc.
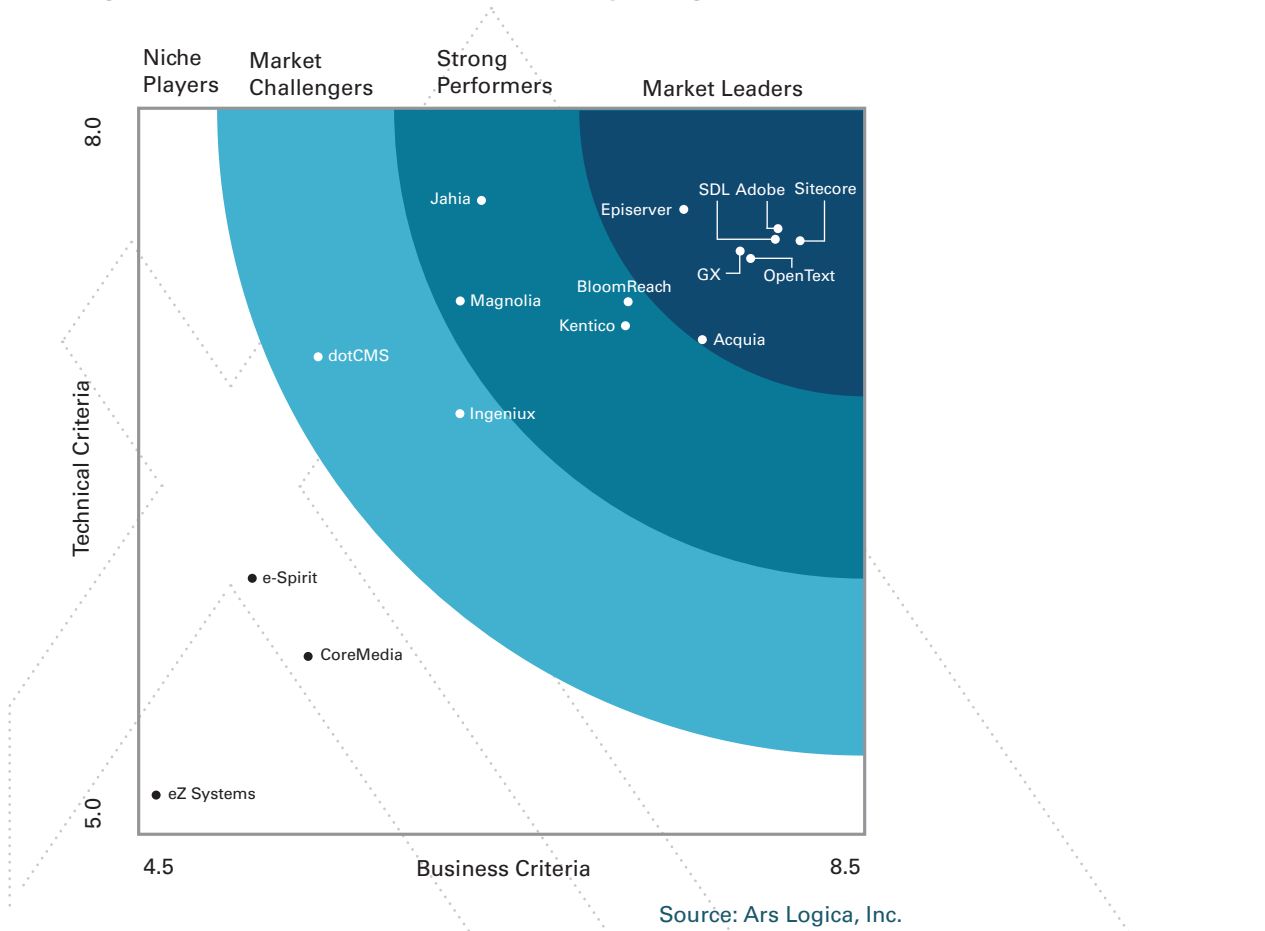
Scores used to generate this graph are based on a scale of 0 to 10 (see Figure 2).
For comparative purposes, the axes have been scaled to represent actual score ranges.
Sources of information: product testing, customer interviews, vendor briefings,
implementation monitoring

The Scores

Two overall scores for each platform -- one for the business categories and one for the technical categories (headings in red) -- were generated by weighting and summing scores in each of four broad areas (each area consisting of subscores at a level of detail beyond the scope of this Scorecard).

FIGURE 2   Compass Guide to WCM -- Scoring

Figure 2 provides a comparative assessment of performance for the 15 technology platforms included in the Compass Guides to WCM.

TECHNOLOGY PLATFORM	Usability & Interface Quality	Content Marketing Tools	Enterprise Tech Stack Leverage	Momentum & Strategic Vision	Overall Business Category Score	Scalability	Flexibility	Development Tools	Ease of Administration	Overall Technical Category Score
	25%	40%	30%	5%		25%	35%	25%	15%	
Sitecore Experience Platform 8.2.1	8.1	8.3	7.8	8.5	8.11	7.5	7.8	7.5	6.6	7.47
Adobe Experience Manager Sites 6.3	8.3	8.5	7.0	8.5	8.00	8.2	7.2	8.5	5.4	7.51
SDL Tridion Sites 8.5	8.0	8.0	8.0	7.5	7.98	8.5	7.5	7.2	6.2	7.48
OpenText WEM 16.2	8.0	7.7	8.0	7.0	7.83	8.5	7.2	7.4	6.0	7.40
GX Software XperienCentral 10.16	8.4	7.5	7.8	6.5	7.77	8.0	8.0	6.0	7.4	7.41
Episerver CMS 10.10.4	7.7	7.0	8.0	7.0	7.48	7.8	7.8	7.5	6.9	7.59
Acquia Cloud, Drupal 8.4	7.5	7.8	7.2	8.0	7.56	7.7	7.4	6.3	6.3	7.04
BloomReach Experience V12	7.0	7.0	7.5	7.5	7.18	7.3	7.8	6.5	8.0	7.38
Kentico 11	6.9	7.0	7.6	7.0	7.16	6.8	7.5	6.8	7.2	7.11
Jahia Digital Experience Manager 7.2.1	6.2	6.7	6.0	6.5	6.36	7.7	8.0	7.4	7.0	7.63
Magnolia CORE 5.5	6.1	5.9	6.8	6.5	6.25	7.0	8.4	5.0	7.9	7.13
Ingeniux CMS 10	6.5	6.2	6.2	5.2	6.25	6.5	7.1	6.2	7.2	6.74
dotCMS Enterprise 4.3.2	6.0	4.3	6.8	5.0	5.51	7.1	7.4	6.1	7.2	6.97
CoreMedia CMS 9	6.0	5.3	5.3	4.2	5.42	5.8	6.5	4.5	6.0	5.75
e-Spirit FirstSpirit 5.2	5.2	5.0	5.5	3.3	5.12	6.5	6.5	4.4	7.0	6.05
eZ Platform v2	4.7	4.8	4.4	3.8	4.61	5.5	5.6	3.9	5.7	5.17

All scores based on a scale of 0 (weak) to 10 (strong).   Source: Ars Logica, Inc.

Sources of information: product testing, customer interviews, vendor briefings, implementation monitoring

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