

5 THINGS EVERY MODERN CMS SHOULD DELIVER

THE NEW AGE OF THE CONTENT MANAGEMENT SYSTEM

BRIGHTSPOT™





TABLE OF CONTENTS

EVOLUTION OF THE CONTENT
MANAGEMENT SYSTEM

04

A TALE OF TWO PLATFORMS:
LEGACY VS. MODERN

06

THINGS EVERY MODERN CMS
SHOULD DELIVER

07

THE ADVANTAGES OF
BRIGHTSPOT READYMADE

13

EXECUTIVE SUMMARY

The days of waiting months or even years to launch a new web experience are long gone. The waterfall approach of creating lengthy requirements documents, wireframes and complex project plans is now considered pre-digital, dated and simply unnecessary.

Enterprise content management systems have entered a new era, and it's one defined by real-time publishing, natural

integrations, out-of-the-box components, and ultra-flexible front-end delivery options.

But many companies are still stuck using outdated legacy systems, missing out on the more scalable, modular foundation of a next-gen content management system (CMS). As a result, they're often working across multiple, disparate systems and are unable to deliver experiences quickly and easily.

This e-book explores the evolution of the CMS platform—from static web pages to experience-driven systems to the current generation of digital platforms. We'll dissect the differences between the old and new guard to help make sense of the very cluttered alphabet-soup landscape (CMS/WEM/DXP). And finally, we'll highlight how a more modern approach can shepherd your team into a new way of thinking and working with ready-made, high-speed publishing capabilities.

“ Continuous improvement makes each iteration better than the last and delights customers. ”

STEVE DENNING
The Leader's Guide to Radical Management

EVOLUTION OF THE CONTENT MANAGEMENT SYSTEM

A BRIEF HISTORY

Content management systems burst onto the scene in the late 1990s as game-changers for web publishing capabilities. With page templates and new programming languages designed for web development, the early (or "traditional") CMS platforms offered complex coding workarounds, along with simplified asset management.

By the early 2000s, these new technologies had evolved to support more robust design strategies and varied media formats. However, content producers were still limited by rigid, built-in templates and static content output. Creating and updating websites became easier by degrees, **but heavy IT involvement was still required.**

1990s

FIRST GENERATION

Monolithic; development-intensive systems

2005-2009

SECOND GENERATION

Web Experience Management; open source; SaaS explosion

2009-2012

Mobile and social media explosion; creation of The Connected Enterprise (IoT)

2012-TODAY

THIRD GENERATION

The modern CMS revolution; low-code, lightweight and interoperable platforms



The Tipping Point

Then came the big inflection point: Mobile and social media were bigger than ever, new channels and devices hit the market at a breakneck pace, and consumer expectations for highly personalized experiences skyrocketed.

Sitecore, Episerver and other traditional CMS platforms developed before the big digital bang couldn't keep up. Their rigid, rule-heavy structure prevented users from easily publishing diverse multimedia content at the pace users expected and from sharing content across the full spectrum of user touchpoints.

Next came the influx of Software as a Service (SaaS) solutions and the rise of open-source development platforms, like WordPress, Drupal and Joomla. As these open-source solutions reached cult-like proportions, large enterprises struggled with security concerns and with finding the right developers to learn and scale the platforms.

A Giant Leap Forward

In 2012, a new generation of CMS offerings arrived in the thick of the digital boom. These modern systems came with a leaner architecture and were designed to deliver agility, speed, simplicity and interoperability.

As older legacy systems cobbled together add-ons to plug-ins, visionary innovators devised superior CMS alternatives to deliver:



FREEDOM

Provide user-centric freedoms, unhinged from IT dependencies (i.e. put the power in the hands of editors and stakeholders).



FLEXIBILITY

Work across all touchpoints in the digital ecosystem, with natural integrations and extensible approaches.



UNIFICATION

Consolidate digital asset management (DAM), video, OTT, and cloud automation capabilities all-in-one with a single authoring tool.



PERSONALIZATION

Coordinate content and customer data to improve the personalized experience and syndicate custom content collections.

The modern CMS is as much a mindset as it is a tool. Companies are now free to build a customized digital ecosystem tailored to their business needs—and teams can move from visioning to execution in a fraction of the time legacy systems require.

A TALE OF TWO PLATFORMS

OUT WITH THE OLD, IN WITH THE NEW

To truly understand the differences between a legacy and modern CMS, let's take a close look at the key characteristics defining each.

This chart breaks down the distinguishing components of a traditional CMS (pre-digital) and its more modern counterparts.

Are you gleaming the benefits of more modern CMS technology?

	LEGACY CMS	MODERN CMS
ARCHITECTURE	Closed architecture and APIs. Heavy architecture means more dependencies.	Open, lean architecture and APIs with headless and decoupled options.
CODING	High-code system with many hard-coded features makes updates difficult and time-consuming.	Ultra-modern codebase requires minimal development, from customization to configurations.
CONTROL/ OWNERSHIP	Resides with developers, IT, agencies. New site building is timely and frustrating.	Resides with main stakeholders: editors, publishers, marketers, IT and agencies.
CONTENT PUBLISHING	Slow and time-intensive; editing features are limited, and workflows are rigid.	Rich text editing with word processing-like functionality.
THIRD-PARTY INTEGRATIONS	Heavy, complex pre-built connectors make integrations difficult and time-consuming.	Lightweight, API-centric integrations with extensive developer documentation.
MULTICHANNEL PUBLISHING	Restricted; responsive design is buggy and undependable.	Native, multichannel publishing and responsive capabilities for effortless deployment.
ASSET MANAGEMENT	DAM stores images only; lacks automated Digital Rights Management (DRM).	Built-in DAM, DRM, video and editorial calendars.
SEARCH	Global search based on outdated technologies; limited by directories.	Unified and federated search across platform; find anything, anywhere.
WORKFLOW	Not native to platform; hard to build and maintain; resembles static waterfall with permissions.	Built-in, customizable workflows with permissions, notifications and admin controls.
PERSONALIZATION	Nonexistent; one-to-many experience.	Built-in personalization capabilities, with out-of-the-box features.
VIDEO	Not native, foreign to system dedicated OVP required; time-consuming and technical process.	Video fully built-in with native workflows, easy uploads, editing and integrations.
PERFORMANCE / CLOUD	Slow performance and availability; requires infrastructure scale-out.	High performance and availability; performance auto-scales (DevOps).
ADAPT AND INNOVATE	Difficult to adapt to and incorporate new technology innovations and products.	Rapid innovation cycles: easily adapt to new technology innovations and add to stack.
IMPLEMENTATION SPEED	9-18-month rollout and implementation timeline.	Handshake to "go live" in 90 days or less.

5 THINGS EVERY MODERN CMS SHOULD DELIVER

WHY YOU SHOULD DITCH YOUR LEGACY CMS



INNOVATION



FREEDOM



SPEED



SECURITY



SCALE

REASON 1

SPEED

Are you able to bring new experiences to market at the speed of global content consumption?

To remain relevant and seize market opportunities, you need a CMS that publishes content at the same speed in which people are absorbing and seeking new information. *And that's fast.*

As our attention spans get shorter and shorter [it's true that humans now have a shorter attention span than a goldfish, at 8.3 seconds], the need for more relevant and constant content to engage your audiences is more critical than ever.

Translate that into your digital experiences. Building, deploying and implementing new websites on a traditional CMS typically takes 9-to-12 months. By the time a new site finally launches, platform requirements become outdated,

new technology is in market, and the project already needs new enhancements.

A modern CMS, on the other hand, enables you to set up a new enterprise website in 90 days or less.

The next-gen approach uses a ready-made platform to cut this time drastically, by providing:

- The front end of your choice, with optional front-end delivery structures including traditional, decoupled and headless.
- Standard out-of-the-box components and content types, including articles, images, videos, blogs, polls and pre-configured integrations.

- Ready-to-deploy design templates and access to a large library of customizable design themes.

- Fully functional back end with pre-built workflows and connectors.

Editors, publishers and marketers no longer need to wait on developers to launch new sites. They now have the control to launch enterprise-grade experiences, with comprehensive functionality, in under 90 days.

You need a publishing tool that can keep up with the times—empowering you to publish premium content at lightning speed.

The Need for Speed Realized

Johnson & Johnson: Consumer products giant Johnson & Johnson reduced video upload time from four hours to 10 minutes when switching from their legacy CMS to Brightspot.

Hanley Wood: Ditching their legacy CMS in favor of Brightspot enabled Hanley Wood to decrease newsletter publication time from two days to as little as 12 minutes, saving 80 editors up to three hours per day.



3.8 MILLION

GOOGLE SEARCHES
PERFORMED

3.3 MILLION

FACEBOOK UPDATES

500 HOURS

OF YOUTUBE VIDEO
UPLOADED

4,000- 10,000

DIGITAL ADS PER
DAY INGESTED

REASON 2

SCALE

Does your CMS integrate seamlessly with other core technologies across your ecosystem?

Legacy CMS notoriously lack the ability to align with other technology—a flaw that can stall innovation. According to Forrester Research, the top technical challenge facing digital experience leaders is inadequate integration with back-end systems. This is a huge problem when you consider:

- **70% of organizations use two or more** content management solutions, and 29% use four or more.
- The average marketing department has **91 cloud services in its tech stack¹**, in addition to CRM, collaboration, social media and cloud storage tools.

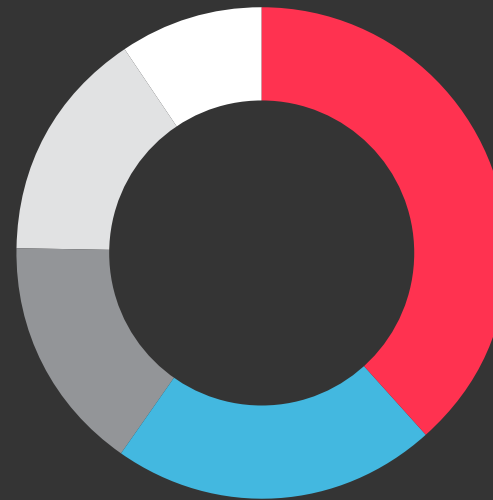
In *The Evolution of Brand Storytelling: Taking a Newsroom Approach* webinar, we posed a simple question to the audience: “What challenges do you currently experience publishing your content?” The top two challenges cited by more than 200 attendees were: dependency on other departments and too many disparate systems to work across.

A modern CMS works in tandem with other technologies/systems, or it can be the central digital hub of the organization. With the seamless interoperability and extensibility of a modern CMS, you can:

- **Build a digital ecosystem** unique to your business.
- **Handle rapid innovation cycles**, easily incorporating new technology as it emerges.
- **Increase security assurance**, reducing risk.
- **Smooth out functionality** across tools.
- **Eliminate disparate**, siloed systems across the organization, increasing efficiency.

Overall, the more open, lean architecture of modern systems translates into a more streamlined and cost-effective business.

What challenges do you currently experience publishing your content?



- **38.5%**
Dependency on other departments
- **21.5%**
Too many disparate systems to work across
- **15.4%**
Delivering content across multiple channels
- **15.4%**
Standing up new experiences quickly
- **9.2%**
Managing multiple sites



Increasing Productivity at Scripps

Scripps Networks Interactive—the engine behind HGTV, Food Network, Travel Channel and DIY Network—integrated Brightspot’s Digital Asset Management System (Brightspot Media Desk) into their current tech stack. By leveraging a modern DAM, Scripps has empowered its editors to increase productivity by 50%.



Taming Video for National Geographic

Residing at the hub of National Geographic’s digital ecosystem, Brightspot integrates with several other CMS and DAM products to smoothly run all of their online videos, creating a seamless user and developer experience. Adding Brightspot to the mix was simple, given its unparalleled interoperability.

1. Netskope/Chief Martec 2017

REASON 3

FREEDOM

Are you limited by the rigid rules of your CMS technology?

For too long, rigid rules, structures and directories limited what communicators, marketers and developers could do with their legacy CMS platforms. However, the modern version removes restraints and complications, allowing organizations to unleash technology's true potential. You're free to integrate, customize and innovate on your own terms.

Today's CMS revolution is driving up demand for **more flexible, customizable systems** that deliver the experience you want and your customers have come to expect. The rise of decoupled and headless

solutions has followed in kind—along with the popularity of React—giving in-house development and business teams more speed and customization.

With decoupled options, you can now develop front and back ends in parallel, providing front-end freedom of choice and decreasing time to market significantly. The back-end team no longer needs to wait weeks or months for front-end work to be finished.

In addition, the agile nature of modern platforms allows you to explore the most effective ways to manage back-

end workflows and front-end consumer engagement. Add video, manage assets, share work across global teams, create custom permissions—whatever you want, the sky's the limit.

Then, use built-in analytics software to measure and analyze the way users interact with every piece of content. Leveraging this data to inform strategy ensures you will be providing customers with what they want, in the format they prefer.

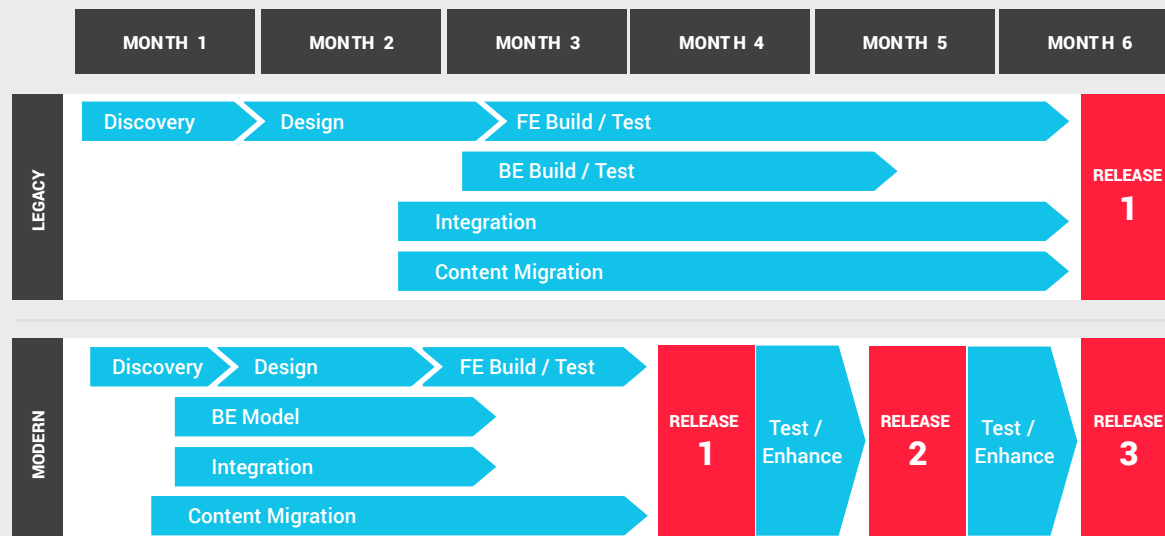
HEADLESS

A CMS that provides the content creation and repository back end for digital publishing, but leaves the content delivery channel open, allowing users to publish content in any format and push it to any device.

DECOUPLED

A CMS that separates the content management back end from the predetermined content publishing front-end delivery channel (web or a mobile app), and places an API between them.

A modern CMS provides the freedom to select the front end of your choice: traditional, decoupled or headless, while decreasing implementation timelines and providing innovation options.



In less than four months, Sotheby's launched the second iteration of its Museum Network on Brightspot. "We didn't have a fully fleshed-out series of mock-ups for the site when we started," said Jonathan Pytell, Sotheby's VP. "We were under time pressure to get something live that represented a high-quality user experience. That's one of the reasons why we selected Brightspot."



Concerned about the security of its sensitive financial corporate documents, a Fortune 50 consumer brand leader migrated its entire platform—including international deployments—from Drupal to Brightspot.

“ Advanced persistent DDoS campaigns are now the norm, with hackers launching blended campaigns combining higher-volume network vectors alongside more sophisticated application vectors.

The global growth of IoT devices provides a great breeding ground for hackers to enslave more and more devices, resulting with botnets in sizes never seen before.

To further complicate things, attackers are taking advantage of SSL-encrypted traffic to camouflage their attacks, making it hard to determine malicious verses legitimate traffic.

”

CARL HERBERGER, “NEW THREAT LANDSCAPE GIVES BIRTH TO NEW WAY OF HANDLING CYBER SECURITY,” RADWARE BLOG

REASON 4

SECURITY

How well does your current CMS protect you from emerging threats?

If you're striving to improve the user experience, even the most dazzling content means nothing when your customers find out their data has been compromised. Take Facebook's word for it.

The lack of flexibility inherent with legacy content management platforms makes it difficult to keep digital experiences secure. This is a major issue, since vulnerability increases significantly when businesses choose to juggle multiple, incompatible systems.

For the 44% of IT professionals who deem cloud infrastructure security and compliance as a

top concern, a modern CMS can alleviate that worry. These systems are designed with data safety and security at the forefront, with sophisticated architecture to securely store each user's sensitive data.

While third-party integrations are risky for a legacy CMS, they're far more secure with a modern system, given its highly extensible framework with pre-built connectors. The system is protected from unauthorized external access, all while remaining intuitive and user-friendly.

A 2017 report from a leading analyst organization concluded the top three security challenges for legacy technology:



SECURE SHARING
OF CONTENT



MEETING
REGULATORY
AND COMPLIANCE
OBLIGATIONS



MOBILE SUPPORT
AND CROSS-
APPLICATION ACCESS

REASON 5

INNOVATION

Are you delivering personalized content to consumers at every touchpoint?

In a recent survey by Segment, 71% of consumers cited frustration with impersonal brand experiences. Meanwhile, 44% of respondents said they were likely to become repeat customers if brands personalized their experience.

If you want to drive customer loyalty, you need to respond to their changing demands, along with your own competitive pressures and industry regulations.

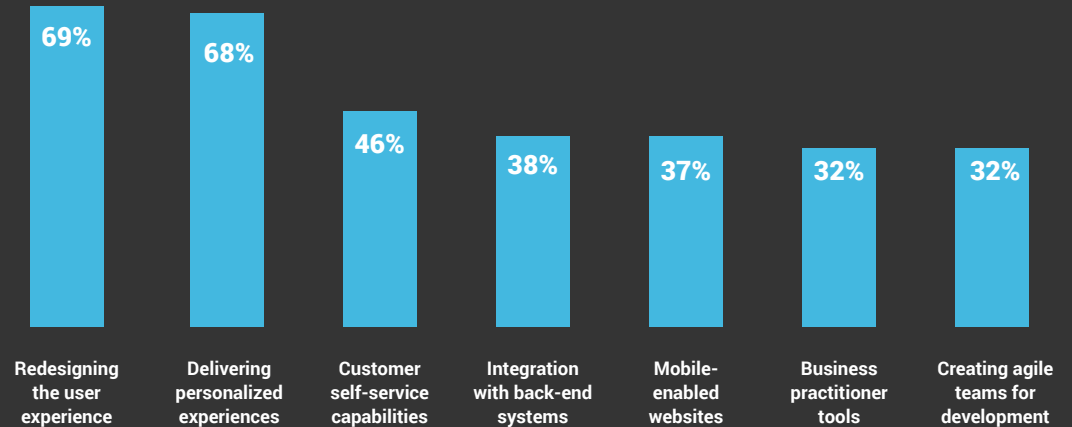
With built-in personalization capabilities, a modern platform can help enterprises:

- Engage in brand storytelling, using digital journalism to connect with readers on the most relevant, timely topics.
- Create, manage and deliver unified experiences across all digital channels and devices.
- Harness business data to target specific audiences and deliver personalized content.
- Launch innovative marketing and data products to enable new revenue streams.

Driving Digital Engagement, Awareness and Revenue With Ultra-Targeted Healthcare Content

Using Brightspot, Healthgrades connects patients with the right doctors and treatment options through optimized best-in-class editorial content collections and physician-finder tools. Healthgrades matches targeted healthcare content to consumer needs through strategic media partnerships with sites like CNN and APToday.

When Forrester asked 115 firms for their top technology priorities for web and mobile initiatives, the top three pointed to a more relevant and personal user experience:



Forrester, Digital Experience Technology and Delivery Priorities, 2016



91%
of customers
want to pick up
where they left off,
from one channel
to the next.

Aspect Software

INTRODUCING BRIGHTSPOT READYMADE

Brands that continue sinking resources into outdated, cumbersome legacy systems will inevitably fall behind in the modern market. While you have many choices in the CMS space, none compare to the speed, functionality, and power of Brightspot Readymade.

Brightspot Readymade provides the ability to build, launch and deliver enterprise-grade experiences two times faster than any other provider, with minimal reliance on your IT department. You can have a working site within weeks (not months) after starting your project.

With a pre-built back end comprised of more than 80 standard elements, Brightspot Readymade comes with

preconfigured connectors to support fast, easy system integration. Streamlined migrations take 70% less time with the platform's standard components—enabling rapid site relaunches. You get the freedom to select the front end of your choice and deliver content any way you want it.

Unlike older content management systems, Brightspot Readymade does not constrain innovation. You have the freedom to easily grow and tailor experiences for your team and audiences quickly and easily.

Learn more about Brightspot Readymade and the advantages of a modern CMS by visiting brightspot.com.



EXPRESS LAUNCH EXAMPLES

60 DAYS

ABU DHABI SPECIAL
OLYMPICS SITE LAUNCHED

87 DAYS

AMAZON'S DAY ONE
SITE LAUNCHED

90 DAYS

MEDIADC RELAUNCHED
THE WEEKLY STANDARD
AND WASHINGTON
EXAMINER SITES

PERFECTSENSE | BRIGHTSPOT

Perfect Sense is a product company that capitalizes on its enterprise publishing platform Brightspot to drive innovations in web and mobile development for corporations worldwide.

Perfect Sense serves many marquee brands including Johnson & Johnson, Sotheby's, Amazon, Univision, U.S. News, Politico and Scripps Networks Interactive.

PERFECTSENSEDIGITAL.COM | BRIGHTSPOT.COM | @BRIGHTSPOTCMS | 1-888-342-9421