



20 QUESTIONS FOR YOUR WCM SELECTION PROCESS

Any Marketing or IT team that has struggled with an existing on-premise web content management system knows how important the right WCM solution is to their success as an organization:

Marketers need to be agile and quickly adjust to market needs and pressures regardless of the type of mobile device, local content or personalized experience needed to execute a specific campaign anywhere in the world.

IT has to ensure all systems scale and fit within enterprise security and regulatory compliance standards.

Finding a solution that adequately addresses all these needs can be a challenge. Understanding vendor's responses helps you compare your options and uncover differences between specific solutions.



Infrastructure

Hardware and Software

What hardware, network and database environments do you recommend for a live production setup with multiple sites and high uptime and high traffic capacity requirements? Are the recommendations the same for development, test/QA, stage, live and disaster recovery environments?

Hosting

What is your hosting strategy? Do you offer hosting options in multiple data centers and geographies? Do you provide a content delivery network (CDN) as part of the package? What are the terms of a service level agreement (SLA) to support these requirements?

Supporting Software

What supporting software, like databases or runtime environment licenses, is required to run your software in a production environment?

Custom Development

Do your clients' projects typically require custom development? If so, do you recommend that custom development be done as part of your application framework or in some other way? Can custom development break the upgrade path or make upgrades more complex? Can custom development violate any aspects of the license or support agreement or cause us any other problems?

Support Requirements

What type of support team is required to manage the high-availability infrastructure you recommend? What skill sets are required, and how many full-time team members are needed by each skill set, both for application maintenance and IT/system management, including disaster recovery. Please include team and time estimates for major upgrades, as required.

Support Availability

Do you offer 24/7 technical support? Do you offer 24/7 end-user support? Do you provide on-demand implementation/front-end development services?

Total cost of ownership

Licensing

How is licensing managed? Will I need to license different environments separately - development, test, stage, QA and disaster recovery platforms? If so, what are the associated licensing fees per environment? Is there a fee per instance? How much will each supporting software license cost increase if we double/triple the number of websites we support, or the volume of traffic the site receives?

Annual Maintenance Costs

What is the annual maintenance cost on all licenses, including WCM, add-ons and third party (operating system, application server, web server, database server, monitoring, etc.)?

Downtime for Upgrades

How much downtime is typically required to upgrade each software component? Which components can be upgraded in parallel and which must be serialized?

Costs for New Releases

Do you charge for new software releases? If so, how often to you deliver a release and how much do you charge?

Install and Setup Cost

What is the time-commitment required for us to install, setup and implement the system, assuming we are responsible for all aspects of application and environment configuration, hardware/network in a cloud environment, database, application and front-end development, but not for design or copy writing.

Time to market

Global Expansion

Does cost increase as the number of websites and processes increase? Is there a differential cost if we are required to run some functions in the EU or Asia to meet local regulatory requirements?

Capability Expansion

Do you offer optional modules or additions that we might want at some time

in the future? Do you include targeting, testing, personalization, site search, and media asset management as part of the solution? If not, please provide the cost for those elements, based on your recommended environment.

Release Management

In order to protect the integrity of our content, what software change management and release process do you recommend?

Implementation Cycle

What is the average duration of your typical implementation cycle from project kick-off to “go-live” for a multi-channel site (mobile and web) that includes targeting, testing and optimization for personalized content, faceted search, and customized workflows?

Performance

Performance Monitoring – WCM Interface

If performance of the WCM interface is not meeting our requirements, how will you solve that problem? Is there a performance guarantee or cost guidance on performance improvement to meet our requirement?

Performance Monitoring – Live Site

If performance of the live content is not meeting our requirements, how will you solve that problem? Is there a performance guarantee or cost guidance on performance improvement to meet our requirement?

Load Balancing and Disaster Recovery

How do you recommend we handle load balancing and disaster recovery in a hosted environment?

Content Replication

How do you recommend we replicate content between dev-test-stage-live and disaster recovery environments?