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6 SIGNS IT'S TIME TO REPLACE YOUR WCM

Why many global companies are replacing their present Web Content Management systems with Digital Experience Management solutions.

WHY EVALUATE YOUR WCM?

To senior execs with a bird's eye view of marketing processes, it may seem there's nothing inherently faulty with their company's existing Web Content Management (WCM) system. But a CTO, CIO or IT team should regularly check to determine if their WCM is keeping pace with what's needed to meet the evolving needs of their customers.

Making sure their WCM is equal to the task is obligatory, since it's probably charged with managing an extensive digital presence and integrating with their marketing tech stack.

Over the past few years, a growing number of enterprises have assessed their existing WCM systems and found them lacking. Many have begun replacing them with Digital Experience Management (DXM) solutions, which enable more agility.

Let's dig into the six main reasons that have prompted the evolution from WCM to DXM.

Reason #1: Optimizing mobile

Ask yourself: just how mobile-friendly are your digital experiences?

That's absolutely critical, since mobile has now eclipsed desktop in usage numbers for most of the digital interactions users have with the web. As smartphone, tablet and wearables adoption continue to grow, the ability of a company's website or other digital touchpoints to accommodate different devices, screen sizes and operating systems will be an unceasing challenge. So digital managers will need to ways to ensure their content and campaigns are effective on different devices.

It's well-documented that how fast – or slow – web pages load are another big factor being weighed by search engine algorithms. And that's especially true for mobile. So beyond the mobile-friendliness of your website, take a hard look at your page load speeds.

> **85%** of mobile users expect pages to load as fast or faster than they do on a desktop.
> *Source: Radware*

There are a number of tools available that allow you to test exactly how well a site performs in mobile.

These tools will not only help identify any mobile shortcomings your site may have, but will give you valuable ammunition for making a business case for updating to a digital management platform that's geared for the future – not the past.

Tools

Google Mobile-Friendly Test

This free tool tells you whether or not Google finds your website to be mobile-friendly:

TEST YOUR WEBSITE HERE

Google Page Speed Insights

To get an idea of how quickly your site loads on mobile (and desktop), we recommend Google Page Speed Insights.

TEST YOUR WEBSITE HERE

Reason #2: The need to manage more and more – and more – digital experiences

Your website is the hub of your digital presence. If you're a large enough enterprise, then you're dealing with tens, possibly hundreds of websites – for different brands, business centers, geographies and more.

Multiply that by the number of possible microsites, specialized landing pages and other digital touch-points. Now consider the volume of devices – smart-phones, tablets, wearables! -- the challenge keeps mushrooming.

The next generation of web content management platforms being adopted by companies (especially those spanning multiple brands or global markets) are called Digital Experience Management (DXM) solutions. They allow an organization to centralize management of their entire digital presence, even as it spans across departments and countries.

The best DXM offerings are designed with global companies in mind. They give local marketers control over the content specific to the websites, apps, and social media channels that they're responsible for managing, while enabling corporate to set enforce-able standards and levels of permissions from a single intuitive platform.

Reason #3: Create once. Deploy everywhere.

As the digital landscape grows more complex and the number of touchpoints multiplies, brands need the ability to build and deploy digital experiences with efficiency.

For content to be released at breakneck speed and formatted for multiple channels, non-technical marketers should be empowered to create content once, and deploy it to multiple touchpoints, anywhere in the world, with the mouse-click of a button.

Some DXM solutions even make it possibe to bridge existing websites and archaic applications regardless of their platform or technology, so they can be managed from the same platform, without changing the underlying technology.

Creating this single point of centralized control over an organization's entire digital footprint without undergoing a major technology infrastructure overhaul, enables companies to achieve digital transformation rapidly and cost-effectively.

Reason #4: Personalizing digital experiences

When it comes to cultivating prospects, there might have been a time when one size fit all. Whenever that was, it's long past.

Today, customers don't just want personalization, they demand it. They're increasingly responsive to digital experiences that show a brand understands them as individuals, and serves up the right content or digital value proposition at exactly the right moment.

That customized engagement is where the promise of "Big Data" can pay off for marketers. But serving up the right onsite experience to the right user takes a highly-evolved set of capabilities.

The DXM solutions being embraced by more and more enterprises are designed to integrate with their entire marketing technology stack, including CRM and email, to deliver a personalized experience to users at every touchpoint.

The magic – and the challenge -- of personalization lies in how it can guide users down the purchase funnel by presenting them with relevant content at every point along the way, nudging them toward becoming a customer. But each touchpoint has to give them a palpable, highly personalized benefit, while still leading toward a sale.

An example:

Imagine you're running a personal wealth management firm, and you've published a blog post on your website explaining "The Basics of Estate Planning."

It's a fair assumption that a user who's visited that page for two or more minutes – a fact you'll glean thanks to a DXM with personalization functionality – is interested in learning about estate planning.

When this same user visits another page on your site (or comes back to your site), your personalization engine can now suggest an additional article on the same topic – "Pitfalls to Avoid in Estate Planning" – that helps the user grow their acumen on the subject.

Reason #5: The need for digital governance

As companies shift their attention and budgets to digital in all its manifestations, there's a growing trend to create systems of digital governance – structures and processes for assigning decision-making authority and accountability, centrally managing their digital presence and content, and maintaining digital quality control.

Why are these companies pursuing digital governance, and adopting DXM solutions that can help them exercise it?

- **Company and brand reputations are on the line.** Users expect consistent digital brand experiences, and aren't afraid to make their feelings known about bad ones: According to one estimate, there are 2.1 million negative social mentions about brands in the U.S. alone every single day.

- **The web is no longer the wild west.** Governments worldwide are putting an ever-growing range of regulations in place that digital marketers need to comply with in order to avoid financial penalties or regulatory bans.

- **Human assets can no longer deliver consistent QA.** For global marketers with distributed digital teams, managing quality assurance is tough. The issues can range from misspellings to broken links, brand inconsistencies to regulatory compliance problems, and your marketing department doesn't have the bandwidth to catch them.

- **Governance delivers results.** In today's hypercompetitive global economy, the most

admired worldwide brands exert centralized control over their digital presence, no matter where that presence occurs.

In this context, it's understandable why many firms are jettisoning their previous WCMs in favor of DXM systems that are purpose-built to deliver digital governance.

Particularly alluring DXM solutions are those that come standard with automated Digital Quality Management (DQM) systems already integrated, allowing centralized quality control, compliance and monitoring across all of a company's websites, even on a global scale.

Reason #6: Cost containment

There are both explicit and hidden costs involved in using an outdated WCM platform. Companies adopting newer systems are often driven by a need to manage those costs, or even eliminate them outright. Some examples of costs that can be reduced or done away with completely by moving towards a new solution include:

- **Deployment costs:** Today's most coveted DXM solutions are invariably SaaS solutions, allowing easy scalability and economical deployment. Some subscriptions enable you to add tens or hundreds of sites without spending a penny more. Compared to these, the costs of licensing, upgrading or patching old-line WCM systems end up looking senseless.

- **Training costs:** If a WCM isn't inherently intuitive and easy to use for non-technical users, the costs of having IT assist or make updates will continue to compound as marketers delve deeper into personalization, A/B testing and creating more immersive experiences.

- **Quality assurance costs:** Most previous-gen WCMs (and some current DXMs) weren't designed to deliver effective quality monitoring or error flagging. So QA becomes a costly, labor-intensive manual process, often spread across multiple teams and websites. The results, meanwhile, are still prone to human error.

- **Non-compliance costs:** Poor QA and limited digital oversight can lead to regulatory and legal penalties, especially as more countries install localized laws and codes that can affect a company's website or other digital marketing.

- **Opportunity costs:** Without the agility and flexibility, disaster-proofing features and monitoring/reporting capabilities of a competitive DXM system, companies don't have as much ability to quickly pivot to respond to marketplace dynamics, competitive challenges or selling opportunities.

AN ENTERPRISE CHECKLIST FOR CHOOSING A DXM

What are the features companies are looking for as they replace their existing web content management systems?

- [ ] SaaS-based solution that offers easy scalability and elasticity, so a company's digital presence can evolve at the same pace as its growth and/or diversification.

- [ ] Intuitive design permitting non-technical users to create and manage enterprise websites, mobile sites, landing pages and more.

- [ ] In-line content editing or form editing with configurable WYSIWYG controls for non-technical users.

- [ ] Content localization and translation tools for addressing global audiences.

- [ ] Content personalization capabilities based on user-specific data (ambient, cookie and integration/third-party data).

- [ ] Security safeguards employing user-assigned permissions, roles, groups and tools for setting approval processes.

- [ ] Centralized management of multimedia assets for use across all digital channels, regions, teams and agencies.

- [ ] Collaboration and workflow tools guaranteeing only the correct and final approved version of content goes live.

- [ ] Ability to easily create landing pages and forms without coding knowledge.

- [ ] Tracking and auditing of all actions within the system by user.

- [ ] Content syndication to replicate content across multiple domains and channels.

- [ ] Integrated Digital Quality Management (DQM) tools allowing centralized quality assurance and regulatory compliance across all domains.

- [ ] A/B and multivariate testing capabilities.

- [ ] Device and browser detection capabilities for optimizing content.

- [ ] On-page SEO scans that flag issues that need to be fixed in order to help improve rankings.

- [ ] Branding control and message management checkpoints that can be customized to ensure consistency of your brand across all touchpoints.

- [ ] Ability to manage social media profiles and publish content directly from the platform.

- [ ] Integration with other components of the digital marketing stack.

- [ ] Robust analytics features presented in a user-friendly format.

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Founded in January 2001, Crownpeak was the first company to offer web content management through a SaaS solution. Today, leading brands trust Crownpeak's cloud-first Digital Experience Management (DXM) platform to quickly and easily create, deploy and optimize customer experiences across digital touchpoints at scale.

Crownpeak provides a complete solution for DXM featuring content management, personalization, search and hosting, in addition to fully integrated Digital Quality Management (DQM) to ensure brand integrity and meet compliance requirements. More than 180 customers including Unilever, BNY Mellon, Thomson Reuters, Eli Lilly, and Aflac rely on Crownpeak to deliver engaging experiences that delight customers, promote loyalty and deliver results.