How Crownpeak Enables Faster Website Deployments

Learn why Crownpeak's SaaS Digital Experience Platform is the solution of choice for rapidly launching and scaling digital experiences

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Today, speed-to-market is the metric that matters

Digital marketers are always under scrutiny, and now with digital experiences becoming the foundation of the customer experience, there's even greater pressure to launch new websites and touchpoints swiftly.

Maybe you're leading web development at your company, and you need a better web content management (WCM) solution to accelerate site deployment. Or you're at a digital agency, and you're constantly challenged to launch client projects as fast as possible.

In any case, there's one hard truth for anyone responsible for putting digital assets in front of customers and prospects: **Every extra day it takes to push a page or website live equals lost revenue.**

But many existing WCM platforms are cumbersome, hamstringing an enterprise's digital agility – and digital ROI.

What's dragging down your digital ROI?

Whether you're using an outmoded WCM, or you recently purchased an on-premises behemoth, you may be facing one or more of these challenges:

- New websites are difficult to launch without IT development expertise.

- Sites are too complex to update and manage without support from technical experts.

- Content is perpetually outdated because marketers can't fully control the publishing process.

- Your WCM doesn't easily integrate with the latest marketing tools and tech that could deliver more personalized content and richer user experiences.

- Your organization is stuck on an old version and can't upgrade because it might break some customizations that were done long ago.

The result? Outdated content, delayed campaigns, less targeted messaging, or slower user experiences that frustrate and alienate your customers, ultimately driving them to your competitors.

87% of CMOs believe their organization is
"not high performing" in digital experience delivery.
Source: Accenture

Crownpeak accelerates website launches

Crownpeak's cloud-native WCM platform, **Digital Experience Management (DXM),** empowers you to launch, update, and migrate websites in just a fraction of the time it takes with on-premises solutions.

How quickly can you accelerate your marketing initiatives when using Crownpeak? **Fact: Complex, dynamic, enterprise-scale websites and digital experiences can go live in as little as just 6 weeks.**

How? By providing you with a "True Cloud" WCM platform delivering all the strengths of a Software-as-a-Service (SaaS) solution, while eliminating the costs and delays of on-premises platforms.

What's a True Cloud WCM?

It's a WCM that's built in the cloud, with the express purpose of running in the cloud. With Crownpeak, any need for procurement, installation, configuration, and maintenance on your end is eliminated because it's SaaS-based. So you can get started building digital experiences almost immediately.

Beware the fake cloud WCM

Not all clouds are created equal

A "Fake Cloud" WCM is a traditional on-premises WCM, but installed on cloud infrastructure and managed by a third-party. In essence, it's on-prem software, just running in a different data center.

If a provider claims to offer a "cloud" solution, but their system still needs to be configured and maintained, and there's no clear path to upgrades, then you're dealing with a fake cloud WCM.

What IBM CEO Ginni Rometty said in 2014 is applicable today and underscores the beauty of SaaS: "When you remove layers, simplicity and speed happen."
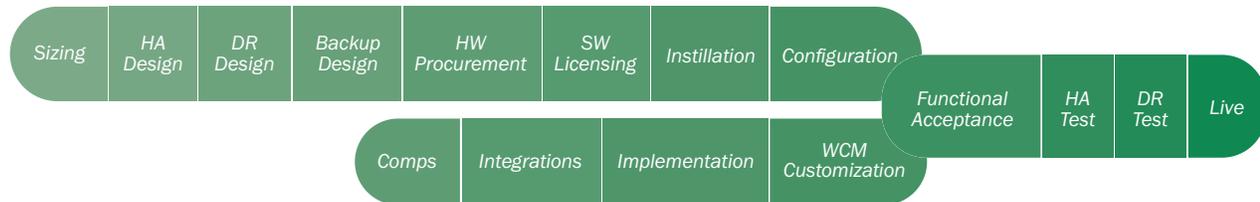
SaaS: Faster speed-to-market

Here's how a true cloud solution like Crownpeak eliminates the steps, costs, and delays of other WCM options to give you faster speed-to-market:

Commercial enterprise WCM

Sizing	HA Design	DR Design	Backup Design	HW Procurement	SW Licensing	WCM Licensing	Instillation	Configuration	Functional Acceptance	HA Test	DR Test	Live
				Comps	Integrations	Implementation	WCM Customization					

- Commercial enterprise WCMs are the most time-consuming option. Often mandate a 12 to 18-month launch process due to complex procurement and requirements-forecasting needs.
- They require huge coordination between marketing, IT, agencies, and system integrators.

Open source on-premises WCM

Sizing	HA Design	DR Design	Backup Design	HW Procurement	SW Licensing	Instillation	Configuration	Functional Acceptance	HA Test	DR Test	Live
				Comps	Integrations	Implementation	WCM Customization				

- Perceived as cheaper and faster, but really not. Timescales are still 12-18 months because functionality and feature sets that come standard in other WCMs must be designed and built from scratch.
- Time and money may be saved on the procurement process, but customization and lack of documentation or non-existent customer support can result in extremely expensive total cost of ownership.
- Still requires great amounts of coordination between marketing, IT, agencies, and systems integrators.

Cloud-native SaaS, WCM (like Crownpeak)

- SaaS WCMs offer a significantly shorter timescale: site launches can occur in less than 3 months. Time is mainly saved by avoiding complex and lengthy procurement, sizing, availability planning, and deployment processes.

- Feature and functionality sets for personalization, form-building, A/B testing and workflows are already built, and integrations with third-party applications are turnkey.

Comps	Integrations	Implementation	WCM Licensing	Functional Acceptance	Live
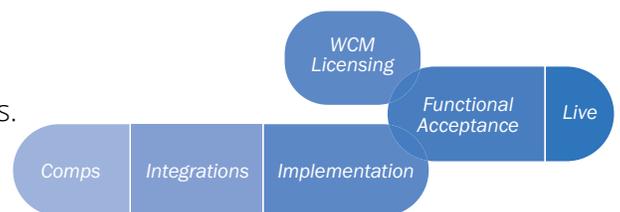
Other reasons Crownpeak is fast? It's easy.

Beyond its best-of-breed ability to rapidly deploy or update digital experiences, Crownpeak supplies a huge range of other benefits that contribute to its speed and agility.

Easy to learn

- With Crownpeak, you just subscribe, configure, and go!

- Only 1-2 days of training allows even a junior dev to start building websites.

- It's technology-agnostic, so your developers can work in any preferred programming language.

- A quick learning curve and highly-intuitive publication environment means content authors and marketers can jump right into populating your templates.

Easy integration with new and legacy applications

- No rip-and-replace costs or headaches, because Crownpeak integrates non-disruptively with your existing legacy applications and third-party platforms.

- Our library of plugins and integrations works with an ever-expanding variety of third-party services and systems.

Easy to own, with a lower TCO

- Based on a subscription model (so no large licensing fee upfront), there are few, if any variable costs.

- Because Crownpeak (DXM) is SaaS, there's no added infrastructure necessary, such as provisioning hardware.

- Upgrades to new versions are managed transparently and non-disruptively by Crownpeak, ensuring you're always on the latest version.

Enhanced agility

- Crownpeak's decoupled architecture allows multiple content and development teams to work concurrently without getting in each other's way.

- Smoothly integrate new technologies, tools and channels with limited dev work.

Easy scalability

- Consistently and globally deploy high-availability, high-performance sites.

- Add new sites and microsites as often as you need them without any additional cost, and manage them all from the same place.

- Teams can share, collaborate upon, and standardize assets and content across your entire portfolio of sites, improving the efficiency of your processes.

- Easily scale Crownpeak up or down to transparently absorb demand peaks, or to help you manage growth at your own pace.

Exceptional security and compliance management

- As an Amazon Web Services Advanced Technology Partner, Crownpeak meets the highest industry standards for security and regulatory compliance.

- The most sophisticated system and data security protections are applied at all layers of the technology stack.

- Certifications include AICPA SOC 2 Type 2, ISAE 3402, FISMA (Moderate – NIST 800-53), TRUSTe Certified Privacy, Swiss-U.S. Privacy Shield, and EU-U.S. Privacy Shield.

Publish content faster with integrated quality control

- Thanks to integration with **Crownpeak Digital Quality Management (DQM)**, the leading automated quality assurance solution, you can publish faster and with confidence.

- Instantly catch and fix errors and inconsistencies across your digital properties, including: WCAG accessibility violations, inconsistent representations of your brand and editorial standards, and ensureeffective implementation of your SEO strategy.

Acknowledged by industry experts:

Gartner*

Gartner 2019 Magic Quadrant for Web Content Management

Gartner 2019 Magic Quadrant for Digital Experience Platforms

Gartner 2018 Magic Quadrant for Web Content Management

Gartner 2018 Critical Capabilities for Web Content Management

Forrester

The Forrester Wave for Web Content Management for 2018

From fast deployments to integrated quality control, Crownpeak's true cloud WCM can help you build out and scale your digital presence.
Learn more or request a demo today!

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Crownpeak provides the leading, enterprise-grade, cloud-first Digital Experience Management (DXM) platform. The Crownpeak DXM platform empowers Fortune 2000 companies to quickly and easily create, deploy, and optimize customer experiences across global digital touchpoints at scale. Besides featuring content management, personalization, search, and delivery, it is the only digital experience platform that includes built-in Digital Quality Management (DQM) to ensure brand integrity, best practices, and web accessibility compliance. In 2017, Crownpeak acquired Evidon, the leading provider of simple technical solutions to complex Digital Governance, Risk & Compliance (GRC) challenges. These solutions, including the Universal Consent Platform and TagControl, are designed to help companies comply with the General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), and other privacy regulations.

FOR MORE INFORMATION PLEASE VISIT, CROWNPEAK.COM.