



# UC DAVIS GRADUATE SCHOOL OF MANAGEMENT WEBSITE REDESIGN

## CMS Recommendation

## Purpose

The purpose of this document is to present the University of California, Davis Graduate School of Management (GSM) with our findings and recommendations regarding the procurement and integration of a new Content Management System (CMS) for the School's public website and Intranet.

## Overview

We collected a list of 30 candidate CMS systems from Tony Byrne's CMS Watch ([www.cmswatch.com](http://www.cmswatch.com)) and from our own experience implementing such systems. We then used Stated Requirements taken from our interviews (see attached document UDC GSM CMS Requirements or attached workbook UCD GSM CMS Evaluation Workbook) that we consider critical to quickly eliminate 28 of the candidate systems. This left us with two candidate systems for deeper analysis: Ektron's CMS400.net and Microsoft's Content Management Server 2002 (MSCMS). The two systems were further evaluated on how closely they met the Stated Requirements and against 5 Additional Criteria:

1. Ease of implementation and maintenance
2. Ease of administration and use
3. Non-requirement features (especially those favored by GSM)
4. Maturity of product and rate of product development
5. Stability of the parent company

Both systems met all the Stated Requirements including the soft requirements ("like-to-haves"). The greatest differentiation between the systems came in evaluating them against the Additional Criteria. CMS400.net outscored MSCMS in 4 out of 5 of the Additional Criteria.

Based on the evaluation results we strongly recommend CMS400.net. However, MSCMS is a more than adequate system if the GSM does not wish to use CMS400.net.

## Method

Both systems were scored by rating them against the Stated Requirements and the Additional Criteria on a scale from 1 to 10 with 10 being best. Each system was scored *relative to the other*. For example, if one system evaluated significantly better than the other for any requirement, it might receive the high score of 8 while the other might receive the low score of 3 for that requirement. Scores do have a subjective component but are primarily based on objective tests.

Each Stated Requirement and Additional Criteria were individually weighted with a multiplier between 0.0 and 1.0 according to its importance *relative to their fellow* Stated Requirements and Additional Criteria. Lastly, Stated Requirements and Additional Criteria were weighted with a multiplier between 0.0 and 1.0 according to their importance *relative to each other*.

The scores are listed in the attached workbook UCD GSM CMS Evaluation Workbook.

## Results

### Ektron CMS 400.net

#### Stated Requirements

CMS400.net met all the Stated Requirements. The largest disparity for which CMS400.net scored lower than MSCMS was in the ability to deliver personalized content. CMS400.net does not have substantial built-in personalization capabilities however it does integrate with Plumtree portal software and has a membership function for protecting privileged information. We do not see a compelling need for full-blown personalization capabilities so we consider this relative weakness to be minor.

#### Additional Criteria

Evaluation against the Additional Criteria is where CMS400.net really set itself apart from MSCMS. It has many features that specifically meet the GSM's soft requirements and many that go beyond the requirements.

#### *Ease of implementation and maintenance*

CMS400.net uses a wizard to install required components. Administrators have some preparation to do in advance such as setting up IIS and SQL Server, but pre-installation tasks are minimal. Setup includes the option of setting up a sample site. Maintenance tasks are largely automated but the prudent administrator will supplement the automated maintenance with scheduled backups of both the code base and database. See the Installation Manual for more details.

#### *Ease of administration and use*

Creating workflows and user groups is straightforward in CMS400.net. Contributor permissions are applied to assets in a logic manner. Content is edited from the "front-end" where a contributor navigates to a page and switches over to edit mode with a single click. Two features in particular make CMS400.net preferable to MSCMS with regards to administration and use. First, CMS400.net is unique (as compared to most CMS systems, not just MSCMS) in that the navigation structure on the published site corresponds directly to the folder and file structure created in the admin of the CMS. That is, when you create a folder or file in the CMS it automatically adjusts the navigation of the published site. Updating navigation in a straightforward manner is often an impractical ideal in most CMS systems and it is greatly to CMS400.net's benefit that they address this issue head-on. The second feature that distinguishes CMS400.net from MSCMS is the WYSIWYG editor used to edit content. CMS400.net uses its own eWebEditPro product which is arguably the best WYSIWYG editor on the market. In fact, Microsoft has modified MSCMS so that the included WYSIWYG editor can be replaced with eWebEditPro, a soft admission that its editor is inferior.

#### *Non-requirement features*

CMS400.net has many attractive features that exceed the Stated Requirements. The features of particular interest which are not included with MSCMS are a Calendar Module, Document Management System, and Membership Module. The Calendar Module looks as if it will satisfy the GSM's desire to publish categorized events with workflow and contributor permissions. The Document Management System has immediate benefits but is particularly useful for building and maintaining an intranet. The Membership Module provides a simple way create user accounts and set permissions on privileged content without having to bother with Windows Authentication and Active Directory User Accounts. Please note that we have not

tested the non-requirement features and our understanding comes from product literature and discussions with the vendor.

#### *Maturity of product and rate of product development*

CMS400.net was first released in 2004 as a complete .NET rebuild of Ektron's long-standing CMS product line that began with the release of CMS100 in 2001. Since its release CMS400.net has one major version release and several "dot" releases. The CMS400.net product is Ektron's flagship product and the company dedicates most of its resources to developing the product.

#### *Stability of parent company*

Ektron, a privately held LLC, was founded in 1998 and currently has a staff of more than 40 people. Its original product eWebEditPro has thousands of installations and is a component of many 3<sup>rd</sup> party applications. CMS400.net, the company's flagship product, has been embraced by the technology community and has received numerous, substantial industry awards. Since the company is privately held, we can not review financials, but given the company's market penetration and rate of product development we feel the company presents very little stability risk.

### **Microsoft Content Management Server 2002**

#### Stated Requirements

MSCMS met all the Stated Requirements. It scored lower than CMS400.net for three important requirements; however it satisfactorily meets those three requirements. The first requirement for which it scored lower is WYSIWYG editing capabilities. MSCMS has a WYSIWYG editor but that editor is inferior to that in CMS400.net. The second is the requirement for ADA Level 1 compliance. Microsoft makes no mention of ADA compliance features. That does not imply that MSCMS doesn't support ADA compliance, but it does not enforce such compliance out-of-the-box. CMS400.net does have built in compliance features. The last requirement for which MSCMS scores lower than CMS400.net is the ability to publish in 30 minutes or less. Both systems will allow expedited publishing, but CMS400.net does it in a more straightforward fashion.

#### Additional Criteria

MSCMS scored well against the Additional Criteria and has some nice non-requirement features. In particular, MSCMS integrates tightly with other Microsoft products such as SharePoint Portal Server, Commerce Server and BizTalk Server. Unfortunately, none of these features are particularly compelling for the intent of the GSM.

#### *Ease of implementation and maintenance*

MSCMS primarily uses wizards to install the system. However administrators will have to configure external servers (e.g. SQL Server) and in some cases edit registry entries to install the system. Additionally MSCMS' object and channel model is a bit more complicated to maintain than CMS400.net.

#### *Ease of administration and use*

Creating workflows and user groups is straightforward in MSCMS. Contributor permissions are applied by use of "channels" which is the equivalent of super groups. This extra layer of control is not necessary for the GSM and adds an extra layer of administration. Of course, once permissions are set administering them is an infrequent task. Content is edited from

the “front-end” where a contributor navigates to a page and switches over to edit mode with a single click. MSCMS does have more API hooks than CMS400.net and the number of exposed functions is staggering. The API is extensive and will cover just about any integration project. It is unlikely that the GSM will use more than a handful of exposed API functions. Compared to CMS400.net which has a respectable number of functions itself, MSCMS is extensive but does not offer much of real use to the GSM project.

#### *Non-requirement features*

MSCMS falls significantly behind CMS400.net when it comes to non-requirement features. While MSCMS does integrate tightly with many other Microsoft technologies, the ones that matter are integrated with CMS400.net just the same. Both systems integrate with Windows Authentication, Active Directory, Office and Application Server.

#### *Maturity of product and rate of product development*

Microsoft bought NCompass Resolution, a competing CMS system, and released it with few modifications as Content Management Server 2001 in July 2001. The system was completely gutted and rebuilt using .NET while leaving the interface largely untouched and released as Content Management Server 2002 in mid-2002. Since then Microsoft has had few releases except patches and hotfixes. Nobody is sure what Microsoft intends to do with the product and Microsoft has not talked about the product’s trajectory. We believe that Microsoft’s investment in the product will mirror it’s success in the marketplace. Unlike most of Microsoft’s desktop and server products, the market has been slow to embrace MSCMS. To that end, the jury is still out on Microsoft’s dedication to product development of MSCMS.

#### *Stability of parent company*

Little needs to be said about Microsoft stability as a company. Microsoft is one of the most prosperous and stable companies in the world and it will not be going away anytime soon.

## Summary

We believe either CMS400.net or MSCMS will fulfill the GSM’s CMS initiative requirements. However we feel that CMS400.net is a better fit for the size and scope of the GSM’s intension with regards to their public website and intranet. Additionally, CMS400.net will be easier to maintain and administer than MSCMS. We also prefer CMS400.net with regards to use and contributor experience.

It should be noted that the selection of CMS400.net would incur license costs unlike MSCMS. The license for the software runs between \$10,000 and \$15,000 and includes 10 contributor accounts. Similarly, there may be training costs if MSCMS is selected that might not otherwise be necessary with CMS400.net.

## Attachments and Supporting Documentation

Included with this document are the following:

1. UCD GSM CMS Requirements.pdf – The document we used to collect and list the Stated Requirements.
2. UCD GSM CMS Evaluation Workbook.pdf – workbook used to score the systems against the Stated Requirements and Additional Criteria. Also contains a list of the disqualified CMS systems.
3. CMS400-net.zip
  - a. CMS400.net Administrator Manual.pdf

- b. CMS400.net Datasheet.pdf
  - c. CMS400.net Developers Manual.pdf
  - d. CMS400.net Installation Manual.pdf
  - e. CMS400.net Users Manual.pdf
4. MSCMS.zip
- a. MSCMS Evaluation Guide.doc
  - b. MCMS2002.chm (plus others) – Administrator and user documentation for MSCMS in a Help file format. Double-click MCMS2002.chm to open the guide.