

CMS Comparison for Large Enterprises

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	<b>Adobe Experience Manager</b>	<b>Acquia (platform is Drupal)</b>	<b>Hippo</b>	<b>Sitecore</b>
<b>Current version</b>	6.2	8 (just out of beta) 7 (still widely used)	10	8
<b>Language</b>	Java	PHP	Java	.NET
<b>Delivery method</b>	Software license	PaaS or SaaS	· PaaS or SaaS · Upgrade to Enterprise version	Software license
<b>Forester Wave 2015 1Q Rating</b>	Leader	Strong Performer	Not evaluated	Leader
<b>Key Features</b>	<ul style="list-style-type: none"> <li>• Integration with Adobe suite of products (additional charges)</li> <li>• In-context authoring</li> <li>• Personalized experiences (rules-based)</li> <li>• Adaptive mobile site capabilities</li> <li>• Bulk file export</li> <li>• Video encoding</li> <li>• Adaptive, HTML5, and PDF forms (all with some sort of signature capture)</li> <li>• Multisite deployment</li> </ul>	<ul style="list-style-type: none"> <li>• Open source</li> <li>• Worldwide community of contributors</li> <li>• Easy-to-use web interface for content management</li> <li>• Taxonomy-based categorization</li> <li>• Role-based permissions and point-and-click permissions system</li> <li>• Default themes or customizable options</li> <li>• Social media integration</li> <li>• Multisite deployment</li> </ul> <p>v7</p> <ul style="list-style-type: none"> <li>• 16,000+ available modules</li> </ul> <p>v8</p> <ul style="list-style-type: none"> <li>• REST API-based</li> <li>• Theme layer uses Twig</li> <li>• Underpinned with Symfony components</li> <li>• Improved caching</li> </ul>	<ul style="list-style-type: none"> <li>• Open source</li> <li>• REST API-based</li> <li>• Integrated personas and targeted marketing options</li> <li>• Integrated A/B testing</li> <li>• Option to separate UI from content layer to better support different channels</li> <li>• Option for two-factor authentication</li> <li>• On-the-fly template rendering</li> <li>• Focus on content performance</li> <li>• Multisite deployment</li> </ul>	<ul style="list-style-type: none"> <li>• Integration with most business software systems</li> <li>• Scalable</li> <li>• Simple tools engage customers</li> <li>• Provides an array of connectors and integration techniques to many Microsoft applications</li> <li>• Multilingual sites</li> <li>• Digital asset management</li> <li>• Multisite deployment</li> </ul>
<b>Opportunities for Improvement</b>	<ul style="list-style-type: none"> <li>· Digital Asset Management</li> <li>· Cloud hosting</li> <li>· Product configuration complexity</li> <li>· Need for a strong dev partner to impement</li> </ul>	<ul style="list-style-type: none"> <li>· Digital Asset Management links</li> <li>· Stronger marketing and commerce integration</li> <li>· Stronger global presence</li> <li>· Integration of analytics and personalized marketing functions</li> </ul>	<ul style="list-style-type: none"> <li>· Stronger global presence</li> <li>· Growth of dev community, so less custom development necessary on any impementation</li> </ul>	<ul style="list-style-type: none"> <li>· Cloud deployment experience</li> <li>· Native mobile app support</li> <li>· Need for a strong dev partner to impement</li> </ul>

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	<b>Adobe Experience Manager</b>	<b>Acquia (platform is Drupal)</b>	<b>Hippo</b>	<b>Sitecore</b>
<b>Development Team Needs</b>	<ul style="list-style-type: none"> <li>· Platform training for all devs</li> <li>· Strong implementation partner a necessity</li> <li>· Experience is widespread, so hiring new devs with experience is not a barrier</li> </ul>	<ul style="list-style-type: none"> <li>· Platform training for all devs</li> <li>· Strong implementation partner a plus</li> <li>· Experience is widespread, so hiring new devs with experience is not a barrier</li> </ul>	<ul style="list-style-type: none"> <li>· Platform training for all devs</li> <li>· Strong implementation partner a plus</li> <li>· Experience is NOT widespread, so hiring new devs with experience is potentially a barrier</li> </ul>	<ul style="list-style-type: none"> <li>· Platform training for all devs</li> <li>· Strong implementation partner a necessity</li> <li>· Experience is widespread, so hiring new devs with experience is not a barrier</li> </ul>

Sources:

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