July 16, 2007

The Forrester Wave™: Web Content Management For External Sites, Q3 2007

by Kyle McNabb and Stephen Powers

for Information & Knowledge Management Professionals

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SDL Tridion Leads While Microsoft And IBM Play Catchup

by Kyle McNabb and Stephen Powers
with Matthew Brown, Erica Driver, Shelby Semmes, and Diana Levitt

EXECUTIVE SUMMARY

Forrester evaluated 11 leading Web content management (WCM) vendors across 190 external site content management and delivery criteria and found that European vendor SDL Tridion has established clear leadership in enabling organizations to manage and deliver persuasive content customer experiences. SDL Tridion excels in personalization and multisite and multilanguage functionality. FatWire — with its high-scoring multisite management and J2EE support — and Interwoven — supported by its superior multistaging combined with taxonomy management and automated classification — also rank as leaders in the evaluation. Strong Performers include Oracle Universal Content Management, which Oracle obtained via the Stellent acquisition, with its solid metadata and workflow capabilities; Percussion's Rhythmyx with new personalization and delivery capabilities; RedDot, now a part of Open Text, with its focus on usability; and Vignette with comprehensive functionality in both content management and delivery. Contenders include Day Software's Communiqué — with its multisite and channel management support — and EMC — with comprehensive content life-cycle management support — and both distance themselves from IBM and Microsoft, two vendors focused on good WCM support but less on persuasive content initiatives.

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NOTES & RESOURCES

Forrester conducted product evaluations in January and February 2007, and interviewed 11 software vendors: Day Software, EMC, FatWire, IBM, Interwoven, Microsoft, Percussion, RedDot, Oracle, SDL Tridion, and Vignette.

Related Research Documents

"Use Workflow To Improve Web Content Management Adoption"
February 23, 2007

"Use Persuasive Content To Improve The Customer Experience"
December 7, 2006

"Changing Perspectives On Content Delivery"
June 21, 2005

CUSTOMER EXPERIENCE NEEDS MAKE WCM ESSENTIAL TO ONLINE OPERATIONS

Enterprises are recognizing that the Web has become a primary avenue for interacting with customers and have been reinvesting in their Web initiatives — upgrading existing WCM systems or replacing custom-built systems. So information and knowledge management (I&KM) professionals in many of these enterprises — especially those supporting consumers in financial services, telecommunications, retail, media and entertainment, and the brand manufacturer industries — aren't just looking for systems to manage their Web content. Instead, they seek:

- **Systems that serve core operational demands.** They need software for marketing operations, marketing communications, and eBusiness groups to support customer experience initiatives — to help them manage and deliver content to targeted groups and individuals.[1] Enterprises need help addressing important customer experience demands such as consistent branding across multiple Web sites and channels (such as Web, wireless, and print), delivering users a personalized experience based on the user's profile (explicit information) or behavior on the site (implicit information).

- **Support for global teams and organizations and business users themselves.** Increasingly, enterprises need globalization assistance as they look to centralize and streamline operations, all the while giving local marketing teams the flexibility they need to market to and serve local customers. The marketing operations, marketing communications, and eBusiness groups within enterprises want to move site administration out of the hands of overburdened IT departments and into the hands of the individuals closer to customer experience needs. These individuals — such as marketing communications managers, regional site managers, and marketing operations support personnel — want the ability to create personalization rules, administer multiple sites, define workflows, manage navigation, and get insight into site and content usage so they can tailor content to site users.[2] IT staff members willing to hand off these responsibilities demand a comprehensive yet user-friendly WCM product that doesn't require excessive training or IT support.

- **Improved functionality for content contributors.** Content contributors, no longer satisfied with stripped-down, Web-based editors, want improvements as well. These users increasingly want integration with their familiar desktop tools, such as Microsoft Word, in which they can author and edit content. These users want to better manage their workflows and tasks and want improved search to help them find and reuse content. Workflow has become increasingly important as enterprises attempt to use it to improve WCM adoption by content contributors.[3]

Not All WCM Initiatives Look Alike, So Neither Should Product Evaluations

WCM emerged in the mid-1990s as enterprises looked to establish comprehensive Web presences. The technology and the market have matured since the 1990s, yet not all enterprises have matured in their own adoption and usage of WCM to support their varying Web, and increasingly multichannel, initiatives. A generic assessment of WCM products doesn't address the varying Web content and

Web site management needs of different enterprises. Most Web content and Web site initiatives can be characterized into one of five stages of maturity (see Figure 1). As organizations move into later stages of the maturity model, they require solutions that can meet the persuasive needs that surface at those stages.

Figure 1 Forrester's WCM Maturity Model

Stage	Focus	Model	Evaluation criteria
1: IT endeavor IT development and program teams build and deliver Web sites and, sometimes, rudimentary content management.	Get Web site(s) up and running.	Funding: Project by project. Program management: IT managed and driven.	• Cost (open source often preferred) • Developer support • Static page publishing
2: IT function IT development and program teams drive evaluation and selection of WCM technologies to help them build and deliver better Web sites.	Remove IT from critical content publishing paths.	Funding: Project by project. Program management: IT managed and driven.	• Separation of content from presentation • Publishing change management and process automation • Web forms content entry • Portal integration • Static page publishing
3: Standardization IT development and program teams, together with business sponsors, move to standardize use of WCM across multiple site initiatives.	Establish repeatable IT process for site development and management and consolidate Web initiatives.	Funding: IT funded charge-backs to business units. Program management: Business sponsorship, IT managed.	• Multisite management • Delegated administration • Workflow • Content sharing between sites • Multistage deployment • Portal integration
4: Business operation capability Business operations groups (e.g., eBusiness, marketing operations, and marketing communications) identify content management as essential to online operations and meeting customer experience expectations.	Arm business operations to own and manage online initiative, limit IT's involvement to administration and customization.	Funding: Part of online operations. Program management: Business operations managed, IT administration, and customization support.	• In-site and in-context editing • Content analytics • Segmentation and personalization • Multichannel (email, newsletters, Web sites)
5: Business service Business operations group provides a service supporting more than one business unit/channel/user constituency. Operations group fully embraces use of content management to support ongoing operations.	Provide efficient online operation, leverage IT for innovation.	Funding: Part of online operations. Program management: Business operations managed, IT innovation support.	• Reference sites • Integrated workflow and site and content analytics • A/B and multivariate testing support • Site and content archive and retention

38883   Source: Forrester Research, Inc.

Two Classes Of Vendors Tackle Persuasive Content And General Web Content

Most WCM vendors can be characterized in one of two ways: 1) those focused on general WCM, and 2) those focused on persuasive content support. Vendors focused on general WCM provide conventional yet essential WCM capabilities focused on publishing content to multiple sites and portals. Vendors focused on persuasive content offer solutions to manage *and deliver* content to specific audiences, thereby helping an enterprise influence the online behavior of its customers, partners, or prospects. The WCM vendors tend to feature content management administration and workflow, and often have tight integration with portal products. Vendors also catering to organizations that have persuasive content management needs offer additional functionality like personalization, analytics, multichannel delivery, and campaign management. Vendors in both categories deliver new Social Computing features like blogs, RSS support, and tagging (see Figure 2).

Figure 2 WCM Versus Persuasive Content Features

Features of general Web content management products	Features of persuasive content products
• Content life-cycle management with library services and retention policy functionality. • Content security and rights administration for the protection of content. • Transactional publishing capabilities enabling authors to simultaneously publish "bundles" of content. • Tools to allow both technical and nontechnical staff to develop complex workflows. • Integration with portal products for the management of intranet and extranet sites.	• Personalization functionality enabling nontechnical staff to manage audience segments and target content to both authenticated and nonauthenticated site visitors. • Tools to analyze how end site visitors consume content. • A/B and multivariate testing functionality allowing site managers to test content changes on audience segments. • Support for delivering content to multiple channels including Web, email, and wireless. • Globalization features empowering site managers to administer multiple sites in different languages, with connections to automated translation services.

38883   Source: Forrester Research, Inc.

EVALUATION OVERVIEW: WCM MUST DO MORE THAN PUBLISH CONTENT TO WEB SITES

In this evaluation, Forrester looks at WCM vendors and how they can help marketing operations, marketing communications, eBusiness groups, and other business operations functions take ownership of their online initiatives. Forrester included 11 vendors in the assessment: Day Software, EMC, FatWire, IBM, Interwoven, Microsoft, Oracle, Percussion, RedDot, SDL Tridion, and Vignette. Each of these vendors has:

- **A minimum of $20 million in annual revenue attributed to a WCM product.** Vendors included in this evaluation have a proven product that generates $20 million or more in annual revenue for the vendor.

· **Demonstrable success in enterprise-class organizations.** The WCM marketplace includes vendors focusing on enterprise-class organizations (which have more than 1,000 employees); vendors targeting small and medium-sized businesses (SMBs); vendors targeting public sector only; and vendors attempting to be all things to all markets. Forrester selected vendors that target enterprise-class organizations, per Forrester's Business Technographics® taxonomy, and have demonstrable success with 100 or more customers in this market segment. [4]

After examining past research, user need assessments, and vendor and expert interviews, we developed a comprehensive set of evaluation criteria (see Figure 3). We evaluated vendors against approximately 200 criteria, which we grouped into three high-level buckets:

· **Current offering.** To assess product strength, we evaluated each offering against five groups of criteria: 1) content management administration; 2) content publishing and delivery configuration and administration; 3) content management capabilities; 4) multisite/channel management capabilities; and 5) product architecture.

· **Strategy.** We reviewed each vendor's strategy, evaluating how well the vendor's planned enhancements will position it for market leadership and whether or not the vendor has the financial resources to support that strategy. We also evaluated relationships with key design agency partners, key technology partners, and product cost.

· **Market presence.** To determine a vendor's market presence, we evaluated each vendor's financial performance, installed base, integration partners, professional services, number of employees, and technology partners.

Figure 3 Evaluation Criteria

CURRENT OFFERING

Content management administration	How does the product support content management administration?
Content publishing, delivery configuration, and administration	How does the product support content publishing, delivery configuration, and administration?
Content management capabilities	How extensive are the product's content management capabilities?
Multisite/channel management capabilities	How does the product provide multisite and/or channel management capabilities?
Product architecture	How well does the product fit in IT environments?

STRATEGY

Product strategy	What is the vendor's technology and differentiation strategy for its Web content management solution?
Corporate strategy	How strong is the vendor's corporate strategy?
Financial resources to support strategy	Is the vendor profitable, and what is the vendor's cash flow? Does the company have sufficient revenues, profits, and cash flow to support its strategies?
Cost	What is the cost of this product?

MARKET PRESENCE

Installed base	How large is the vendor's installed base of customers for this product and all products?
Revenue	What is the vendor's revenue over the past four quarters?
Revenue growth	What is the vendor's year-over-year revenue growth over the past four quarters?
Systems integrators	How many integrator partners have completed three or more deployments of any version of this product in the past 18 months?
Services	How many internal professional services resources are trained and able to support customer implementations? What type of training does the vendor offer?
Employees	How many engineers does the vendor have dedicated to this product? How big is the vendor's sales presence?
Technology partners	How strongly do technology partners support this product?

Source: Forrester Research, Inc.

THE RESULTS: EUROPEAN VENDOR LEADS CHARGE INTO PERSUASIVE CONTENT

Vendors whose original focus was on WCM scored well due to their focus on allowing customers to create persuasive site experiences. In contrast, the larger ECM vendors tend to be a better fit for internal initiatives. Our final evaluation showed that (see Figure 4 and see Figure 5):

- **SDL Tridion, FatWire, and Interwoven excel in personalization, globalization, and usability.** European vendor SDL Tridion complements its strength in both content delivery and content management with a graphical, user-friendly tool set that allows content administrators and site managers to easily create and target content. SDL Tridion also differentiates itself from other vendors with comprehensive globalization functionality, which allows its users to centrally administer Web sites in multiple languages. FatWire is strong in a broad range of areas, including multisite management and an intuitive tool set for power users. Interwoven has a compelling story around multistaging and has made significant investments in persuasive content management, with its new personalization and targeting module. This functionality, along with Interwoven's metatagging module and digital asset management product, enable organizations to deliver dynamic user experiences.

- **Oracle and Vignette offer broad content management and content delivery functionality.** Oracle Universal Content Management, now a strong component of Oracle's Fusion Middleware, features excellent metadata functionality, boasts a familiar-looking development environment based on Visual Studio, and works well on the Microsoft platform. Vignette also has a well-rounded offering, but one that comes at a higher price than the competition, and one that imposes difficult upgrade paths for longtime customers.

- **RedDot and Percussion offer solid, middle-of-the-road solutions.** RedDot is strong on reporting and has an excellent development environment but is limited in the areas of multistage deployment, content life-cycle management, and metadata discovery configuration. Percussion has good transactional content publishing functionality but does not offer enough compelling features to distinguish it from vendors in the Strong Performers category.

- **EMC and Day lack differentiating features.** Both vendors offer competitive WCM products, but neither sizzles or differentiates itself from the pack. Day's weaknesses include taxonomy management and metadata discovery, as well as multichannel delivery. The vendor's personalization functionality does not stack up to that offered by FatWire, SDL Tridion, or Vignette. EMC lacks dynamic content delivery — EMC's solution requires a separate application to handle content delivery — and this limits the vendor's ability to support a persuasive content experience.

- **IBM and Microsoft offer limited functionality for persuasive content needs.** Both vendors feature WCM as extensions of their popular portal products. As a result, both have more of a focus on internal site initiatives than external ones. Both lack functionality around

personalization, analytics, and reporting. IBM also has limited capabilities in the areas of metadata and multichannel delivery, while Microsoft offers shallow support for deployment administration.

This evaluation of the WCM market is intended to be a starting point only. Readers are encouraged to view detailed product evaluations and adapt the criteria weightings to fit their individual needs through the Forrester Wave Excel-based vendor comparison tool.

Figure 4 Evaluated Vendors: Product Information And Selection Criteria

Vendor	Product evaluated	Product version evaluated	Version release date
Day Software Holding	Communiqué	4.2	April 2007
EMC	EMC Documentum Web Content Management Solution	5.3	December 2006
FatWire	Content Server	7.0	April 2007
IBM	Workplace Web Content Management (DB2 Content Manager)	Version 6	July 2006
Interwoven	TeamSite Content Management Server LiveSite Content Publishing Server	6.7.1	October 2006
Microsoft	Office SharePoint Server 2007	Version 3	November 2006
Oracle	Oracle Universal Content Management (Product evaluated: Stellent Content Server 7.5 and Stellent Site Studio 7.7)	10gR3	7.5: Q4 2004 7.7: Q1 2006
Percussion Rhythmyx	Percussion Rhythmyx	6.1	January 2007
RedDot, The Open Text Web Solutions Group	RedDot CMS 7.5 with RedDot LiveServer 3.5	7.5 and 3.5	March 2007
SDL Tridion	SDL Tridion R5	R5.2	March 2006
Vignette	Vignette Content Management	7.3	February 2007

Vendor selection criteria

Vendors included in this evaluation have a proven product that generates $20 million or more in annual revenue for the vendor.

Vendor must show demonstrable success in enterprise-class organizations (organizations that have more than 1,000 employees). Forrester selected vendors that target enterprise-class organizations, per Forrester's Business Technographics® Taxonomy, and have demonstrable success with 100 or more customers in this market segment.

38883   Source: Forrester Research, Inc.

Figure 5 Forrester Wave™: Web Content Management For External Sites, Q3 '07

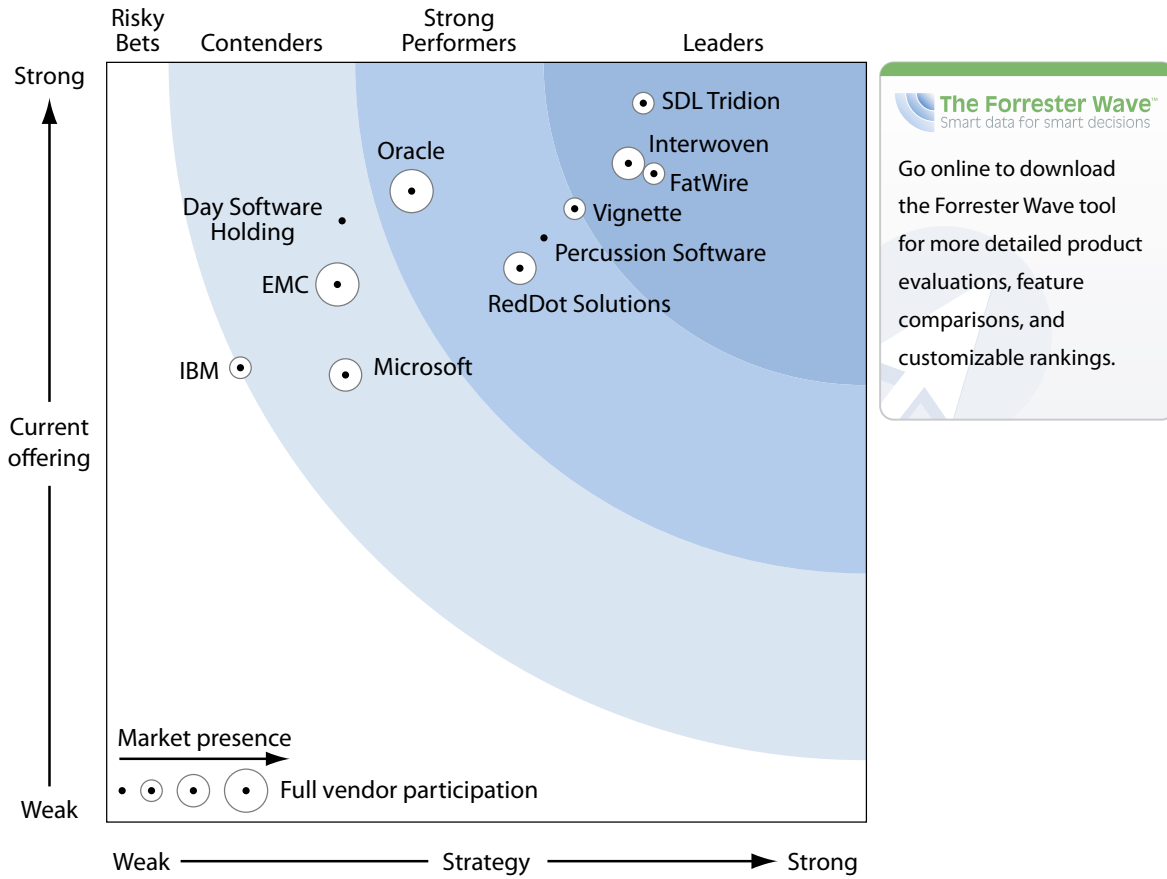Source: Forrester Research, Inc.

Figure 5 Forrester Wave™: Web Content Management For External Sites, Q3 '07 (Cont.)

	Forrester's Weighting	Day Software Holding	EMC	FatWire	IBM	Interwoven	Microsoft	Oracle	Percussion	RedDot	SDL Tridion	Vignette
CURRENT OFFERING	50%	3.96	3.54	4.27	2.99	4.34	2.97	4.15	3.86	3.68	4.73	4.04
Content mgmt administration	10%	3.58	4.91	4.35	2.91	4.77	2.69	4.68	4.08	3.56	4.55	3.97
Content publishing, delivery configuration, and admin	20%	4.25	4.27	4.11	3.45	4.85	2.78	4.76	3.81	3.32	4.88	4.37
Content mgmt capabilities	30%	3.81	3.55	3.95	2.38	4.13	2.99	3.78	3.39	3.63	4.70	3.34
Multisite/channel mgmt capabilities	30%	4.03	2.47	4.60	3.20	3.84	3.19	3.86	3.97	3.94	4.66	4.49
Product architecture	10%	3.96	3.88	4.44	3.43	5.00	2.90	4.44	4.81	3.93	4.89	4.21
STRATEGY	50%	1.55	1.52	3.60	0.88	3.43	1.58	2.01	2.89	2.72	3.53	3.08
Product strategy	70%	1.10	1.40	3.00	1.00	3.10	2.00	2.10	2.50	2.60	2.90	2.60
Corporate strategy	30%	2.60	1.80	5.00	0.60	4.20	0.60	1.80	3.80	3.00	5.00	4.20
Financial resources to support strategy	0%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cost	0%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
MARKET PRESENCE	0%	1.38	4.20	2.09	2.80	3.36	3.40	4.02	1.18	3.73	2.54	2.71
Installed base	45%	1.40	4.00	2.20	2.10	3.80	3.00	4.60	1.40	4.40	2.20	2.80
Revenue	25%	1.00	5.00	1.00	5.00	3.00	5.00	5.00	1.00	3.00	1.00	3.00
Revenue growth	0%	3.00	3.00	3.00	1.00	3.00	3.00	5.00	3.00	5.00	3.00	1.00
Systems integrators	10%	1.00	5.00	3.00	1.00	1.00	5.00	1.00	1.00	3.00	5.00	1.00
Services	10%	2.00	4.00	3.00	2.50	4.00	3.00	5.00	2.00	2.00	3.00	5.00
Employees	0%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Technology partners	10%	2.00	2.50	2.50	2.50	4.00	0.00	1.00	0.00	5.00	5.00	1.00

All scores are based on a scale of 0 (weak) to 5 (strong).

Source: Forrester Research, Inc.

VENDOR PROFILES

Leaders: SDL Tridion, FatWire, and Interwoven

- **SDL Tridion leads by empowering site managers.** SDL Tridion Content Manager R5.2 is an offering from a European-based vendor (recently acquired by UK-based SDL) that has been branching out into the North American market. SDL Tridion offers a graphical tool set that enables business analysts and power users to administer Web sites. SDL Tridion also offers powerful out-of-the-box functionality for creating personalized site experiences. SDL Tridion's globalization functionality enables customers to localize Web sites into multiple languages, yet manage them centrally with workflows. SDL Tridion also provides integration with translation

services and software, which should only get stronger with the acquisition by SDL. Though SDL Tridion's core WCM application is based on Microsoft technologies, organizations preferring Java-based solutions may overlook this due to the product's Web services support as well as its comprehensive site and delivery capabilities.[5]

· **FatWire leads with personalization and globalization.** FatWire Content Server 7 provides strong multisite management and delivery capabilities, an excellent user interface (UI) for managing content, and comprehensive personalization functionality. Organizations concerned about internal user experience and workflow will find FatWire's dashboard-like UI intuitive and easy to use. The product is built on a strong Java foundation, so it is a good fit for J2EE-oriented IT organizations as well as those looking for highly usable administrative tools. It lacks centralized management of multistage deployments, an important feature found in offerings from some of FatWire's larger competitors, like Interwoven. However, the vendor's focus on personalization and globalization functionality, as well as its other broad capabilities, helps make it a leader in the Web content management (WCM) market.[6]

· **Interwoven shines with targeting and metadata discovery.** Interwoven's TeamSite Content Management Server 6.7.1 and LiveSite 3.0, together with the vendor's new content delivery module Interwoven Targeting, demonstrate Interwoven's increased commitment to enabling organizations to manage and deliver persuasive content. Interwoven enables nontechnical users to define sites, create presentation templates, and define audience segments for targeted content. It also features a multistage deployment model with the stages centrally managed and is particularly strong in taxonomy management and discovery. Interwoven, an enterprise content management (ECM) suite vendor, features comprehensive digital asset management support through its MediaBin product. Its products also are well suited to organizations with complex metadata requirements and those looking for intuitive tools for internal users with varying levels of expertise.[7]

Strong Performers: Vignette, Percussion, RedDot, And Oracle

· **Vignette is comprehensive, but expensive.** Vignette Content Management 7.3 provides a J2EE-based Web content management (WCM) solution with comprehensive functionality for both content management and content delivery. The product features strong multisite management support and excellent workflow administration. Its extensive personalization and reporting capabilities are well suited to organizations looking to create a persuasive content experience for their customers. Although this product was a leader in a previous Forrester Wave™ evaluation, Vignette has not introduced significant new functionality during the past several years. Vignette Content Management offers a high-end solution best suited for companies that have large-scale and complex Web site needs. Enterprises choosing Vignette often allocate a significantly larger amount of resources to their implementation compared with companies that use solutions from other vendors.[8]

- **Percussion offers solid WCM and personalization.** Percussion Software's Rhythmyx 6.1 provides a solution for enterprise-class organizations looking to address tactical needs versus a platform for Web content management (WCM). While the product offers a comprehensive Web content management solution and has capabilities such as personalization that are comparable with offerings from some of the larger vendors, Rhythmyx does not offer functionality that truly differentiates it from its larger vendors, but it is well suited to organizations that want a J2EE-based solution with strong personalization functionality and one that is from a vendor completely focused on WCM.[9]

- **RedDot is attractive to both business users and developers alike.** RedDot Solutions CMS 7.5 and LiveServer 3.5 provide easy-to-use Web content management (WCM) and delivery capabilities targeted at enterprise-class organizations. The product's ease-of-use will satisfy business users, and its development paradigm may be appealing to IT departments looking for an intuitive development environment in which developers can come up to speed quickly. RedDot lacks some of the broad functionality of its competitors — such as Social Computing controls like blogs and wikis and transactional publishing — and its lack of functionality in the area of multistage delivery may make RedDot a less-than-ideal solution for larger organizations. But RedDot now has the opportunity to take advantage of integrating with the enterprise content management (ECM) offerings from Open Text, which acquired the company last year.[10]

- **Oracle gains WCM strength with its Stellent acquisition.** Oracle Universal Content Management 10gR3, which Oracle acquired with its 2006 purchase of Stellent, is Java-based and supports a full range of Web content management (WCM) and Web content delivery capabilities. Oracle offers a full-featured content repository that allows organizations to store Web content, documents and digital assets and to manage retention and disposition policies. Oracle also features comprehensive, granular user access control administration — this is appealing to organizations that want to allow nontechnical users more flexibility when creating content but within a framework that provides strong content validation. The future bodes well for Oracle Universal Content Management; enterprises can expect future integration with Siebel to help them deliver targeted, interactive customer experiences. Until then, Oracle's WCM offering is well suited for organizations looking for good, broad WCM support for their internal and external site initiatives.[11]

Contenders: Day Software, EMC, Microsoft, And IBM

- **Day goes after the standards-oriented crowd.** Day Software's Communiqué 4.1 provides Web content management (WCM) functionality for organizations that want an industry standards-based solution with solid life-cycle management capabilities, workflow administration, and multisite management support. However, Java-based Communiqué is missing some of the enhanced functionality of its chief competitors: Personalization is not full-featured, and multichannel delivery is limited. Developers will like Communiqué's

heavy emphasis on industry standards; its JSR 170-compliant repository may save some migration pains. However, these developers may not like Communiqué's lack of integration with third-party template authoring tools — templates must be authored in Communiqué's native templating environment. Communiqué's average license price is also a bit higher than some of its competitors, compounded by the fact that the product does not feature significant differentiation from the competition.[12]

- **EMC shows its content life-cycle strength.** EMC Documentum Web Publisher features comprehensive content life-cycle management functionality, including full retention policy management. The product also offers solid metadata and taxonomy functionality, including automated classification, workflow administration, globalization capabilities, and multisite management support. The product's limitations include personalization capabilities, analytics and reporting, and the lack of support for dynamic content publishing and delivery. Information and knowledge management (I&KM) pros looking for a solution with strong content management capabilities will want to consider EMC; however, those who want to create a true persuasive content experience for their customers will need to look elsewhere.[13]

- **Microsoft targets SharePoint customers.** Microsoft Office SharePoint Server (MOSS) 2007 is targeted at organizations looking for a Web content management (WCM) solution that complements other in-house Microsoft technologies. MOSS 2007 is particularly well suited to organizations that are already using Windows SharePoint Services for document collaboration or SharePoint Portal Server 2003 or MOSS 2007 for intranet sites — and whose external site needs are not complex. Microsoft provides strong support for Visual Studio.NET, which has a large developer community. However, while Microsoft offers out-of-the-box workflow templates, MOSS lacks comprehensive workflow support including parallel process and branching support, integration with content deployment actions, and aggregate workflow reporting across multiple sites and projects. Organizations with complex Web site needs should seek a more comprehensive solution from another vendor.[14]

- **IBM leverages its WebSphere installed base.** IBM Workplace Web Content Management (IBM WCM) 6.0 provides strong life-cycle management with full-featured retention management support. But the product is weak in some key features like multisite management, globalization and localization functionality, and content delivery to multiple channels such as email and wireless. IBM WCM is a good solution for organizations that already use IBM WebSphere Portal as an intranet solution and don't have persuasive content management needs. However, those organizations looking to empower their nontechnical users to create a persuasive content experience for site visitors would be better off pursuing other options.[15]

SUPPLEMENTAL MATERIAL

Online Resource

The online version of Figure 5 is an Excel-based vendor comparison tool that provides detailed product evaluations and customizable rankings.

Data Sources Used In This Forrester Wave

Forrester used a combination of three data sources to assess the strengths and weaknesses of each solution:

- **Vendor surveys.** Forrester surveyed vendors on their capabilities as they relate to the evaluation criteria. Once we analyzed the completed vendor surveys, we conducted vendor calls where necessary to gather details of vendor qualifications.

- **Product demos.** We asked vendors to conduct demonstrations of their product's functionality. We used findings from these product demos to validate details of each vendor's product capabilities.

- **Customer reference calls.** To validate product and vendor qualifications, Forrester also conducted reference calls with three of each vendor's current customers.

The Forrester Wave Methodology

We conduct primary research to develop a list of vendors that meet our criteria to be evaluated in this market. From that initial pool of vendors, we then narrow our final list. We choose these vendors based on: 1) product fit; 2) customer success; and 3) Forrester client demand. We eliminate vendors that have limited customer references and products that don't fit the scope of our evaluation.

After examining past research, user need assessments, and vendor and expert interviews, we develop the initial evaluation criteria. To evaluate the vendors and their products against our set of criteria, we gather details of product qualifications through a combination of lab evaluations, questionnaires, demos, and/or discussions with client references. We send evaluations to the vendors for their review, and we adjust the evaluations to provide the most accurate view of vendor offerings and strategies.

We set default weightings to reflect our analysis of the needs of large user companies — and/or other scenarios as outlined in the Forrester Wave document — and then score the vendors based on a clearly defined scale. These default weightings are intended only as a starting point, and readers are encouraged to adapt the weightings to fit their individual needs through the Excel-based tool. The final scores generate the graphical depiction of the market based on current offering, strategy, and market presence. Forrester intends to update vendor evaluations regularly as product capabilities and vendor strategies evolve.

ENDNOTES

[1] Information and knowledge management professionals can drive significant improvements in customer experiences by putting more emphasis on using content to help customers, rather than simply focusing on how to create, manage, and search for content. See the December 7, 2006, "Use Persuasive Content To Improve The Customer Experience" report.

[2] A focus on growth; a desire to rapidly deploy personalized end user experiences on cost-effective platforms, and line-of-business users' demands to take active ownership of site initiatives have many organizations rethinking how site content should be delivered. See the June 21, 2005, "Changing Perspectives On Content Delivery" report.

[3] The adoption of workflow promises to help improve WCM usage by business users and drive end user WCM adoption. See the February 23, 2007, "Use Workflow To Improve Web Content Management Adoption" report.

[4] Forrester has developed a taxonomy to group companies by company size, industry, and region, and we use these classifications in our research to compare behaviors among different types of companies. See the March 24, 2004, "Business Technographics Taxonomy" report.

[5] View the vendor summary for more detailed analysis on how SDL Tridion fared in this evaluation. See the July 16, 2007, "SDL Tridion Leads In WCM For External Sites" report.

[6] View the vendor summary for more detailed analysis on how FatWire fared in this evaluation. See the July 16, 2007, "FatWire Leads In WCM For External Sites With Personalization Capabilities" report.

[7] View the vendor summary for more detailed analysis on how Interwoven fared in this evaluation. See the July 16, 2007, "Interwoven Provides Strong Business Operation Foundation For External Site WCM" report.

[8] View the vendor summary for more detailed analysis on how Vignette fared in this evaluation. See the July 16, 2007, "Vignette's Solid Functionality Offset By Loss Of Momentum In WCM For External Sites" report.

[9] View the vendor summary for more detailed analysis on how Percussion fared in this evaluation. See the July 16, 2007, "Percussion Offers Depth But Lacks Differentiation In WCM For External Sites" report.

[10] View the vendor summary for more detailed analysis on how RedDot fared in this evaluation. See the July 16, 2007, "RedDot Maintains Focus On Usability, Improves On Content Delivery In WCM For External Sites" report.

[11] View the vendor summary for more detailed analysis on how Oracle fared in this evaluation. See the July 16, 2007, "Oracle Offers WCM Breadth For External Sites And Has A Unique Position Going Forward" report.

[12] View the vendor summary for more detailed analysis on how Day fared in this evaluation. See the July 16, 2007, "Day Software Incorporates Industry Standards Into WCM For External Sites" report.

[13] View the vendor summary for more detailed analysis on how EMC fared in this evaluation. See the July 16, 2007, "EMC Shows Content Life-Cycle Strength In WCM For External Sites" report.

[14] View the vendor summary for more detailed analysis on how Microsoft fared in this evaluation. See the July 16, 2007, "Microsoft Offers Breadth, No Depth In WCM Offering For External Site Initiatives" report.

[15] View the vendor summary for more detailed analysis on how IBM fared in this evaluation. See the July 16, 2007, "IBM's WCM Solution Is Better For Internal Rather Than External Web Site Initiatives" report.

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