Acquia
EXPERIENCE DIGITAL FREEDOM

ENTERPRISE-READY + USER-FRIENDLY

The Best of Both Worlds in a CMS

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EXECUTIVE SUMMARY

The buyer's journey has become almost completely digital. Companies across industries are going "digital-first."

Companies need to provide buyers relevant, valuable content at each phase of the journey. Organizations face intense pressure to do this primarily, if not exclusively, through digital channels. They are finding that, in order to provide customers content that helps, educates and even delights them, they must rethink their approach to content delivery.

Rethinking content delivery has two sides to it. On the one hand, the burden of content creation falls not just on marketing but also on a range of line-of-business stakeholders. On the other hand, IT needs to provide solutions that facilitate content delivery across the organization without sacrificing security and governance.

The problem organizations face is simple: Content creators need solutions that are flexible and easy to use, while IT and security teams need a solution that is robust and secure.

Unfortunately, consumer content solutions that are easy to use are not especially secure and traditional enterprise content management solutions are secure but challenging for those who are not technically adept.

What companies need is a solution that offers the best of both worlds: Enterprise-class functionality with the ease of use offered by consumer solutions.

SECTION 01

WHY YOU NEED TO RETHINK YOUR APPROACH TO CONTENT DELIVERY

THE BEST OF BOTH WORLDS IN A CMS

With the massive restructuring the pandemic has forced upon businesses, the buyer's journey has become almost completely digital. True, customer behavior has trended in that direction for a while. And many companies had already moved to address these changing behaviors. But now we're seeing board-level directives across industries calling for a shift to "digital-first" as quickly as possible.

Companies need to provide buyers relevant, valuable content at each phase of the journey. In some industries, that content was traditionally provided in face-to-face interactions. Now that such interactions are largely impossible, a new approach is needed that requires not just more content, but involves more people across the enterprise creating it.

At the same time, that content needs to be deployed in a way that meets enterprise standards for governance and security. Enterprise content management systems were created to this end. Unfortunately, these systems can all too often get in the way of the content creation process and slow things down.

Customers have come to expect – and even demand – digital experiences that are timely and helpful. They want personalization and the convenient, streamlined experience that personalization offers. What's more, they expect their experience to be consistent across channels.

Organizations face intense pressure to get this right. And they are finding that, in order to provide customers content that helps, educates and even delights them, they must rethink their approach to content delivery. Companies need flexible, adaptable systems that are easy to use and support the rapid creation and deployment of quality content. They also need solutions that adhere to modern enterprise standards for stability, scalability and security. In sum, companies need the best of both worlds: Ease of use combined with enterprise functionality.

SECTION 02

WHO NEEDS WHAT?

The Three Types of CMS Users

Part 1: The Who

To deliver compelling digital experiences consistently and securely, the approach you choose must address the needs of three internal constituencies:

1. MARKETERS AND LINE-OF-BUSINESS OWNERS

Marketers focus on effective and inventive ways of communicating and building relationships with customers. Because they are in the relationship business, they need to be responsive. Time is of the essence. The content that marketers create is augmented by content created by line-of-business representatives, who can often provide deeper knowledge of a product or service. Their contributions give customers a level of understanding that helps them make informed decisions.

Both marketers and line-of-business representatives aren't necessarily technically inclined. For this reason, they need tools that are easy to use and allow them to work quickly. What they don't need is technical complexity or a heavy reliance on IT.

2. INFOSEC LEADERS

Focused on protecting the organization, its data and its customers, identifying and reducing risk is InfoSec's mandate. They set the organizational standards for security, compliance and governance. To this end, they choose and recommend technical solutions that are not only hardened against attack, but also reduce the organization's exposure to regulatory scrutiny, fraud and operational dysfunction.

3. IT DIRECTORS

IT makes sure the trains run on time and that everyone in the organization has the tools they need. Responsible for maintaining an organization's digital properties and their performance, IT directors want tools that can scale as the company grows and that make the whole system easy to manage.

Of course, IT also plays an important role in selecting tools that not only meet the need for scalability and control, but likewise meet the needs of their constituents in other departments.

Part 2: The What

When choosing content management tools, IT traditionally has three options, none of which pleases all three groups listed above:

1. ENTERPRISE-GRADE TOOLS

At the extreme end of complexity and expense are traditional **enterprise-grade tools**. These solutions are preferred by IT and InfoSec because they are robust, adhere to security standards and are generally considered a "safe" buy.

Stable, scalable and secure by design, such tools tend to be technically demanding and not particularly agile or customizable. While that may not pose a problem for the IT squad, it does make these tools less than ideal for marketing and the line-of-business.

2. CONSUMER WEB TOOLS

On the other end of the complexity and cost spectrum are **consumer web tools** that are well-known and popular among non-technical users. Ease-of-use is the standard here, which has led marketing and others to embrace them. These tools make it easy for anyone in the organization to stand up new sites or deliver novel digital experiences.

But that's exactly the problem. Because they're so easily deployed, these tools make it hard for IT and InfoSec to keep track of the company's digital footprint. If IT and InfoSec aren't aware of a digital property, they can't secure it. This problem is compounded if the tool used to create that property wasn't particularly secure in the first place. For this reason, IT and InfoSec have little love for this option.

3. IN-HOUSE SOLUTION

Dissatisfied with the cost and complexity of enterprise-grade tools and leery of the security vulnerabilities of consumer offerings, IT can opt to create an **in-house solution**. This might seem like a good way for organizations to get what they want, but the in-house solution paradoxically ends up letting everybody down.

In this scenario, IT and InfoSec continually struggle to keep the homegrown system up-to-date from a security standpoint. They also find themselves responding to an endless list of user requirements and never quite catching up. To save time, IT may invest in emerging tools that seem to fit the bill, only to find that, because these tools are not yet established, they don't integrate well with the rest of the infrastructure.

Given these issues, marketing and other business users can get tempted to go it alone with consumer tools anyway. The end result: A costly, clunky solution that everyone hates.

SECTION 03

THE WORST OF BOTH WORLDS

How the Wrong CMS
Disappoints Everyone

THE NO-WIN SOLUTION

No matter which of the three options an organization chooses, someone will be unhappy. Enterprise-grade tools may meet the needs of a few marketers, but the rest will be frustrated and the line-of-business folks – whose needs are often ignored along the way – will be left with something they can't use at all. Consumer web tools scare and annoy the IT and InfoSec teams. And in-house solutions offer something for everybody to dislike.

Faced with these outcomes, many organizations mistakenly believe they can solve the problem by letting everybody choose their own adventure. If IT and InfoSec want security, stability and scale, why not give it to them with one of the enterprise platforms? Consequently, the company invests in one and builds its flagship digital properties on it.

At the same time, marketing and line-of-business representatives need speed, flexibility and ease of use. They want a tool that doesn't require them to master a certain scripting language or codebase. So they use consumer web tools, asking for permission to do so after the fact. IT helps marketing set up microsites or blogs or portals, but takes a hands-off approach after doing so.

While this may seem like a happy compromise, it ends up being the worst of both worlds. It leads to site sprawl and all the problems that come with it in terms of security, compliance and governance.

Even worse, it makes the delivery of a consistent, personalized and relevant digital experience very challenging, if not outright impossible. By accommodating internal constituencies this way, the brand ends up giving the most important constituency – its customers – exactly what they don't want: A disjointed, impersonal and inconvenient experience.

There's got to be a better way.

SECTION 04

THE BEST OF BOTH WORLDS

How You Can Have It All

HOW YOU CAN HAVE IT ALL

You can't meet the needs of marketing, line-of-business representatives, InfoSec and IT all at once by stitching together a hodgepodge of different solutions. Rather, you need one solution that gives the entire organization the best of both worlds.

The key to having it all is a platform that can deliver the content customers need to any endpoint while simultaneously meeting the demands of all enterprise constituents. Specifically, you need an open, enterprise content platform that looks like this.
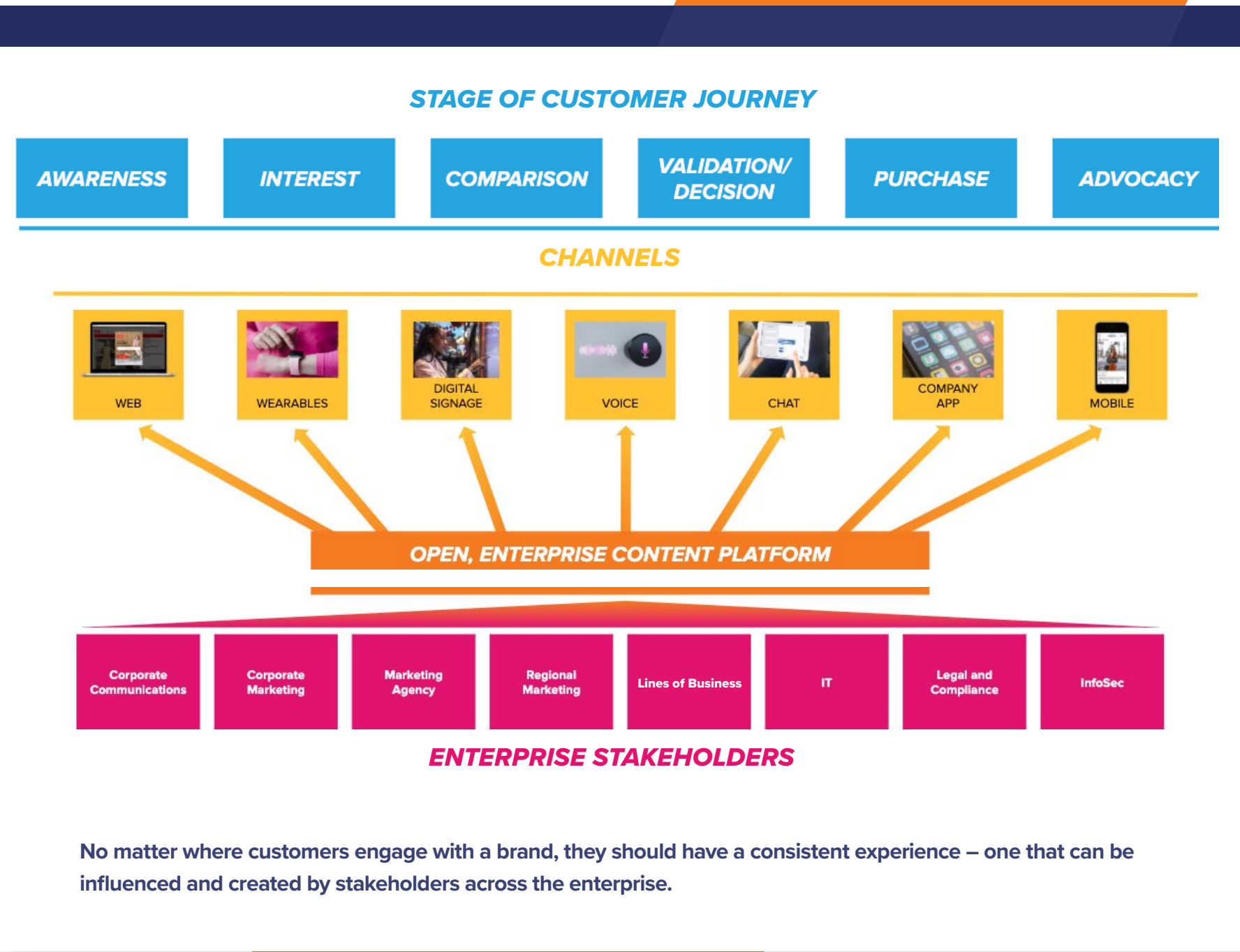
No matter where customers engage with a brand, they should have a consistent experience — one that can be influenced and created by stakeholders across the enterprise.

A platform like this must include three key features:

1. ENTERPRISE FUNCTIONALITY

The platform must meet the needs and standards of the entire organization, not just a single department.

When it comes to enterprise functionality, Drupal is the established leader in the CMS space. More than 4,000 customers, including 40% of Fortune 100 brands, rely on Drupal, the content platform of choice for organizations as diverse as NBC Sports, the U.S. Department of Justice and Nestlé.

More importantly, Drupal's vast community of contributors have created over 40,000 Drupal modules, offering functionality not only on par with other major enterprise platforms but significantly exceeding them in scope.

2. EASE OF USE

Non-technical users should feel comfortable adding content as needed without special assistance. Drupal meets this ease of use requirement in large part thanks to Acquia's mission to create value-added technology, services and a user experience aimed at driving an ever broader adoption of Drupal. Frankly, we provide a wealth of tools that make Drupal accessible to everyone from developers to content creators.

We have also found that the best way to ensure ease of use is through low-code tools. A "low-code" approach involves using code that has been tested and proven elsewhere as building blocks, rather than creating custom code each time a project is started. After a site has been created in this way, pages and content can be updated by non-technical users without assistance from the IT department.

3. COMBINATION OF 1 AND 2

The right platform must address the needs and concerns of both the enterprise as a whole and the non-technical users who have to work with it. This is precisely the enterprise content platform offered by Acquia. We call it Drupal Cloud.

The centerpiece of Drupal Cloud is Acquia Site Studio, our low-code site building solution. Designed for business, Acquia Site Studio is easy for your non-technical employees to use and understand. Because it is built on Drupal, your developers can work with your designers to create all the functionality necessary to implement whatever design system they come up with. Business users can then build what they want and, most importantly, customers can get what they need.

Because it combines enterprise functionality with ease of use, both non-technical users as well as IT and InfoSec teams can get behind Acquia Site Studio. And because it is part of an integrated, open, enterprise-grade content platform, no matter who builds your digital properties, they will always be equally secure and compliant.

"**Adopters and those planning to adopt low-code tools were looking to address challenges with traditional development like high costs, missed deadlines, and lack of flexibility. Low-code development platforms are delivering on their marketing promises.**"

FORRESTER, UNDERSTANDING LOW-CODE DEVELOPERS, APRIL 8, 2019

THE BEST OF BOTH WORLDS IN A CMS

SECTION 05

DON'T SETTLE FOR GOOD ENOUGH

Get the Best of Both Worlds

THE BEST OF BOTH WORLDS IN A CMS

GET THE BEST
OF BOTH WORLDS

There are a lot of content platform options on both the enterprise and the consumer side. Many organizations may believe that, although these solutions are flawed, they are good enough.

They are not.

Why compromise? With Acquia Drupal Cloud, you can have what your organization really needs: The best of both worlds. See it for yourself in this video of Acquia Site Studio.

GET A DEMO ▶

ACQUIA

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ABOUT ACQUIA

Acquia is the open digital experience platform that enables organizations to build, host, analyze and communicate with their customers at scale through websites and digital applications. As the trusted open source leader, we use adaptive intelligence to produce better business outcomes for CX leaders.

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