



ARE YOU TRAPPED IN A LEGACY CMS?

See how Steward Health broke free from OpenText — and how you can, too.



With Acquia Cloud Platform you can abandon the confines of legacy foundations and create API cost efficiencies.

OpenText now owns three WCM products: OpenText Web Experience Management (formerly Vignette), OpenText WebSite Management (formerly RedDot), and TeamSite. Although digital experiences have become the expectation, organizations using TeamSite, Vignette or RedDot struggle to implement modern digital strategies and create unique customer experiences. Acquia can fully deliver and surpass that bar, where legacy CMS solutions cannot.

Acquia tools like Personalization and Content Hub provide a centralized view of all content across the organization. Marketers can streamline publishing and syndication across web, mobile, commerce, and other touchpoints — maximizing ROI from content investments. Digital teams develop, deliver and manage applications from a single intuitive toolkit. And, managing experiences in the cloud removes the burden and risk of managing legacy, on-premise systems. That allows experiences to scale on demand, and cost efficiencies to soar.

RedDot
Solutions

hp HP TeamSite

VIGNETTE

OpenText

BUILD, DELIVER, AND MANAGE CUTTING-EDGE DIGITAL EXPERIENCES

In just a few short years, customer experiences have shifted to span diverse digital and physical channels, challenging marketing and digital teams to keep up with the need to efficiently deliver consistent experiences across touchpoints.

Without the right platform, creating and managing the breadth of online experiences is burdensome and expensive. Delivering engaging experiences that drive audiences along the path from awareness to loyalty becomes a convoluted mess. Digital teams need a secure, flexible and scalable platform to deliver digital interactions at the right time on the right device.

OPENTEXT TO ACQUIA

Over a decade ago, TeamSite, Vignette, and RedDot were some of the leading content management systems. These platforms have not kept up with modern business requirements for agility & ease of use, personalization, and headless content delivery for next-gen apps, kiosks, wearables, and IoT devices. Analysts criticize OpenText's weakness in meeting the requirements of increasingly savvy digital leaders.

A migration to Acquia allows you to take back control of content delivery, build decoupled experiences and orchestrate customer journeys to foster brand loyalty and reach business goals.

“If we had gone to our old vendor with the demand to add 8 new sites in a month, they probably would have been like, ‘We can’t work with you anymore.’ ”

Colleen Walsh, Director of Digital Communications and Social Media, Steward Health

BUILD BETTER DIGITAL EXPERIENCES, FASTER

As the name implies, Acquia Cloud was born in the cloud to provide the platform, architecture and scalability necessary to deliver engaging experiences to your customers across digital channels. Powered by Drupal as the centralized web content management system, Acquia Cloud enables teams to develop digital applications for any device. With Acquia Cloud, you get:

- A platform based on proven and widely adopted open source technology
- Flexible application architecture to enable developers to quickly build new sites and applications
- High scalability and responsiveness to ensure your applications are available and perform well

How Steward Health Found Digital Freedom

10

hospital campuses

24

urgent care providers

4M

patient encounters
per year

17,000

employees

112%

increase in
unique visitors

REMOVED LIMITS

- Solved their content-updates bottleneck
- Gave over 100 people varied permissions to update sites
- Freed up marketing team to focus on strategy

Acquia's software is enterprise-class, but makes it easy to escape boundaries and empower as many users as desired.

BUILT EVERYTHING

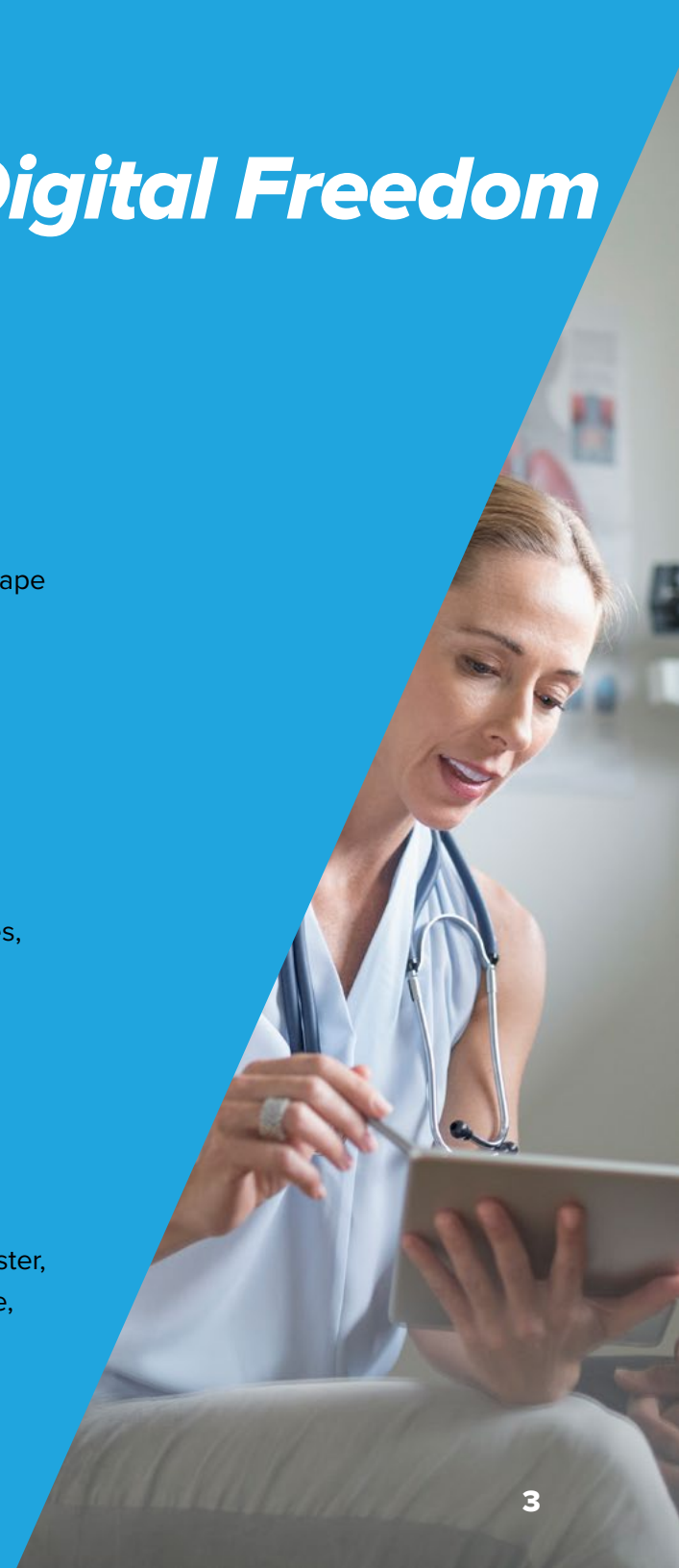
- Turned a med student's vision into reality
- Built an AI symptom-checking chatbot in weeks
- Decoupled architecture enabled agile creation process

Acquia's flexible architecture means you can reinvent your marketing strategy—empowering you to work beyond confines, and start letting your wild ideas see the light of day.

DEPLOYED FASTER

- Easily rolled out new sites as business grew
- Set up 8 new sites in one month
- Experienced high speed-to-value ratio

Acquia's integration with other apps enables you to deploy faster, push updates, adapt, and innovate faster than legacy software, giving you a huge return on investment—fast.



SO MANY ADVANTAGES ...

INCREASE APPLICATION PERFORMANCE, NOT YOUR BUDGET

The growth in digital teams rarely keeps pace with the growth in the channels you support. With Acquia Cloud, you can extend your resources to support a greater digital footprint through the integrated tools, templates and architectures available. Ensure your development teams spend less tweaking performance and more time developing engaging applications.

- Increases the effectiveness of your existing investments through APIs, cloud hooks and SDKs
- Repeatable low-cost deployment of many digital experiences at unlimited scale
- Support for multiple runtimes enable frontend and backend development to occur simultaneously for most cost effective resources

USE TOOLS AND INTEGRATIONS THAT DELIVER AT SCALE

Audiences adopt new devices and formats at a rapidly increasing pace. Touch screens, voice enabled interfaces and the internet of things all compete for audience attention. Companies must develop, test and deploy applications quickly and easily to prepare for future technologies while supporting today's.

Acquia Cloud enables you to experiment with new application interfaces, keeping you on the cutting edge. Create new applications with the click of a button. Flexible application architecture includes:

- Integrated developer tools (including on-demand development environments and integrated code pipeline automation) that provide ease-of-use, automation and security
- Site templates that allow businesses to launch new experiences rapidly
- Drupal and Node.js stacks designed for decoupled (headless) applications, to support multiple front-end clients with a flexible back-end architecture

DELIVER ON A SECURE AND COMPLIANT PLATFORM

Acquia Cloud is built to achieve and maintain compliance across the strictest global standards. It ensures platform security for all customers against the wide array of digital threats and maintains security and customer trust through:

- Proven security and compliance adhering to the most strict global standards like FedRAMP, HIPAA, Privacy Shield, SOC1, SOC2 and more
- Unified, timely and automated site updates to maintain security and compliance adherence across applications

BENEFITS ...

- *Faster delivery of digital experiences through integrated developer tools*
- *Increase customer loyalty, acquisition and retention with consistent digital experiences*
- *Flexible delivery of content across any channel or device*
- *High-performing cloud scales to support huge traffic spikes*
- *Ensure governance and brand consistency*
- *Enable developers to create production-like development environments on-demand*
- *Highly secure platform, compliant with the most stringent global standards*

AND FEATURES

- *Node.js runtime support*
- *Integrated continuous delivery tools*
- *Developer tools*
- *Dev-Stage-Prod Environments out-of-the-box*
- *Drag-and-drop functionality*
- *Real-time monitoring and troubleshooting*
- *Enterprise-level reliability*
- *24x7 Global Support (infrastructure and Drupal application)*

THE FULLY-LOADED OPEN SOURCE PLATFORM FOR DIGITAL EXPERIENCES

Acquia Cloud provides a configured and tuned modern, open source platform. The best of open source technology including Drupal, Node.js, Apache, Linux and more has been integrated into Acquia Cloud to enable teams to spend time where it counts: building, managing and iterating on new and engaging applications. Acquia Cloud includes:

- Drupal-optimized technology stack, with the flexibility to deploy front-end application logic based on broadly adopted Javascript frameworks
- Multi-channel design and delivery capabilities to enable your digital content to easily transition from web to mobile to chatbots and more
- Open architecture that supports integration of existing marketing technology platforms such as email, CRM or commerce, to maximize your investment

YOUR MOST COST-EFFECTIVE FOUNDATION FOR TRULY AMBITIOUS DIGITAL EXPERIENCES

Acquia Cloud is the first step to amazing digital applications—from websites to mobile apps to chatbots.

It fully integrates with other Acquia solutions and with other critical systems like e-Commerce, email and CRM. Maximize the impact of your sites through personalization, and increase engagement with digital assets like images and video. And, do it all with incredible API efficiencies. Contact us today to find out how.

CONTACT US

To see where Acquia Cloud can take your business, visit acquia.com/cloud or contact sales@acquia.com

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