Magic Quadrant
for Web Content Management

The market for Web content management continues to be vibrant as enterprises use it and related technologies to support growth strategies. This Magic Quadrant will help clients make purchase decisions by identifying leading WCM asoftware vendors and showing their relative strength.

WHAT YOU NEED TO KNOW

Business cases and product evolution continue to extend beyond the traditional boundaries of Web content management (WCM). In more than 80% of inquiries that Gartner has received about WCM since 2H09, clients sought higher business value from their online presence, be it Internet, extranet or intranet. As a result, many enterprises replace their existing technology, in some cases, to interoperate with other components of their Web environment, such as Web analytics, an e-commerce engine or in-house business applications. In fact, we urge those with WCM technology that is more than four years old to re-evaluate their online strategies because the technology has changed so much recently. This Magic Quadrant will help CIOs, and business and IT leaders who are analyzing their Web strategies, to consider whether they have the right WCM offering to support their business goals. Do not simply select vendors in the Leaders quadrant; vendors from the Challengers, Niche Players or Visionaries quadrants may better match your business goals and requirements.

MAGIC QUADRANT

Market Overview

Buying decisions around WCM have expanded beyond the original focus of publishing content. Today's online strategies require that website owners, designers and developers consider the overall experience delivered to users and not just the content. Governments and businesses must consider Web solutions geared to engaging visitors. Online experiences encompass a range of approaches, including publishing information to rich Internet applications, or providing self-service portals or composite content applications (CCAs), such as case management and front-end access for field personnel to complex back-end applications. Although these new ideas will make solution architectures more complex, simplicity will be the key to user adoption and the success of Web initiatives. Therefore, WCM systems must provide three broad sets of capabilities beyond those required to manage assets in place:

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- **Access:** Originally "Web content" meant the chunks of information that users would consume via the Web browser on a PC. Now online strategies must often consider a multichannel dissemination of content. Smartphones, kiosks, netbooks and iPads are just some of the devices that are rapidly gaining popularity. Cross-channel operations will become increasingly important as applications will need to follow users from one device to another as their situation changes. The rapid growth of mobile devices has prompted enterprises to extend and redesign their Web presences.

- **Experience:** The user has displaced content as the most important focus when developing an online strategy. Website designers must understand the person interacting with the online channel before setting a strategy. Instead of merely presenting information, the website must provide an experience that encourages the person to pursue their communications with the enterprise and to behave in accordance with its business model. In addition to content, delivering this experience requires granular designs to help personalize the experience, discrete functions to make the site more flexible and Web 2.0 components to engage the visitor more fully. Doubtless, innovation will add other elements to this list of requirements.

Figure 1. Magic Quadrant for Web Content Management

challengers   leaders

ability to execute

- Microsoft
- IBM
- Oracle
- Autonomy
- Open Text
- SDL
- Sitecore
- FatWire Software
- Day Software
- Ektron
- Atex
- Alterian
- EPiServer
- CoreMedia
- Percussion Software
- Clickability
- Dynamicweb Software

niche players   visionaries

completeness of vision

As of August 2010

Source: Gartner (August 2010)

- **Optimization:** To optimize visitors' experience, websites not only have to deliver their own content and functions, they must also accept information and capabilities from systems within the enterprise that the WCM does not manage, as well as from systems outside the enterprise. This driver will become even more urgent with the appearance of location-based services and context-aware computing (see Note 1 and Note 2). Already both vendors and buyers show that they understand the role that WCM will play in these offerings.

Note 1 Location-Based Services

Location-based services (LBSs) use information about the location of mobile devices, derived from cellular networks, Wi-Fi access points or satellite links to the devices themselves. For example, an LBS might enable friends to find each other or parents to locate their children, or provide mapping and navigation services. LBSs may be offered by mobile carriers or other providers. They are also known as location-aware services. Location is one of the critical elements that shape richer context-aware services.

Note 2 Context-Aware Computing

Gartner believes that research by A K Dey and G D Abowd (as well as S Buchholz and others) offers the most succinct definition: context is any information that can be used to characterize the situation of entities (people, places or objects) that are considered relevant to the interaction between a user and an application, including the user and the application itself. Context typically includes the location, identity and state of people, groups and computational and physical objects. The context of a person may involve personal information, preferences, habits, gender, age and other facts. Context can be derived from a wide variety of systems and networks – especially from, but not limited to, the Web. Context-aware computing studies how these entities use information that characterizes the situation of a person, place or object to adapt their behavior or the content they provide.

In response to these developments, vendors are battling to differentiate themselves based on three sets of capabilities:

- Usability.

- Interoperability.

- Consumability.

Furthermore. It will be a combination of these considerations that will continue to drive merger and acquisition rationale within the broader solution ecoystem containing WCM.

Usability: Users need WCM systems that are more usable even as the new WCM systems incorporate social content, such as user-generated content, wikis and blogs, and publish to a wide array of devices. Enterprises still cite "easy to use" as one of their top five priorities in the vast majority of calls that Gartner receives on the subject. Moreover, business users also want easy-to-use WCM systems. Nobody needs programming skills to play with the gadgets on the iGoogle interface, and business users who know iGoogle as consumers now expect similar capabilities as they try to avoid the traditional software development life cycle. For example, WCM offerings should not only enable marketing and communications users to interact with the software more easily, but also help them to continually make their work more effective. Thus, the meaning of "ease of use" continues to evolve and expand.

Interoperability: WCM has transformed from a stand-alone application into one integrated into a larger environment. WCM systems need to do more than make content available to adjacent technologies or applications. Rather, WCM systems must interoperate with a wider range of applications and data sources. In the past, WCM drew on a limited number of well managed internal data sources. Now WCM must draw on internal data stores and applications not designed to work with a WCM system, as well as on external sources, some of which may be unforeseen and become important to the visitor's experience through his interaction over the online channel. Business systems such as multichannel campaign management, social CRM, sales force automation and demand generation will offer data to help tailor an experience delivered to a known customer. Meanwhile, the same systems will benefit from knowing about the updated behavioral patterns of that customer across multiple channels. Sales and marketing will drive efforts to improve data quality around WCM, particularly where an automatic response will influence the content delivered in an online interaction. Linking to technologies such as recommendation engines, search technology and content analytics will make WCM offerings even more effective.

Consumability: This refers to the ease with which business users can absorb, understand, act upon and improve content through their interaction with WCM. This new class of WCM functions will provide non-technical users with contextual information and recommendations directly related to their work. WCM systems will guide authors toward styles and best practices that will increase the desired impact of their work. For example, updated results from a multivariate test might prompt the owner of particular content to change the parameters of the test based on early responses. Giving authors in-context access to style and content quality guidelines, in addition to direction related to any compliance requirements, might even help prevent litigation. The use of Web analytics will reduce the need for specialists to decipher collected data and will provide users with more actionable guidance. This class of capability will be critical as enterprises continue to invest to optimize the impact of their online channel in a manner that is incremental, iterative, agile and experimental, as well as being increasingly measurable.

Other Trends in the WCM Market

WCM vendors are starting to focus more productively on alternative delivery methods, especially open-source and cloud-based offerings. Open-source offerings have matured, and enterprises have become smarter about when they select them; thus, this area shows great energy. Cloud services have not penetrated the WCM market much thus far, but they too are gaining traction.

The WCM market is consolidating, but vendors with new technologies continue to enter. This dynamism derives from strong growth. The WCM software market achieved total revenue of $890 million in 2009, despite recessions in many major economies, and will likely exceed $1 billion in 2010. North America accounts for 60% of worldwide revenue, EMEA 26% and Asia/Pacific 11%. Gartner projects that the market will see a compound annual growth rate of 14% from 2009 to 2014. These numbers reflect enterprises' increasing emphasis on the online channel and improving visitors' experience. This level of growth has also led WCM to comprise a greater proportion of the overall enterprise content management (ECM) market than ever. In 2010, WCM will account for over 26% of this market.

Two factors do inhibit the market, however, despite this positive outlook. First, an enterprise sometimes splits into two camps, with the business pushing for fast solutions to tap into opportunities and the IT department wanting a more strategic approach to avoid the difficulties that arose in previous projects. Second, a slow economy in many countries has led many enterprises to be cautious about investing in potentially complex solutions. In such cases, project teams can overemphasize functional and technical requirements sometimes, to the exclusion of the business for which the solution is required. The resulting shortlist of vendors sometimes cannot keep up with developing requirements.

Market Definition/Description

Gartner defines WCM as the process of controlling the content to be consumed over one or more online channels through the use of commercial, open-source or hosted management tools based on a core repository. We exclude products such as portals and e-commerce engines even though these technologies have overlapping functions in areas such as personalization, content management and content delivery.

Inclusion and Exclusion Criteria

Our assessments take into account the vendors' current offerings and overall strategies, as well as their future initiatives and product road maps (see also Note 3 for a sample list of vendors not on the Magic Quadrant that may suit some clients). We also factor in how well vendors are driving market changes, or at least adapting to changing market requirements. WCM vendors need to meet all the following criteria to qualify for the formal analysis in this Magic Quadrant:

- **Revenue:** Total revenue from WCM software (including new licenses, updates, maintenance and subscriptions, software as a service [SaaS], hosting and technical support) for 2009 must exceed $10 million.

- **Geographic presence:** The vendor must have been in business for more than five years, with a multi-geographic presence for at least a year and a strategy that supports further geographic expansion. It must actively market its WCM offering in at least two major regions, such as North America and EMEA.

- **Vertical and horizontal capabilities:** The vendor must actively market its products in more than two major vertical markets, and in more than one horizontal application category (such as e-commerce and customer self-service).

- **Ecosystem activity and market interest:** Gartner also takes into account the developing interests in the vendor based on markets, community forums, books, seminars, partner and channel activity (IT service firms, system integrators [SIs], distributors, Web interactive agencies and advisory firms), inquiries from Gartner clients and one-on-one meetings with analysts at Gartner conferences. (Before choosing, buyers should consider a vendor's full ecosystem and what role WCM will play in their enterprise.)

- **References:** The vendor must have active references that use the product in production scenarios, some of enterprise-scale with more than 50 contributing authors and the average monthly number of page views exceeding 500,000.

- **Functions:** The WCM offering must be available as a stand-alone product or suite of products, including:

  - A content repository with basic library services, such as check-in/check-out and versioning.

- Authentication of users (authors, editors and reviewers) and assignment of permissions.

- Content authoring, through browser-based templates or via conversion from a word processing application.

- Workflow sufficient for content review and approval.

- Conversion to HTML or XML and support of templates for Web rendering.

- Managed delivery of content to Web servers or site management systems.

- Capabilities for multisite and multilingual management.

- Web analytics and reporting capabilities.

- "What you see is what you get" design capabilities with the ability to modify and customize the look, feel and behavior of Web pages independently of content.

- Support for developer, administrator, editor, marketer and author roles in a distributed contribution environment.

- Support for content aggregation and syndication (via APIs, representational state transfer [REST] interfaces, Really Simple Syndication [RSS] or similar protocols).

- Ability to manage rich media in the context of Web efforts.

- Ability to publish content for consumption on various devices.

Vendors Added

Vendors added since the 2009 WCM Magic Quadrant include:

- Atex (its WCM revenue now reaches the required threshold).

- Dynamicweb Software (its geographic presence and the profile of its customer base have now met the inclusion criteria).

Vendors Dropped

Vendors that appeared on the 2009 WCM Magic Quadrant but that we have now dropped include:

- Vignette (acquired by Open Text).

- Nstein Technologies (acquired by Open Text).

- EMC (ceased to market its own offering in favor of promoting a partnership with FatWire).

Note 3 Vendors Not on the Magic Quadrant That May Suit Some Clients

Hundreds of WCM vendors and communities meet only a subset of the inclusion criteria for this MQ, yet may prove a viable choice for clients with specific needs. This list comprises a sample of some of these vendors:

Acquia, Woburn, Massachusetts, (www.acquia.com). A commercial open-source software company that provides products, services and technical support for the open-source Drupal social publishing system.

Adobe, San Jose, California (www.adobe.com). Adobe's Contribute product provides Web authoring, staging and deployment management, as well as RSS notification services and business activity logs. But these functions do not surround a core WCM repository. On 28 July 2010, Adobe announced a definitive agreement to acquire Day Software. The deal is expected to close by 30 November 2010.

Agile Contents, Barcelona, Spain (www.agilecontents.com). Agile Contents specializes in helping clients develop multimedia content.

Alfresco, Maidenhead, U.K. (www.alfresco.com). Alfresco provides an open-source Java-based offering for WCM that is available as a free download directly from the relevant community, or as an enterprise edition for which it provides support.

Alkacon Software, Cologne, Germany (www.alkacon.com). Alkacon provides its customers with support, training and consulting services for OpenCms.

Bricolage (www.bricolagecms.org). Bricolage offers an open-source content management system with workflow and permissions for creating, managing and publishing documents.

Bridgeline Digital, Woburn, Massachusetts (www.bridgelinesw.com). Bridgeline provides SaaS WCM capabilities through its flagship iAPPS framework and product suite, in addition to marketing, Web analytics and e-commerce functions.

Content Management, Cologne, Germany (www.cm4all.com). Content Management's CM4all focuses on creating and managing websites for the Internet and mobile devices.

Concrete CMS, Portland, Oregon (www.concrete5.org). Concrete offers concrete5, a free open source CMS written in PHP and MySQL.

contentXXL, Nürnberg, Germany (www.contentxxl.com). Founded in 2006, contentXXL offers a CMS based on .NET, both as SaaS and on-premises deployments.

CrownPeak, Los Angeles, California (www.crownpeak.com). CrownPeak offers a SaaS WCM offering for websites with modest requirements.

DotNetNuke, San Mateo, California (www.dotnetnuke.com). DotNetNuke offers a framework for building websites and Web applications on Microsoft ASP.NET.

EidosMedia, Milan, Italy (www.eidosmedia.com). This media conglomerate also offers the Méthode Portal Server, a WCM system primarily for news and media companies.

Elcom, Sydney, Australia (www.elcom.com.au). Founded in 1996, Elcom offers the CommunityManager.NET platform as its core product, together with applications based on this platform such as eCommerceManager.NET and GovernmentPortal.NET.

EMC, Hopkinton, Massachusetts (www.emc.com). Once covered in previous Gartner reports related to WCM, EMC has chosen to redirect its WCM strategy by partnering with FatWire, a featured vendor in this report.

e-Spirit, Dortmund, Germany (www.e-spirit.com). e-Spirit's flagship product is FirstSpirit, a comprehensive CMS based on Java EE. Additional modules support integration with multiple portals and the inclusion of multichannel support such as mobile.

eZ Systems, Skien, Norway (www.ez.no). Offers an open-source CMS that is available as a free download or as an enterprise solution with support, guarantees and maintenance.

GX Software, Nijmegen, The Netherlands (www.gxsoftware.com). GX's WCM offering enables enterprises to manage many types of content for multiple channels, particularly for product catalogs.

Hannon Hill, Atlanta, Georgia (www.hannonhill.com). Hannon Hill provides WCM solutions for enterprises in sectors such as higher education, government and technology, based on Cascade Server, its primary offering.

Hippo, Amsterdam, The Netherlands (www.onehippo.org). Hippo CMS is based on open-source technology but is backed by a vendor that supports enterprise deployments. Hippo CMS provides WCM functions with personalization.

Infopark, Berlin, Germany (www.infopark.com). Infopark seeks to differentiate its CMS Fiona product by ease of use and speedy deployment.

Ingeniux, Seattle, Washington (www.ingeniux.com). Ingeniux provides a CMS platform for managing websites, online media and team collaboration.

Jahia, Geneva, Switzerland (www.jahia.org). Jahia is a community-driven open-source development model delivering Web content integration software by combining enterprise WCM with document and portal management features.

Joomla, New York, New York (www.joomla.org). This is an open-source CMS for building websites in addition to enterprise-class online applications.

Lyris Hot Banana, Emeryville, California (www.hotbanana.com). Lyris offers SaaS or licensed (ColdFusion CMS) WCM products that focus on the convergence of WCM, website optimization and marketing automation.

Magnolia, Basel, Switzerland (www.magnolia-cms.com). Magnolia provides an open-source CMS. Magnolia powers digital communication for customers from governments to leading Fortune 500 enterprises in more than 100 countries.

Mambo, Collingwood, Australia (www.mambo-foundation.org). The Mambo CMS is a simple, easy-to-deploy open-source offering.

MarkLogic, San Carlos, California (www.marklogic.com). Provides tools for building WCM systems that can recombine granular content on the fly.

NetReach Technologies, Ambler, Pennsylvania (www.netreach.com). The cmScribe product aims to simplify website creation.

PaperThin, Quincy, Massachusetts (www.paperthin.com). Primarily targets the mid-market with its flagship product CommonSpot, based on ColdFusion.

Plone Foundation, Houston, Texas (www.plone.org). Plone is an open-source platform that emphasizes ease of use and extensibility.

Refresh Software, Westborough, Massachusetts (www.refreshsoftware.com). Refresh Software targets the mid-market with the SR2 Web Content Management Solution, a platform with core WCM capabilities designed to interoperate well with adjacent, complementary technologies.

Roxen Internet Software, Stockholm, Sweden (www.roxen.com). Roxen CMS emphasizes ease of use, integration with data sources and group collaboration.

Really Strategies, Audubon, Pennsylvania (www.rsuitecms.com). The RSuite CMS is built upon MarkLogic Server and is targeted primarily at the media industry to support multichannel publishing solutions.

SAP, Walldorf, Germany (www.sap.com). SAP provides WCM capabilities as part of its NetWeaver offering, but Gartner does not see these capabilities being sold as a stand-alone offering.

Squiz, Leichhardt, Australia (www.squiz.net). Squiz provides its open-source MySource Matrix as a supported version complete with service-level agreement or as a free version under General Public License.

Systems Alliance, Hunt Valley, Maryland (www.systemsalliance.com). This vendor focuses primarily on small and midsize businesses with its flagship product SiteExecutive.

Terminalfour, Dublin, Republic of Ireland (www.terminalfour.com). This vendor's Site Manager product has gathered notable references in government and higher education.

TYPO3 Association, Baar, Switzerland (www.association.typo3.org). Typo3 provides an offering based on PHP. Its client base is predominantly in Europe.

Vizrt (Escenic), Oslo, Norway (www.escenic.com). Primarily known for its Escenic Content Engine, Vizrt provides strategic content management software primarily for digital media publishing.

Vyre, London, U.K. (www.vyre.com). Vyre offers Unify, a content management platform based on Java EE.

Waxtrapp, Amsterdam, The Netherlands (www.waxtrapp.com). Founded in 1996, Waxtrapp operates primarily in the Benelux region and offers products for WCM and behavioral targeting.

Zope, Fredericksburg, Virginia (www.zope.com). Zope provides WCM primarily for media companies.

Evaluation Criteria

Ability to Execute

Ability to execute measures how well a vendor sells and supports its WCM products and services globally. The following list provides details on the specific evaluation criteria we used to assess ability to execute:

- **Product/service** evaluates product function in areas such as capabilities for multisite and multilanguage management, Web analytics and reporting capabilities, design capabilities, and content modeling and metadata management.

- **Overall viability** includes an assessment of the vendor's financial health, the financial and practical success of the company overall, and the likelihood of the vendor or business unit continuing to invest in the product.

- **Sales execution/pricing** evaluates the vendor's success in the WCM market, including WCM revenue and the installed base, pricing, presale support, the overall effectiveness of the sales channel, and the level of interest from Gartner clients.

- **Market responsiveness and track record** evaluates how well the WCM offering matches buyers' requirements at acquisition. We assess the vendor's track record in delivering new functions when the market needs them. We also consider how the vendor differentiates its offerings from those of its major competitors.

- **Marketing execution** evaluates the clarity, quality, creativity and efficacy of the vendor's efforts to market its WCM offerings. We examine aspects such as thought leadership, word of mouth and sales activities.

- **Customer experience** evaluates functions or services within production environments, including ease of deployment, operation, administration, stability, scalability and vendor support capabilities. We assess this criterion via qualitative interviews with vendor-provided reference customers. We also use feedback from Gartner clients and other sources that use, or have completed competitive evaluations of, the WCM offering.

- **Operations** evaluates the vendor's service, support and sales.

Completeness of Vision

Completeness of vision focuses on the vendor's potential and points to its future likelihood of success. A vendor can succeed financially in the short term but won't become a leader without a vision or strategic plan. A vendor with average vision will anticipate and respond to change by perceiving market trends and exploiting technology. A vendor with superior vision can anticipate, direct and initiate market trends, particularly if it integrates its vision into a broad range of areas, and capitalizes on product and service development. The following list provides details of the specific evaluation criteria we used to assess completeness of vision:

Table 1. Ability to Execute Evaluation Criteria

Evaluation Criteria	Weighting
Product/Service	high
Overall Viability (Business Unit, Financial, Strategy, Organization)	standard
Sales Execution/Pricing	high
Market Responsiveness and Track Record	standard
Marketing Execution	standard
Customer Experience	high
Operations	standard
Source: Gartner (August 2010)	

- **Market understanding** evaluates the ability of the vendor to understand buyers' needs and translate those needs into vertical and horizontal WCM products and services. Vendors that show the highest degree of vision listen and understand buyers' wants and needs, and can shape or enhance those wants with their added vision. WCM vendors that show the highest degree of market understanding adapt to customer requirements in areas such as SaaS, dynamic contextualized delivery and ease of use for nontechnical staff.

- **Marketing strategy** evaluates the extent to which the vendor articulates a differentiated message and communicates it consistently throughout the organization and through the website, advertising, customer programs and positioning statements, as well as statements of direction and product road maps.

- **Sales strategy** evaluates the vendor's use of direct and indirect sales, marketing, service and communications to extend the scope and depth of market reach.

- **Offering (product) strategy** is the vendor's approach to product development and delivery that emphasizes functions and features as they map to requirements for WCM. We also evaluate development plans for the next 12 to 18 months.

- **Business model** evaluates the soundness and logic of the vendor's underlying business proposition and whether it offers synergies with other ECM components, such as digital asset management, records management and document management.

- **Vertical/industry strategy** evaluates how the WCM vendor uses its direct resources, skills and offerings to meet the specific needs of individual market segments, such as the media industry.

- **Innovation** evaluates the vendor's development and delivery of differentiated WCM technology that addresses critical customer requirements. We evaluate product capabilities and customer use in areas such as templating, workflow and change management, WCM repositories and library services. We also look at other capabilities that are product-specific and that are needed and deployed by customers.

- **Geographic strategy** evaluates how the vendor meets the specific needs of geographic regions outside its home territory. We look at the vendor's partners, channels and subsidiaries and assess whether they are appropriate for those regions.

Table 2. Completeness of Vision Evaluation Criteria

Evaluation Criteria	Weighting
Market Understanding	high
Marketing Strategy	standard
Sales Strategy	low
Offering (Product) Strategy	high
Business Model	standard
Vertical/Industry Strategy	standard
Innovation	standard
Geographic Strategy	standard
Source: Gartner (August 2010)	

Leaders

Leaders should drive market transformation. Leaders have the highest combined scores for ability to execute and completeness of vision. They are doing well and are prepared for the future with a clear vision. They have strong channel partners, a presence in multiple regions, consistent financial performance, broad platform support and good customer support. In addition, they dominate in one or more technologies or vertical markets. Leaders are aware of the "ecosystem" into which their own offerings need to fit. Leaders can:

- Demonstrate enterprise deployments.

- Offer integration with other business applications and content repositories.

- Provide a vertical-process or horizontal-solution focus.

Challengers

Challengers are solid vendors today and can perform well for many enterprises. The important question is whether they have the vision to succeed tomorrow. A Challenger may have a strong WCM product but may have a product strategy that may not fully reflect market trends, such as the increasing importance of the user's context, multichannel output or interoperability with adjacent technologies (for example, CRM, digital asset management and multichannel campaign management).

Visionaries

Visionaries are forward-thinking and technically focused. For example, their products may have unique multilingual capabilities or set the direction of the market through their innovation and product development. To become Leaders, they need to work on some of the core aspects of their offerings and increase their ability to execute. They may need to build financial strength, functional breadth, service and support, geographical coverage, or sales and distribution channels. Their evolution may hinge on the acceptance of a new technology or on the development of partnerships that complement their strengths.

Niche Players

Niche Players focus on a particular segment of the market, as defined by characteristics such as size, industry and project complexity. This narrow focus can affect their ability to outperform or be more innovative. Niche Players often support only those applications that apply to the particular segments they focus on.

Vendor Strengths and Cautions

Alterian

Alterian has divested the SaaS-based Peperrio product that appealed primarily only to small enterprises. It now offers Alterian Content Manager (ACM, formerly called Morello). More recently, Alterian has added to its support for online engagement with the purchase of Techrigy and its SM2 product for social media monitoring and analytics.

Strengths

- Alterian has a strong portfolio of marketing and WCM products in a market that increasingly focuses on the synergy of these capabilities. Alterian has already made strides toward a high level of usability across these products, such as when contextualizing content for e-mail campaigns intended for multiple target audiences. Alterian's road map to improve the interoperability between these products looks promising.

- ACM remains a top WCM product. By offering Corporate, Professional and Enterprise editions, Alterian has achieved more consistent marketing for WCM and can now address individual market segments more incisively.

- Alterian has articulated the value of an optimized online strategy and can offer many native components to support one. Its overall marketing and sales execution benefit from its ability to overcome the language barrier that often exists between business and IT audiences.

Cautions

- With around 80% of its WCM revenue originating in EMEA, Alterian needs to expand its presence in other geographies to compete against other European vendors that have already gained a market share in key regions such as North America and Asia/Pacific.

- Alterian has not expanded its partner ecosystem as much as some of its competitors. Resources for know-how and deployment of its WCM products are in relatively short supply.

- The WCM offerings remain a mix of technologies. The corporate edition is .NET-based, while the Professional and Enterprise editions offer full native support for both .NET and Java Platform, Enterprise Edition (Java EE) environments. Alterian will offer existing customers of ACM Corporate Edition (previously known as Immediacy) a well thought-out set of options to migrate to the flagship product or continue with the existing offering.

Atex

Atex has a long history in the newspaper, media and publishing sectors, particularly around editorial content management, advertising, subscriptions and supporting digital strategies. Atex entered the WCM market in 2008 when it acquired Polopoly, a Swedish vendor.

Strengths

- Atex has been primarily active in its recent history providing solutions for the digital media industry. This domain expertise, together with the horizontal capabilities of the WCM offering, is highly sought after in today's WCM market.

- Atex has shown a good insight into the trends of the WCM market through its partnering and acquisition strategy. In doing so, it has extended its capability to interoperate with adjacent technologies. As a result, it has shown a good focus on the broader solution ecosystem that enterprises need for a successful online strategy.

- The expertise Atex has developed in the area of advertising will give it an advantage over some competitors in context-aware solutions for which relevance and targeted delivery are critical.

Cautions

- Atex has yet to fully integrate its media industry heritage with its horizontal WCM capabilities to exploit the potential Gartner sees in this market. Whereas Polopoly shows success in the European market, it has made slow progress in penetrating other geographies compared with other vendors.

- Gartner has yet to see the same level of awareness of Atex in the market that other vendors enjoy. In fact, Atex Polopoly rarely features in selection processes made known to Gartner during client inquiries. Atex faces a risk that its growth within this market could be threatened by more horizontal vendors, which are increasing their penetration into the telecommunications, media and entertainment sectors.

- Atex needs to be more aggressive at building out a partner ecosystem around WCM if it is to catch up with the competition. This will be an ongoing challenge in a market that has already reshuffled alliances since 2007. Atex's traditional heavy reliance on direct sales, which accounted for around 90% of its revenue in 2009, will also pose difficulties as it tries to keep up with market expansion.

Autonomy

Autonomy entered the WCM market in March 2009 with the acquisition of Interwoven. Since then it has enhanced the technology set and provided additional capabilities through integrations with its search and analytics platform. An early and strong focus on specific business scenarios (such as interactive marketing) and the provision of enterprise-class technologies to improve usability and the impact for this role have earned Autonomy a strong position in this market.

Strengths

- Autonomy Interwoven WCM addresses the needs of a hot buying segment: marketers who require capabilities in online channel optimization that include segmentation and dynamic delivery of targeted and highly personalized content. In doing so, Autonomy continues to grow faster than the overall market and has accumulated an impressive customer base of global enterprises across multiple verticals.

- Autonomy has done particularly well in articulating its story around interoperability with adjacent technologies, particularly the use of search, digital asset management, pattern detection and analytics to target content more effectively and provide a richer, multichannel, localized experience. Despite a relatively slow initial uptake of some of these ideas in the market, these capabilities should fuel future success as organizations continue to expand and improve their online strategies.

- Autonomy has invested heavily in marketing and quickly integrated Intelligent Data Operating Layer (IDOL) with the Interwoven products after the acquisition. Gartner has received positive reports about the effectiveness of LiveSite Content Services in delivering a dynamic online experience. If Autonomy executes on its vision to enhance the user experience, the value for prospects is likely to be high.

Cautions

- Autonomy's WCM offering remains one of the most expensive in the market and typically requires detailed business cases with well-founded ROI calculations to justify the higher price tag.

- Despite Autonomy's strong position overall, Gartner has perceived concern in the market regarding the vendor's sales strategy and customer support. Some Gartner clients and contacts have reported that Autonomy's sales force seems less able to articulate the full value of WCM compared with some competitors. Instead, the sales representatives concentrate more on the IDOL platform rather than the more WCM-specific components of the overall picture.

- Gartner's discussions with current and previous Autonomy customers have also revealed that it trails some competitors in terms of usability and ease of deployment.

Clickability

Clickability provides a SaaS offering based on open-source components. It has recently extended its capabilities with Website Marketing Acceleration, which in part combines website personalization and content targeting with visitor analytics and integration with other components.

Strengths

- Clickability has gained a positive reputation as a provider of SaaS-based horizontal solutions and provides the foundation of some complex, enterprise-class sites in areas such as media, technology, manufacturing and financial services.

- The vendor has used the SaaS model to provide clients with smooth and seamless releases of updated functions. This capability permits aggressive competition in a highly dynamic market, with quickly evolving requirements, against competitors that have a longer version life cycle. Clickability also engages its customers to vote on which functions should be in upcoming releases. In doing so, it has tapped into the culture of open source, a trait that has been well received in feedback provided to Gartner.

- Clickability has positioned itself well as part of a greater solution ecosystem, particularly with its Website Marketing Acceleration, which permits a greater level of context awareness for solutions based on Clickability's overall offering. This approach will make it easier for enterprises to overcome perceived barriers to choosing a SaaS solution, particularly those used to components such as Web analytics and advertising, where cloud services are more accepted.

Cautions

- Clickability needs to use the SaaS model to extend its geographic reach faster than vendors of on-premises software typically achieve. Clickability's increasing focus on enterprises will place high demands on its ability to execute in other regions, such as EMEA.

- Competition from non-SaaS solutions that can be hosted in the cloud has already eroded the main differentiator on which Clickability has based much of its marketing.

- Clickability needs to focus on more individualized, industry-specific offerings rather than overemphasizing the SaaS delivery model, which for many buyers represents a less important aspect of the offering. Although Clickability has built its success until now on this premise, cloud-based WCM solutions remain subject to greater caution than other delivery models and could compromise Clickability's sales execution.

CoreMedia

CoreMedia's flagship content management system (CMS) platform is now in its fifth major release. CoreMedia has since redefined itself from being a Niche Player to a provider of scalable, robust solutions in multiple regions with an impressive customer base and a high retention rate. Its improved scores in innovation, market understanding and marketing strategy have enabled the vendor to become a Visionary.

Strengths

- CoreMedia provides well architected, extensible, user-friendly software with a high degree of interoperability in a market that requires all these facets from a WCM offering. The vendor has also done well to modularize its offering and provide easy to understand, competitive pricing in a manner that allows customers to build online solutions incrementally as requirements develop.

- CoreMedia has managed to extend a solid reputation in media, telecommunications, entertainment, retail banking, healthcare and manufacturing. Its initial vertical focus has also engendered a culture within the company of acquiring a deep understanding of any targeted industry. When Gartner spoke to some of CoreMedia's customers, they praised it for tailoring its software to the specific needs of their sector.

- CoreMedia has invested heavily in its Content Applicaton Engine; that is, the runtime environment it provides to support the intelligent adaptive delivery of content. As the overall delivered experience becomes critical to buyers, CoreMedia's position in this market seems likely to improve further. The R&D it has invested here has led to a technology set that in some ways already rivals the leaders in this market.

Cautions

- CoreMedia has laid a good foundation to establishing a solid presence in North America and initial results are promising. However, in relative terms it is very late and will need to rely heavily on churn and expansion within the broader partner ecosystem to develop sustainable alliances and channels of its own.

- CoreMedia faces an increased level of horizontal competition from vendors whose WCM offerings once solely targeted the media niche market. In addition, stiffer competition, particularly in North America, is compromising CoreMedia's traditional ability to differentiate itself in the media segment with a high level of industry know-how.

- Though CoreMedia has made improvements since 2009, it must complete its transition to emphasizing the success measures and business solutions to which its software can contribute rather than just the technology behind such solutions. In addition, until the vendor addresses better and more directly the individual personae to which its core software will appeal, its message will have difficulty resonating with the core demands of business decision makers at multiple levels. Currently CoreMedia trails its competitors in this respect.

Day Software

Day Software's flagship Communiqué offering, based on Java EE and now in its fifth major release, has a two-pronged appeal: delivering optimized multichannel campaigns for marketing organizations and providing a versatile platform for broader, integrated ECM efforts. Adobe's definitive agreement to acquire Day does not affect this analysis.

Strengths

- An emphasis on standards, such as JSR 170/283, gives Day flexibility in fitting into and extending product architectures, data sources, e-commerce engines and business applications. Good engineering and innovation are part of the company culture. Day's architecture and scalability will lend itself more readily to cloud-based, on-premises, mobile and hybrid deployments.

- Day continues to build its sales and marketing momentum, with 1H10 results showing year-on-year revenue growth of 47%— over three times that of the overall market. Vertical alignment, the user friendliness of the software, and the freshness and quality of its underlying architecture have contributed to this growth. Day's CQ5 targeting and optimization module, released earlier in 2010, will also likely be a hit with marketing professionals who wish to include more elements of context awareness into their online marketing.

- Day's native support for the cloud can lower the cost of IT development, testing and operations, and Day's focused marketing around agility has already gained traction, along with some high-profile references. Day has led the way in this respect and has shown a good overall flexibility in solution development to keep pace with dynamic changes in the market. The use of cloud servers alone or with on-premises software is an attractive option for any Day customer or partner.

Cautions

- Day Software's overall achievements reflect a market responsiveness and track record that trails those of some competitors. While some of the WCM leaders have released strong capabilities since 2008 aimed at business buyers involved in marketing, sales and CRM, Day didn't provide functions in these areas until February 2010.

- Despite improved messaging since 2008, Day will need to be more incisive and effective with its marketing. Gartner encounters many selection processes where Day is a good functional fit yet not shortlisted. Though it has a SharePoint connector, it is rarely considered as a bridge between the Java EE and .NET worlds. Its marketing message must also emphasize business more strongly.

- Feedback to Gartner suggests that Day is considered expensive, a perception brought about by the strong emphasis it sometimes places on its technical capabilities rather than the business context in which its technology can bring value. Day sells at a premium price without some of the bundling benefits of some larger competitors. Bundling can bring lower total cost of ownership and less complexity to large-scale WCM deployments geared for e-commerce and customer support.

Dynamicweb Software

Dynamicweb Software markets products that focus on WCM and e-commerce primarily in Europe and Asia. Although it has traditionally focused on small and midsize businesses (SMBs), it has steadily increased the interoperability of its offering to be considered by large enterprises that require more complex solutions.

Strengths

- Dynamicweb offers a combination of easy to install WCM components and modest e-commerce capabilities that have proven popular in EMEA among SMBs. The focus on this segment has promoted a high ease of deployment and overall usability.

- Dynamicweb is a Microsoft Gold Certified Partner and its products are .NET-based. These accomplishments will permit Dynamicweb to compete in the Microsoft SharePoint ecosystem, where products overlapping with, and adjacent to, the core functions of SharePoint are in high demand. In addition, the vendor already provides integration modules for Microsoft Dynamics C5 and NAV, and plans to add integration modules, such as for Microsoft Dynamics CRM and AX, by 2011.

- Dynamicweb products are of reasonable quality and are inexpensive compared with other vendors' offerings featured in this report.

Cautions

- Gartner rarely sees Dynamicweb considered for ambitious online strategies, even in Europe. It must realign its marketing to the current market drivers and trends to gain traction from the product development and regional expansion it plans.

- Gartner sees Dynamicweb as an organization still in transition. It needs to improve the smoothness of its operations to establish a more robust reputation at the high end of the WCM market. Potential for improvement is most notable in the areas of marketing strategy, vertical alignment and customer operations, together with market responsiveness and track record.

- A lack of focus on the North American market, combined with a technology status that trails the overall WCM market (particularly in support for analytics and sales and marketing capabilities), will likely hamper Dynamicweb's attempts to grow at the same rate as the overall market. Though Dynamicweb's road map mentions some of these capabilities, the vendor will find it difficult to bridge the gap with vendors that already have offerings in this area and are differentiating themselves and gaining market share.

Ektron

Ektron originally focused on providing an in-context Web authoring tool for technology providers. It has since transformed into a provider of high-quality, highly-usable WCM for the enterprise with a strong culture for innovation. Recently, it has extended the capabilities of its flagship offering CMS400.NET, now in its eighth major release, with modules for marketing optimization, analytics, e-commerce and social media. It is a Microsoft Gold Certified Partner.

Strengths

- Ektron has used the growing popularity of .NET platforms to support online strategies. It is typically one of the top choices considered in the market by clients that have chosen this core architecture. A move toward template environments and purpose-built Web applications has made Ektron's products easier to use and differentiates them in contrast to build-your-own or platform-centric approaches. Ektron is frequently considered by Microsoft customers that wish to augment the core capabilities of SharePoint for the external domain.

- Ektron continues to build on the reputation of its offering for usability, ease of creation, authoring, page building, deployment and integration using widgets.

- Specific expertise in some sectors, such as healthcare and education, could distinguish Ektron from more horizontal offerings from competitors, as many enterprises require solutions based on industry-specific best practices. The sum of Ektron's modular offerings, a growing partner ecosystem, its own professional services and its impressive growth have placed the vendor in a good position to apply this deep expertise across multiple verticals.

Cautions

- Ektron is still growing its enterprise business; many of its large customers use Ektron for departmental projects or satellite sites and landing pages rather than enterprise-level initiatives. Ektron has a relatively weak international presence, with 80% of its installed base in North America. Whereas European competition is gaining traction in North America and Asia/Pacific, Ektron's success abroad is comparatively modest.

- Ektron's relative lack of experience integrating with core enterprise applications, such as SAP and Oracle, may limit its appeal for many customers in a market where such requirements are increasing.

- Ektron must do more to demonstrate its value proposition, as it will not just compete with Microsoft but also with service firms eager to build solutions on top of SharePoint 2010. Ektron does not support code, repositories or portals that are not based on Windows and .NET.

EPiServer

EPiServer's flagship CMS offering has been on the market for 11 years and is in its sixth major release. EPiServer is a Microsoft Gold Certified Partner.

Strengths

- EPiServer has shown consistent success in establishing strong footholds outside its original core region of Scandinavia by attracting new customers and new partners in each region. It has also done well to tap into open-source culture and practice to some degree, by encouraging a strong community and making some software components available across this ecosystem as open source.

- EPiServer's pricing model, together with the modular character of its high-quality, growing and impressive platform, has allowed it to remain competitive. EPiServer claims over 3,000 customers with a high retention rate.

- EPiServer has executed consistently in its operations. The vendor reported 2009 growth that was significantly greater (46%) than the overall market, and it has invested heavily since 2009 to achieve promising growth in North America.

Cautions

- EPiServer remains a lesser known alternative to some of its competitors in EMEA and other geographies. Though its marketing efforts exhibit high quality with good initial results, EPiServer has not yet achieved the same strong brand awareness as its competitors.

- EPiServer will find it particularly difficult to differentiate itself in the North American market. Better established WCM vendors will fight for the same partners to build out their ecosystems.

- EPiServer has not fully exploited its inclusion in the Microsoft SharePoint ecosystem. It needs to increase its visibility by emphasizing the additional modules it already offers that can enhance and complement the SharePoint platform. Enterprises often shortlist other .NET offerings alongside SharePoint.

FatWire Software

FatWire was one of the first vendors in the WCM market to transcend a purist emphasis on technology and instead focus on optimizing the user experience. It has succeeded in selling to prospects in sales and marketing and as a result sustains higher growth than the overall WCM market. FatWire's flagship Content Server product is in its seventh major release.

Strengths

• FatWire's recent deal whereby EMC resells FatWire's Web Experience Management could bring FatWire additional revenue, even more financial stability and greater global presence.

• FatWire provides content targeting and visitor segmentation plus analytics and optimization to help enterprises improve site performance and value. The integration of FatWire's Content Server with the FatWire Engage targeting engine and FatWire Analytics allows customers to track the success of individual content assets or promotions by visitor segment, as well as track content usage across pages and sites. The integrated offering, which also allows for the inclusion of partner-developed modules, tracks user behavior and navigation, and offers out-of-the-box reports, in-site reporting in the context of the page and other custom reporting capabilities.

• FatWire has also shown good innovation by releasing its Community Server early in 2010. In addition, FatWire Gadget Server, released at the same time and based on OpenSocial standards, can invoke content and applications from many sources, both inside and outside the organization (see Note 4). The product also allows enterprises to create dashboards or use gadgets in the context of more traditional Web applications, and enables site visitors to customize their own Web experience. FatWire also has the opportunity to build a better user community culture around its software by encouraging users and partners to develop and share gadgets.

Note 4 OpenSocial Standards

"OpenSocial is a set of common APIs for building social applications across many websites. OpenSocial consists of both JavaScript APIs and REST/remote procedure call (RPC) protocols for server-to-server interactions" (source: www.code.google.com/apis/opensocial/faq.html).

Cautions

• EMC has invested an undisclosed but sizable sum into FatWire. This financial relationship with EMC will lead FatWire to divert resources to integrating its products with some of EMC Documentum's, such as document management, digital asset management, records management and archiving products. FatWire will need to prioritize interoperability with adjacent technologies in higher demand, such as Web analytics, CRM and sales force automation.

• Gartner sees clients considering FatWire initially but often not pursuing the vendor in later rounds of the selection process. In many cases, buyers said they excluded FatWire because of the low level of usability compared with competitors' products. Clients also tell Gartner that FatWire needs to improve the administration interface, the availability of resources to support deployments, and the efficiency and level of help available from its support operations. Although Gartner has seen some improvements in all these areas since 2009, current levels in some instances fall below market expectations.

• Competing Java-based offerings and the increasing popularity of .NET alternatives have somewhat eroded the differentiation that FatWire established in 2007 and 2008. FatWire needs to evolve its vision to regain this lead and to avoid being compared primarily based on features and functions, which would place downward pressure on its pricing, especially with its open-source offerings.

IBM

IBM Lotus has become more credible in WCM; its strategy resonates in the current market. By adding analytics, social media and personalization to the product, IBM Lotus can continue to retain customers' interest even as the broader market for online channel optimization transitions toward mobility, context-aware and cloud-hosted solutions. IBM Lotus's WCM offering is also an important component of the user experience strategy of IBM Project Northstar.

Strengths

• IBM is articulating the connections between product lines more clearly, particularly in the technology set around online channel optimization and user experience.

• IBM Lotus WCM has significantly improved in version 6.1.5, partly by organic development, as well as through technology partnerships.

• The acquisition of Coremetrics suggests continuing emphasis by IBM on analytics – this time for marketing buyers who are increasingly influential in WCM buying decisions in media and publishing, retail, financial services and travel.

Cautions

• The continued focus on combining WebSphere Portal and Lotus Web Content Management for online channel optimization will likely resonate only with very large enterprises that have already chosen the portal product.

• IBM Lotus WCM may not compare well with most of the leading offerings on the market, despite some product improvements, particularly in usability and interoperability with some adjacent technologies such as CRM and lead generation. IBM buyers will find more value from the newer functions in social content, media management and analytics.

• IBM's application strategy around horizontal and vertical use cases is excellent, but it continues to lag behind other vendors in the delivery of templates and CCAs.

Microsoft

The popularity of Microsoft Office SharePoint Server 2007 hit almost viral proportions shortly after its release. With SharePoint 2010, the strong interest in the product for WCM continues and impels the broader set of offerings based on the .NET architecture. Microsoft's strategy of focusing on core platform capabilities has also allowed independent software vendors, Web agencies and implementation partners to build their own business models on the back of this strategy. Thus, Microsoft has one of the richest partner ecosystems in the WCM market.

Strengths

- SharePoint 2010 embodies a broad range of capabilities, particularly in collaboration, content management, search and portal. All of these factors point to a high degree of interoperability from a company that offers adjacent technologies incorporated into online strategies such as business intelligence, analytics and e-commerce.

- The effective standardization of the user interface, such as the familiar "ribbon," between SharePoint 2010 and other Microsoft Office products will prove popular, particularly in the intranet domain, where integration between such products and overall consistency and ease of use differentiates competitors.

- In the WCM market, both .NET and Java EE offerings must allow for interoperability with SharePoint. This de facto requirement encourages enterprises to make SharePoint a part of their overall WCM strategy.

Cautions

- The current release of SharePoint exhibits a clear strategy to command more respect in the broader scope of ECM and to consolidate its position as a leader in collaboration. Though Gartner expects that adoption will increase, the improvements made to Microsoft's core WCM capabilities have been modest. The level of customization, development and administration required to achieve the desired functions, particularly those relating to the external domain such as multisite management and multilingual management, will therefore likely be higher than that associated with some of the .NET best-of-breed alternatives in the market.

- In a market that will increasingly crave agility and the ability to experiment and grow success incrementally, SharePoint 2010 will frequently be seen as not possessing the "nimble" qualities of some competitors that offer more frequent updates of core functions and interoperability with emerging technologies. The reliance in some cases on multiple technology partners to fill perceived gaps may introduce complexity into the deployment of some online solutions.

- The longer software development life cycle will also force prospects to make a trade-off between investing in a strategic platform, covering multiple touchpoints of their organization, and the need for greater responsiveness in a market whose dynamism continues to increase.

Open Text

Open Text has the largest market share in WCM. It has two primary WCM offerings: Web Site Management and Web Experience Management, based on acquisitions of RedDot (through Hummingbird) and Vignette, respectively.

Strengths

- Open Text has made strides in integrating both its primary WCM offerings into its overall ECM strategy and social-networking capabilities, thereby appealing to enterprises requiring a best-of-breed solution or a platform. Open Text has also made good progress in clarifying and streamlining its overall WCM strategy by focusing on these two primary offerings.

- The Vignette Content Management technology, social media services, enhanced mobile support, Web experience optimization and portal technology give Open Text a greater presence in the kind of ecosystems that enterprises seek. The vendor's renewed focus on helping clients achieve a customer-centric online strategy will help it tell a more coherent and valuable story than in previous years.

- According to its own reports, Open Text has preserved the previously declining customer base of Vignette and claims to have achieved net growth of this installed base since the acquisition. More coherent messaging around Open Text's WCM strategy has served to allay some of the concerns voiced by customers in mid-2009.

Cautions

- Open Text's multiple WCM offerings confuse potential buyers about the right upgrade path and continued investment. The recent acquisition of Nstein has compounded this confusion, even though the focus of this acquisition was analytics. Though Open Text has tried to offer attractive upgrade packages, retaining some customers in a market subject to a high level of churn will present a challenge.

- Gartner expects Open Text to struggle to gain additional market share against the increasing popularity of SharePoint. The threat will continue to come from .NET competitors in the mid-market, while the Web Experience Management platform faces stiff competition in the large-enterprise market from Java-based offerings.

- Open Text is still reconciling architectural incompatibilities toward Java EE standards in some products and will also need to reconcile some functional overlaps.

Oracle

Oracle has blended its content management capabilities into its Oracle Fusion Middleware strategy. WCM is an integral component of Universal Content Management (UCM) 11g – a unified platform for WCM, document management, digital asset management and retention management.

Strengths

- Oracle has done well to integrate its Site Studio WCM capabilities as part of its WebCenter portal strategy. However, Oracle does not rely too heavily on its portal strategy for the success of its WCM offering.

- Recent improvements to UCM include closer integration with Microsoft Office, an "open WCM strategy" with new tags, plug-ins and a smart cache to bring WCM into existing Web applications, and simplified design tools to make managing and editing sites as well as working with rich media assets easier for business users.

- As a process platform, Oracle Business Process Management Suite 11g complements its content management capabilities well and could – when coupled to integrated data from CRM and ERP applications – deliver compelling vertical and horizontal solutions targeted at improving the relevance, quality and impact of the online experience.

Cautions

- Oracle continues to focus on giving its business applications content management capabilities – other than WCM. Prospective buyers have sometimes commented to Gartner that Oracle's sales personnel did not have the expertise to convince them to continue investing in Oracle's WCM offering. Gartner sees Oracle being shortlisted for WCM primarily where customers already use Oracle's business applications.

- Independent product teams still guide many of the technology parts combined within 11g. Oracle has not completely redrawn code toward a practical and cohesive design, development and process control interface or logic. While 11g is a big achievement technically, it still also requires rationalized messages toward buyers, users, developers and even Oracle's own sales force about where to start, what to use, and how its partners (for technology, services and solutions) fit.

- Oracle needs to develop a greater level of agility to expand its focus to include large enterprises that require a more incremental, iterative approach to building their online solution. Gartner sees Oracle being excluded from some shortlists even though its products provide a good fit. Gartner believes Oracle's business model and response times have hindered its progress.

Percussion Software

Percussion markets the Percussion Approach, a combination of its CMS, solutions and services, and has developed its strategy beyond pure WCM to include community marketing, social media and analytics. The flagship Percussion CM System product (previously known as Rhythmyx) is in its sixth major release.

Strengths

- Percussion has done modestly well to transform its technical image into one that reflects a greater understanding of business users who seek multifaceted solutions. The explicit, consistent and increased emphasis Percussion has placed on community marketing, personalization, search-engine optimization and Web analytics since 2009 testifies to this evolution.

- Percussion has responded well to pressures in the market by investing to build out its sales channel and placing less emphasis on direct sales. This approach will provide a degree of scalability that will support Percussion's growth targets, particularly in Western Europe.

- Percussion emphasizes a modular, multitier approach to its overall solution offering. This approach resonates with a key demand in the market as it allows for shorter implementation times with a more tangible ROI. An evolutionary development of online strategy very often trumps monolithic, over-engineered, long-term IT strategies.

Cautions

- Percussion struggles to keep up with the rate of growth in the WCM market, and it has continued to lose market share since 2009. In Gartner inquiries since 2009, Percussion has rarely appeared on long or short lists mentioned by clients. This fact supports Gartner's observation that Percussion has been in relative decline since 2007. In some cases, clients are replacing Percussion software.

- The horizontal-platform orientation that forms part of Percussion's reputation, combined with a lack of pronounced industry-specific expertise, makes the vendor particularly susceptible to competition from open-source WCM offerings.

- Percussion must build a stronger partner ecosystem around its technology and solutions. Its current partner program is not as advanced nor as comprehensive as those of many of the other vendors featured in this report. The geographical reach of Percussion's partner coverage is also a small subset of that covered by these competitors. Thus, Percussion's customers face a relative scarcity of resources that can perform solution deployments.

SDL

SDL views its WCM product as part of its broader strategy for "Global Information Management" and increasingly focuses on marketing solutions. It has grown primarily through acquisition, but the continued development of products such as SDL Tridion, coupled with the introduction of further modules that optimize online experience, has raised the quality, innovation and overall value expected in the market.

Strengths

- SDL has executed well on maintaining its innovative edge over much of the competition. Its technology focuses on all three important tenets of the current market: usability, interoperability and consumability.

- SDL has done particularly well in establishing itself with key SIs, including some that focus primarily on enhancing the online user experience together with optimizing communications over the online channel. This focus, a solid technology set and the ecosystem to bring it to market could differentiate SDL going forward.

- SDL has established itself as a powerful and growing contender for solutions in the broader marketing and communications ecosystem. Its acquisition of Fredhopper, a targeting company whose software aims at the online sales channel, has helped solidify the foundation for this growth.

Cautions

- SDL must do more to articulate how it differentiates itself from competitors in the same market segment with similar arguments – but at a lower price. The impact of SDL's marketing lags behind the quality of its offering.

- SDL still needs to find the market niche that resonates with key buyers. The Global Information Management strategy sometimes seems irrelevant to some enterprises that might otherwise be interested in SDL's WCM technology. The company-level marketing claim of "Your Content Their Language" reflects deep roots in translation technologies and exposes a reluctance to evolve dynamically with all the markets in which it is currently active.

- SDL's acquisitions and their integration have not yet created a cohesive XML-based publishing platform that spans all organizational functions in global brands and manufacturers. Thus, SDL's platform has not yet proved sufficient for IT buyers seeking a broader, more strategic ECM offering. Gartner clients sometimes regard SDL's offering as complex, and some reports suggest that SDL's support operations need to develop further to meet the demands of enterprises.

Sitecore

Sitecore's flagship CMS product is based on .NET, and the vendor is a Microsoft Gold Certified Partner. In 2009 it added the Online Marketing Suite to its core platform, and more recently it added Email Campaign Manager to enhance its solutions around marketing and sales execution, particularly in the B2B domain.

Strengths

- Sitecore has made strides in context-aware computing by pursuing mobility, with native handling of devices for multichannel capabilities such as content syndication. A new office in Japan, where mobile is key in online strategies, will help solidify Sitecore's mobile capabilities. If it regards this development as a laboratory for future innovations, it could differentiate itself more in the WCM market as mobile devices become more ubiquitous, varied and preferred for online interaction.

- The usability of Sitecore's offering continues to be one of the best within the market and is highly acclaimed by the many different user types that work with the solution. Interfaces for managing, creating workflows and contributing resemble those of Microsoft technologies (such as Windows 7). This usability has since extended to the ease with which Sitecore's offering can interoperate with adjacent components such as CRM or lead generation.

- Sitecore continues to capitalize on the growing popularity of the .NET architecture and the availability of skilled resources for content management initiatives, especially around SharePoint. Sitecore supports WCM where buyers do not find the required capabilities in SharePoint, particularly for the external domain, online marketing and e-commerce. Gartner has received feedback that Sitecore improves SharePoint's page assembly, content reuse, multisite management and multichannel delivery.

Cautions

- Reports provided to Gartner suggest that the maturity of Sitecore's operations and partner channel has not universally kept up with its success in the mid-market and large enterprises. These reports suggest that customers approve of the core technology but not always of the partner operating on their behalf. Sitecore would be wise to continue to step up direct interactions with key prospects and clients for sales and deployment, especially with large enterprises.

- Microsoft's improved WCM capabilities may expose Sitecore to increased competition from SIs and small independent software vendors promising to deliver a complete SharePoint WCM experience.

- Sitecore's pricing level may come under strong pressure from .NET competitors, particularly in the mid-market. Sitecore must be more proactive as a provider of industry-specific know-how. The vendor needs to articulate more effectively how the successful deployment of its offering can relate directly and measurably to the business goals of the enterprise, and then follow up consistently.

Vendors Added or Dropped

We review and adjust our inclusion criteria for Magic Quadrants and MarketScopes as markets change. As a result of these adjustments, the mix of vendors in any Magic Quadrant or MarketScope may change over time. A vendor appearing in a Magic Quadrant or MarketScope one year and not the next does not necessarily indicate that we have changed our opinion of that vendor. This may be a reflection of a change in the market and, therefore, changed evaluation criteria, or a change of focus by a vendor.

Evaluation Criteria Definitions

Ability to Execute

Product/Service: Core goods and services offered by the vendor that compete in/serve the defined market. This includes current product/service capabilities, quality, feature sets and skills, whether offered natively or through OEM agreements/partnerships as defined in the market definition and detailed in the subcriteria.

Overall Viability (Business Unit, Financial, Strategy, Organization): Viability includes an assessment of the overall organization's financial health, the financial and practical success of the business unit, and the likelihood that the individual business unit will continue investing in the product, will continue offering the product and will advance the state of the art within the organization's portfolio of products.

Sales Execution/Pricing: The vendor's capabilities in all pre-sales activities and the structure that supports them. This includes deal management, pricing and negotiation, pre-sales support and the overall effectiveness of the sales channel.

Market Responsiveness and Track Record: Ability to respond, change direction, be flexible and achieve competitive success as opportunities develop, competitors act, customer needs evolve and market dynamics change. This criterion also considers the vendor's history of responsiveness.

Marketing Execution: The clarity, quality, creativity and efficacy of programs designed to deliver the organization's message to influence the market, promote the brand and business, increase awareness of the products, and establish a positive identification with the product/brand and organization in the minds of buyers. This "mind share" can be driven by a combination of publicity, promotional initiatives, thought leadership, word-of-mouth and sales activities.

Customer Experience: Relationships, products and services/programs that enable clients to be successful with the products evaluated. Specifically, this includes the ways customers receive technical support or account support. This can also include ancillary tools, customer support programs (and the quality thereof), availability of user groups, service-level agreements and so on.

Operations: The ability of the organization to meet its goals and commitments. Factors include the quality of the organizational structure, including skills, experiences, programs, systems and other vehicles that enable the organization to operate effectively and efficiently on an ongoing basis.

Completeness of Vision

Market Understanding: Ability of the vendor to understand buyers' wants and needs and to translate those into products and services. Vendors that show the highest degree of vision listen to and understand buyers' wants and needs, and can shape or enhance those with their added vision.

Marketing Strategy: A clear, differentiated set of messages consistently communicated throughout the organization and externalized through the website, advertising, customer programs and positioning statements.

Sales Strategy: The strategy for selling products that uses the appropriate network of direct and indirect sales, marketing, service and communication affiliates that extend the scope and depth of market reach, skills, expertise, technologies, services and the customer base.

Offering (Product) Strategy: The vendor's approach to product development and delivery that emphasizes differentiation, functionality, methodology and feature sets as they map to current and future requirements.

Business Model: The soundness and logic of the vendor's underlying business proposition.

Vertical/Industry Strategy: The vendor's strategy to direct resources, skills and offerings to meet the specific needs of individual market segments, including vertical markets.

Innovation: Direct, related, complementary and synergistic layouts of resources, expertise or capital for investment, consolidation, defensive or pre-emptive purposes.

Geographic Strategy: The vendor's strategy to direct resources, skills and offerings to meet the specific needs of geographies outside the "home" or native geography, either directly or through partners, channels and subsidiaries as appropriate for that geography and market.