

# Top 10 Reasons for choosing **Sitecore** Content Management System

## An Insight

## Executive Summary

When content management systems were first introduced, vendor offering was unique. However, as the market space matured the vendors became similar in terms of features and the unique selling points diminished. In today's date and time most vendors have overlapping features and price points.

As you sift through the marketing hyperbole trying to decide which CMS suits your needs best, the main question still exists; "Why should I procure one CMS solution over another?" This sheet aims at highlighting 10 differentiating factors that make Sitecore's CMS offering better than the competition.

## What makes Sitecore an ideal WCM product for mid-market?

### 1. Strong Product Strategy, Vision and Roadmap

Sitecore has strategically aligned itself with Microsoft by always being an early adopter of Microsoft .Net technologies. Over the years we have seen some user experiences incorporated into the Sitecore solution framework that other vendors have not been able to replicate. Moreover, Sitecore has been strategic in staying close to technologies that are mainstream and easy for the development community to pick up. The addition of the Online Marketing Suite seems like a game changer.

### 2. Intuitive user interface and overall ease of use

Sitecore's user interface is very intuitive and easy to use. It provides a familiar Microsoft Office experience that is easy to adopt for editors.

### 3. Ease of development and integration

Sitecore is easy to build on and integrate with. Sitecore is pure .NET, and it does not use proprietary languages that developers have to learn. Its open API and integration into Visual Studio make it an exceptional product to develop on. Sitecore's own user interface and delivery framework was built upon the APIs that it exposes to vendor partners and clients to extend for their unique requirements. It is easy to integrate 3rd party eCommerce, CRM and search capabilities into Sitecore.

### 4. Multiple ways to enter the content. It is tailored to best suit the needs of the content editors, thereby driving ease-of-use and adoption

Sitecore allows to have content entered in multiple ways. Inline editing and backend data entry are both supported out of the box.

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### 5. Cost Effective

Sitecore is one of most cost effective solutions in the mid-market space. Its rich set of features make it exceptionally valuable for its relatively low cost of acquisition as compared to the competition.

### 6. Built-in, strong localization support for hundreds of languages

Sitecore supports multiple languages for any project. Each localized site, while sharing the basic site template and structure, can continue to have its own workflows.

### 7. Ideal architecture for dynamic sites

Sitecore renders pages in real time. It is thus ideal for dynamic sites that require implicit or explicit personalization for its end users.

### 8. Exceptional Marketing Automation that completes the picture

Sitecore's new OMS (Online Marketing Suite) is a big differentiator from the available offerings in the market. This includes Search Engine Optimization, lead scoring, analytics out of the box. A powerful yet easy to use tool for marketers to complete the lifecycle by understanding user behavior through analytics, and implementing personalization that allows marketers to personalize experiences delivered to users.

### 9. Sitecore is very forgiving

In a perfect world, everything would be done based on the best practices of the vendor. As stakeholders are responsible for the implementation of a system, there will never be enough time and/or money to do exactly what you want and do it as soon as you need it. There has to be a compromise somewhere and if the wrong path is chosen, it could cause serious issues down in the future.

Because of the way Sitecore handles your content, there are always options. If you need to get your new implementation up quick, you can cut corners on content migration and fix them later as you use the system without causing massive chaos. Unsure of the structure you need but you need your system up as soon as possible? Sitecore allows you to move things around without issue. Bottom line - you can always start an implementation at its simplest and revisit and update at any point in the future without having to start over.

### 10. Applicable to many business scenarios

Sitecore can be used for corporate websites, eBusinesses, eCommerce platforms, intranets and social networking platforms.