

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

## An Insight

## Executive Summary

As content management systems have evolved, differences between products offered by Content Management System (CMS) vendors are gradually diminishing.

As you sift through the marketing hyperbole trying to decide which CMS suits your needs best, the main question still exists; "Why should I purchase one CMS over another?" This insight will give you ten core reasons on what makes Ektron's CMS a superior product that is more than worth considering for your organization.

## What makes Ektron different from other CMS products?

### 1. Adoption/Usage

Ektron has more than 20,000 deployments of its software throughout the world, far greater than any other CMS provider. This includes more than 140 of the Fortune 1000 companies, and more than 70 of the Fortune 500 companies.

### 2. Agile PageBuilder

The Ektron CMS400.NET PageBuilder adds a level of agility to key processes that overlap marketing and IT departments. By using it to streamline the workflow of launching new pages, time and costs can be saved. With PageBuilder pages available to them, marketers can launch campaigns as needed and respond to market conditions rapidly with unique Web pages.

### 3. Strong ROI from out-of-the-box functionality

Ektron provides more than 80 pre-built pieces of functionality. Rather than having to create every piece of functionality from scratch, the most common CMS pieces of functionality are provided out-of-the-box at an extremely competitive price driving immense Return on Investment (ROI).

### 4. Pure .NET system & extensibility

Ektron is a pure, native .NET CMS strongly aligned with Microsoft technologies. Its open architecture and extensive API provide unlimited extensibility, where virtually any functionality can be achieved.

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### 5. Bi-Directions Synchronization Engine

Unique in the industry, this state-of-the-art technology provides the most efficient way to deploy, change, and update content on a website, without any downtime to the site.

### 6. Integrated Search

The Ektron Search control is an innate part of the system, not a third-party add-on. This provides inherent functionality not available to third-party appliances, such as searching across privilege and permission settings. An always-running indexing service automatically indexes content for searching upon addition into the system, and this includes non-text-based content such as multimedia and image files.

### 7. Database Usage

Ektron uses a true database implementation, with real database store procedures. Users of Ektron CMS400.NET have the ability to use SQL clustering to accommodate multi-hardware and high availability environments. The division of Web Server and Database Server is complete, fully leveraging the Database Server's performance capabilities by offloading the database processing onto that machine, alongside the data store. It is widely recognized that a single database (such as Ektron's) utilizing SQL clustering across multiple pieces of hardware is much more efficient than multiple databases that are spread out across multiple disconnected pieces of hardware.

### 8. Taxonomy

The database implementation described above allows users to take advantage of the true taxonomy that Ektron offers; these one-to-many relationships are made at the content level (not just at the display level), so that the relationships stretch across the entire site, no matter how the data is used. This makes it easier to both find and repurpose content, letting the content not only be shared across mini sites, but also reused in a variety of different ways (in slideshows, flash, etc). In addition, these content level one-to-many relationships mean that content can be categorized in all of the different ways that users and site visitors think of it, which allows a whole new level of personalization.

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### 9. Integrated SmartForm Technology

CMS400.NET has the ability to provide structured content entry through XML SmartForms, guiding the end user author through data entry in a way that prevents them from making critical style, design, and layout decisions for their content display.

### 10. Integrated Document Management

Documents, not just website content/assets, can be fully managed within CMS400.NET, including checking in/out, history/version/audit trail tracking, permissions for access/editing/viewing, workflow, drag-and-drop addition, saving directly from native applications, etc.