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The Forrester Wave™: Agile Content Management Systems (CMSes), Q1 2021

The 15 Providers That Matter Most And How They Stack Up

by Nick Barber

February 22, 2021 | Updated: February 26, 2021

Why Read This Report

In our 26-criterion evaluation of content management system (CMS) providers, we identified the 15 most significant ones — Acquia, Adobe, Amplience, Automattic, Bloomreach, Contentful, Contentstack, CoreMedia, Crownpeak, Kentico, Magnolia, OpenText, Optimizely, SDL, and Sitecore — and researched, analyzed, and scored them. This report shows how each provider measures up and helps application development and delivery (AD&D) professionals select the right one for their needs.

Key Takeaways

Adobe, Optimizely, And Acquia Lead The Pack
Forrester's research uncovered a market in which Adobe, Optimizely, and Acquia are Leaders; Sitecore, Contentful, Contentstack, Amplience, OpenText, Automattic, and Bloomreach are Strong Performers; and Magnolia, Crownpeak, SDL, CoreMedia, and Kentico are Contenders.

Omnichannel Delivery, Developer Tools, And Collaborative Planning Are Key Differentiators
As older technology becomes outdated and less effective, improved omnichannel delivery, developer tools, and collaborative planning will dictate which providers will lead the pack. Vendors that can provide omnichannel capabilities that support both technical users and creative practitioners position themselves to successfully deliver a truly agile CMS to their customers.

The Forrester Wave™: Agile Content Management Systems (CMSes), Q1 2021

The 15 Providers That Matter Most And How They Stack Up

by Nick Barber
with Allen Bonde, Sara Sjoblom, and Madison Bakalar
February 22, 2021 | Updated: February 26, 2021

Table Of Contents

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An Agile CMS Heralds A New Collaborative Era For Digital Experiences

Brands that create great digital experiences fuel great customer experiences that add to the bottom line.[1] Since the early days of the internet, companies have turned to CMSes to create and deliver their digital personas — often in the form of websites — to the world. But the shift to digital-first and all the new ways prospects and customers experience a brand (from social to storefront) have complicated this process. Plus, brands need to be adaptive and assemble experiences more quickly, from not only content assets but also insights and touchpoints that extend far beyond the websites they own. Increasingly, they've turned to technologies like agile CMS that offer a collaborative environment for developers and practitioners, along with the tools that techies and creatives crave, as a more efficient means to deliver the right content to the right channel — at the right stage of the customer journey.

As a result of these trends, agile CMS customers should look for providers that:

- **Deliver on the promise of reusable omnichannel content experiences.** As organizations produce more experiences that leverage a common back end, the value of those services and assets increases relative to the cost to create them. Brands grapple with the challenge of delivering content to new endpoints (e.g., web, mobile, smart displays, voice assistants, and marketplaces), so it's important to manage content and experiences centrally to drive reuse. This makes updating and analyzing — and optimizing — experiences more efficient as well. Integrations into adjacent tools and technologies like marketing technology or commerce will be key and has become a key point in this evaluation.
- **Support developers with technical capabilities to build unique experiences.** The flexibility and extensibility of front-end components and back-end architecture coupled with deep documentation, training, and community capabilities for developers to exchange ideas are a hallmark of a successful agile CMS. Look to a vendor that will support your technical users with headless-first tooling and the right APIs, but not at the expense of your business users or practitioners.
- **Delight practitioners with smarter collaborative tools.** Tools that are flexible but structured with intuitive workflows and built-in best practices and standards will win the day because they make practitioners more productive and confident. Plus, look for embedded AI and automation to help with high-volume, low-complexity tasks. And because new agile content services for planning, creation, and management are independent of legacy channel publishing workflows, practitioners gain common ground.

Evaluation Summary

The Forrester Wave™ evaluation highlights Leaders, Strong Performers, Contenders, and Challengers. It's an assessment of the top vendors in the market and does not represent the entire vendor landscape. You'll find more information about this market in our reports on agile CMS.[2]

We intend this evaluation to be a starting point only and encourage clients to view product evaluations and adapt criteria weightings using the Excel-based vendor comparison tool (see Figure 1 and see Figure 2). Click the link at the beginning of this report on Forrester.com to download the tool.

FIGURE 1 Forrester Wave™: Agile Content Management Systems (CMSes), Q1 2021

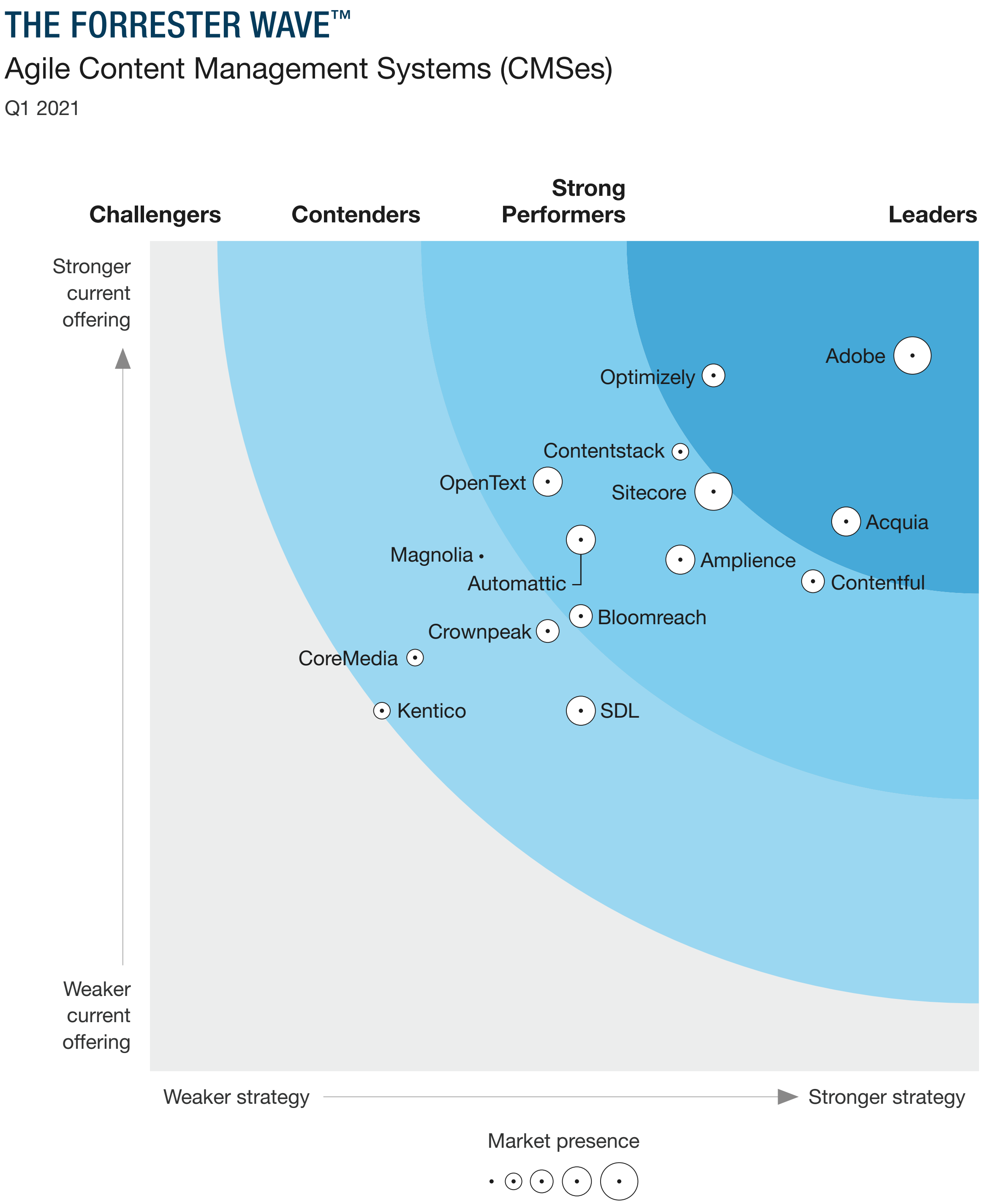

FIGURE 2 Forrester Wave™: Agile Content Management Systems (CMSes) Scorecard, Q1 2021

	Forrester's weighting	Acquia	Adobe	Amplience	Automattic	Bloomreach	Contentful	Contentstack	CoreMedia
Current offering	50%	3.31	4.31	3.08	3.20	2.74	2.95	3.73	2.49
Content hub	15%	3.60	5.00	3.00	3.00	3.00	2.40	3.00	2.40
Collaboration and planning	15%	2.00	4.00	2.00	4.00	1.00	2.00	4.00	1.00
Content services	20%	3.00	5.00	3.00	3.00	3.60	3.80	4.40	3.00
Channel support	20%	3.50	3.50	4.00	2.50	2.00	3.00	4.50	3.00
Developer and practitioner tools	15%	3.80	3.80	3.40	3.40	3.40	3.80	3.00	3.40
Community	15%	4.00	4.60	2.80	3.60	3.40	2.40	3.00	1.80
Strategy	50%	4.20	4.60	3.20	2.60	2.60	4.00	3.20	1.60
Vision	20%	3.00	5.00	3.00	1.00	3.00	5.00	3.00	1.00
Delivery model	10%	5.00	3.00	5.00	3.00	3.00	5.00	5.00	3.00
Partner ecosystem	20%	5.00	5.00	3.00	3.00	3.00	5.00	3.00	3.00
Market approach	20%	3.00	5.00	3.00	3.00	1.00	3.00	3.00	1.00
Supporting products	20%	5.00	5.00	3.00	3.00	3.00	3.00	3.00	1.00
Supporting services	10%	5.00	3.00	3.00	3.00	3.00	3.00	3.00	1.00
Market presence	0%	3.50	4.50	3.50	3.50	3.00	2.50	1.50	2.00
Product revenue	50%	5.00	5.00	2.00	5.00	2.00	3.00	1.00	2.00
Average deal size	50%	2.00	4.00	5.00	2.00	4.00	2.00	2.00	2.00

All scores are based on a scale of 0 (weak) to 5 (strong).

FIGURE 2 Forrester Wave™: Agile Content Management Systems (CMSes) Scorecard, Q1 2021 (Cont.)

	Forrester's weighting	Crownpeak	Kentico	Magnolia	OpenText	Optimizely	SDL	Sitecore
Current offering	50%	2.65	2.17	3.10	3.55	4.19	2.17	3.59
Content hub	15%	1.60	2.40	3.00	5.00	5.00	4.40	4.40
Collaboration and planning	15%	2.00	1.00	3.00	3.00	4.00	1.00	3.00
Content services	20%	3.00	2.20	3.00	3.00	5.00	1.60	3.80
Channel support	20%	3.50	2.50	3.50	3.50	3.50	2.50	3.50
Developer and practitioner tools	15%	3.00	1.80	3.00	3.40	4.60	2.20	3.40
Community	15%	2.40	3.00	3.00	3.60	3.00	1.40	3.40
Strategy	50%	2.40	1.40	2.00	2.40	3.40	2.60	3.40
Vision	20%	3.00	1.00	3.00	1.00	3.00	1.00	3.00
Delivery model	10%	5.00	1.00	3.00	1.00	3.00	3.00	3.00
Partner ecosystem	20%	1.00	3.00	1.00	3.00	3.00	3.00	3.00
Market approach	20%	3.00	1.00	1.00	3.00	3.00	3.00	3.00
Supporting products	20%	1.00	1.00	3.00	3.00	5.00	3.00	5.00
Supporting services	10%	3.00	1.00	1.00	3.00	3.00	3.00	3.00
Market presence	0%	2.50	1.50	1.00	4.00	3.00	3.50	4.50
Product revenue	50%	2.00	2.00	1.00	4.00	4.00	2.00	5.00
Average deal size	50%	3.00	1.00	1.00	4.00	2.00	5.00	4.00

All scores are based on a scale of 0 (weak) to 5 (strong).

Vendor Offerings

Forrester included 15 vendors in this assessment: Acquia, Adobe, Amplience, Automattic, Bloomreach, Contentful, Contentstack, CoreMedia, Crownpeak, Kentico, Magnolia, OpenText, Optimizely, SDL, and Sitecore (see Figure 3).

FIGURE 3 Evaluated Vendors And Product Information

Vendor	Product evaluated	Product version evaluated
Acquia	Acquia Drupal Cloud, Acquia Marketing Cloud	N/A
Adobe	Adobe Experience Manager	N/A
Amplience	Amplience Dynamic Content	N/A
Automattic	Automattic/WordPress VIP	N/A
Bloomreach	Bloomreach Experience (brX)	N/A
Contentful	Contentful	N/A
Contentstack	Contentstack	N/A
CoreMedia	CoreMedia Content Cloud	10.2007.1
Crownpeak	Crownpeak Digital Experience Management Platform	N/A
Kentico	Kentico Xperience	13
Magnolia	Magnolia CMS	6.2.3
OpenText	OpenText TeamSite	20.2
Optimizely (formerly Episerver)	Episerver Content Cloud	11.20
SDL	SDL Tridion	9.5
Sitecore	Sitecore Experience Platform (XP)	10

Vendor Profiles

Our analysis uncovered the following strengths and weaknesses of individual vendors.

Leaders

- **Adobe leads with a strong vision and solid community and collaboration capabilities.** The software and digital experience juggernaut has evolved its go-to-market approach with a cloud offering that targets more than huge organizations. Its key acquisition of Workfront since our last evaluation boosts its capabilities in collaboration and workflow, making it more agile and efficient in getting content to market. Adobe offers a suite of technologies, including creative, analytics, and commerce software, which gives it a powerful ecosystem when customers work within it. Adobe has one of the largest market presences in this evaluation and has traditionally focused on large enterprises, but it's looking to move into the lucrative midmarket.

Adobe excels in content hub capabilities thanks to its heritage in the digital asset management (DAM) space. While it has solid capabilities for collaboration and planning, we expect those to strengthen as the Workfront acquisition permeates the Adobe suite of products. Adobe also stands out in personalization and metadata capabilities, bolstered by its proprietary AI technology. It's weaker than others in this evaluation when it comes to pure headless capabilities. Its Experience League program helps it differentiate in the areas of practitioner and developer support. Customer references spoke positively about the platform's ability to support governance and compliance of experiences and felt like Adobe had a strong digital experience vision. Adobe is a good fit for large global brands that have bought into the Adobe ecosystem and aren't daunted by a full-featured product.

- **Optimizely leads with strong developer and practitioner tools boosted by acquisitions.** Optimizely is the experience optimization vendor acquired by (and the new name for) Episerver. The combined company offers a range of marketing and e-commerce solutions, including the Content Cloud CMS. The addition of a testing and optimization platform (originally Optimizely) and content personalization platform Idio have greatly boosted the company's ability to take a more agile approach to omnichannel content management. Optimizely serves many midmarket organizations in retail and financial services but also has a growing number of large manufacturing and technology accounts.

  Optimizely's developer and practitioner tools and content services capabilities are particular strengths. Personalization capabilities within content services get support from the Idio acquisition, which helps marketers create the right amount of content based on user demand. Optimizely also differentiates with strong testing and optimization capabilities within developer and practitioner tooling. It lags others in this evaluation in workflow and approval capabilities. Customer references particularly liked its personalization and content recommendation features as well as Optimizely's partner network for implementation. Optimizely is a good fit for midmarket and enterprise clients in retail, financial services, and technology.

- **Acquia leads with an open source platform with a strong ecosystem.** Acquia's CMS is part of its overall digital experience platform that is built on open source Drupal, which was developed by company cofounder and CTO Dries Buytaert. Since our last evaluation, private equity firm Vista Equity Partners acquired the company in a deal valued at $1 billion. The CMS is part of the company's Marketing Cloud, which curates capabilities for journey orchestration, website personalization, identity resolution, and machine learning.

  Acquia has strong community capabilities with a superior developer program that offers a wealth of digital experience (DX) training resources and certification programs. The platform also shined in developer and practitioner tooling, with superior capabilities in front-end components and back-end extensibility of the platform. Compared with other leading agile CMS solutions, it's weaker in collaboration and planning capabilities. Customer references liked the extensibility of the platform, with one customer reference calling the Drupal-based system "one of the most extensive platforms out there." Acquia is a good fit for companies looking for an open source CMS with a rich set of DX add-ons, including services and support.

Strong Performers

- **Sitecore offers solid user tools and a strong community but waits on full headless.** Sitecore brought in SAP veteran Steve Tzikakis to take the helm of the company in September 2020 and got a $1.2 billion commitment from investors to drive product enhancements soon after. With the new leadership and investment, we expect increased focus on the services space and modernization of its overall tech stack, which is already underway with the company's effort to move its CMS to a new software-as-a-service (SaaS) platform with full headless later in 2021. Sitecore is one of the largest vendors in this evaluation.

  With capabilities from its adjacent DAM product, Sitecore has a superior content repository, which is both flexible for users and rich with AI capabilities. The company is also differentiated in selling via marketplaces, with a presence on both Microsoft Azure Marketplace and Salesforce's AppExchange. Sitecore still trails headless-first providers in decoupled delivery and API management. Customer references liked Sitecore's back-end component architecture and front-end component libraries, with one reference saying, "Our front-end and back-end developers work together and do it seamlessly." Sitecore is a good fit for companies in verticals like retail, travel, and financial services that are looking for bundled DAM and CMS products with the support of a large ecosystem.

- **Contentful offers a progressive vision and partner ecosystem but limited compliance.** Since our last evaluation, Contentful brought on a new CEO and CMO and closed an additional $80 million in funding led by Sapphire Ventures, along with Salesforce Ventures and several other investors. The company is one of the most commonly referenced headless-first CMS platforms among Forrester clients, and the firm has been aggressively recruiting digital agencies and tech partners to expand its reach. Contentful is one of the CMS members of the MACH Alliance, a growing consortium of DX companies and agencies that is gaining momentum as it evangelizes a headless approach to assembling experiences.

  Contentful excels with superior back-end extensibility that helps users plug their platform into adjacent systems. It also has a strong partner ecosystem and a well-articulated vision for helping companies become digital-first, plus the capabilities to help them get there. But the company's offering lags others in this market in content governance and compliance capabilities, and its long-standing focus on developers means its practitioner program is still emerging. Customer references liked the headless capabilities underpinned by API management and delivery, with one reference calling the APIs "very strong" on the platform. Contentful is a good fit for high-growth midmarket companies and transforming enterprises with mature developer teams looking for a headless-first CMS.

- **Contentstack offers strong decoupled content services but limited practitioner tools.** Contentstack is a new entrant to the Forrester Wave and relatively new to the agile CMS market. The company was founded in 2018 by a group of serial entrepreneurs who had previously created and sold their integration platform (Built.io) to German software vendor Software AG. The company is one of the smallest in terms of revenue in this evaluation but increasingly appears in deals. The company closed a $31.5 million series A round of funding in late 2019 led by Insight Partners. Contentstack is also a founding member of the MACH Alliance.

  Contentstack excels with the strongest channel support in this evaluation. It offers superior support in decoupled delivery from its headless roots and experience management capabilities to deliver content to omnichannel endpoints. The solution has weaker practitioner options and offers only on-par capabilities for both user tools and community offerings. Customer references liked the headless capabilities that allow them to deliver content to multiple channels, with one customer reference saying, "It's been very easy to work with as a developer and very easy for our business users to use." Contentstack is a good fit for tech-smart retail and financial services companies looking for a modern headless-first CMS.

- **Amplience offers strong capabilities for retailers but limited practitioner features.** Despite being in the CMS market since 2016, Amplience keeps a low profile. But after making its name in the retail sector, it's been branching out and raised an additional $20 million in funding since our last evaluation. The firm's relatively small product revenue but relatively high deal sizes mean that its smaller customer base gets a lot of attention. In addition to selling a CMS, it focuses on headless commerce and powering a broader set of B2C and B2B experiences. Amplience is a member of the MACH Alliance.

  Amplience offers strong capabilities in channel support, with superior decoupled delivery capabilities. It also stands out with its front- and back-end components that enable both developers and practitioners. But the company's collaboration and planning capabilities are weaker than others we evaluated. Customer references liked the support they got from Amplience, with one reference saying, "Training and development has been good, and they have been good about connecting us with peers." Amplience is a good fit for retail and B2B companies that are focused on modernizing their digital experiences and require a headless-first CMS with tight integrations to commerce platforms.

- **OpenText offers solid content hub capabilities and user tools for regulated industries.** OpenText TeamSite in one form or another has changed hands through acquisitions since the early days of the dot-com boom. The product now resides in the company's DX portfolio along with adjacent tools like its DAM product Media Management. OpenText is one of the few vendors in this evaluation that offers an on-premises deployment option in addition to its managed services offering or one where customers can bring their own cloud. OpenText is one of the largest vendors in this evaluation and targets the enterprise market and global accounts around most industries.

OpenText excels with its content hub capabilities thanks to its strong heritage in the DAM space. It also offers a superior developer program with tutorials, a community, and documentation. OpenText lags other vendors in this evaluation when it comes to its presence on marketplaces as well as its overall vision, which is evolving from a web-centric one. Customer references liked OpenText's support through its developer programs, with one reference saying that "online trainings are excellently done." OpenText is a good fit for companies in highly regulated industries like financial services, healthcare, and utilities looking for a proven CMS.

- **Automattic has good collaboration and practitioner tools but a web-first mindset.** Automattic's flagship agile CMS offering WordPress VIP is built for enterprises but benefits from the broad appeal of WordPress.com. WordPress VIP typically fits organizations that have heavy-duty publishing needs, including editorial workflows and collaborative editing capabilities. Fueled by an investment of $300 million from Salesforce Ventures in September 2019, Automattic has branched out beyond publishers to begin to support corporate marketers and other DX use cases as it expands its market focus.

  WordPress VIP offers strong capabilities in collaboration and planning from its heritage in the digital publishing industry. It also has a standout practitioner program with more than 700 local user groups worldwide. The product lags the market in decoupled delivery capabilities because of a more traditional approach to content publishing and a vision that is more web-centric than others in this evaluation. Customer references liked the platform's capabilities to manage content creation on a global scale for governance and compliance, with one reference saying, "Within one global site, we manage content across all markets and languages." WordPress VIP is a good fit for North American media, financial services, and higher-education organizations looking for a web-centric CMS.

- **Bloomreach offers strong search and content analytics but fewer agile features.** Bloomreach leans heavily on commerce and merchandising use cases with adjacent commerce-related capabilities, including semantic search, personalization, and merchandising. Bloomreach acquired the open source Hippo CMS platform in 2016 and has since integrated these capabilities into its brX DX platform. When targeting accounts outside commerce-related verticals, the company typically passes deals to partners.

  Bloomreach Experience Manager has superior customer and content analytics, which helps users get a more complete picture of content performance. It's also strong in its marketplaces presence — with listings on both Salesforce AppExchange and SAP Store. Weaknesses include the product's collaboration and planning capabilities, which are below par, compared with the other vendors in this evaluation. Customer references liked Bloomreach's responsiveness to their concerns and quick replies to problem tickets but thought that the company could involve developers more in upgrades and updates. Bloomreach is a good fit for commerce-heavy retailers, manufacturers, and brands that would benefit from strong analytics and personalization capabilities.

Contenders

- **Magnolia offers strong workflow capabilities but lags in its supporting services.** Magnolia was one of the first open source CMS platforms, with its initial release in 2003. Despite being one of the smallest vendors in this evaluation, it still powers some high-profile brands — especially in Europe. Like some other vendors we examined, Magnolia splits its focus between agile CMS and broader DX use cases and concentrates on the latter given the opportunity to help brands transform their digital presence. Rather than offer adjacent products like many others do, it's betting that its customers would rather compose their own stack. It offers connector packs for adjacent capabilities like analytics, commerce, and optimization.

  Magnolia offers strong capabilities in workflow and approvals as well as experience management. The company provides on-par capabilities in developer and practitioner tools, including capabilities like testing and optimization and customer analytics. But it still lags the larger firms in this evaluation when it comes to the scope of its supporting services. Customer references liked Magnolia's back-end extensibility via APIs but also thought that the company could be faster to market with innovation. Magnolia is a good fit for companies in financial services, hospitality, and media that are looking to assemble their DX stack and incorporate an open, proven CMS.

- **Crownpeak excels in experience management but has a weaker content hub.** Founded in 2001, Crownpeak was one of the early born-cloud vendors, offering managed services before shifting to pure SaaS. The company's digital quality management module helps brands ensure that experiences meet an organization's quality, accessibility, and consistency standards. With the additional capabilities, Crownpeak targets brands in highly regulated industries where consistency and compliance are business imperatives.

  Crownpeak has solid capabilities in channel support, especially related to experience management, where it has a differentiated ability to deliver content to omnichannel. Crownpeak trails others in this evaluation in content repository and workflow capabilities. It also has a practitioner program that is still emerging. Customer references liked its content publishing workflow capabilities once they were set up, but one reference said that setup could be complex. Crownpeak is a good fit for companies in regulated markets like financial services and healthcare that require a CMS with flexible deployment options.

- **SDL offers a solid content hub but comes up short on community support.** UK-based RWS Holdings bought SDL in late 2020. Similar to SDL, RWS focuses on translation and localization services. This mission is a good overall fit for SDL because its product portfolio concentrates on translation capabilities in addition to Tridion, which is the CMS that SDL acquired in 2007 and still sells today. Tridion accounts for a relatively small portion of the company's overall revenue, but the deal sizes are some of the largest in this evaluation, which highlights both the capabilities and the complexity of the platform.

Tridion offers strong support when it comes to content repository capabilities and on-par performance in personalization and experience management. Tridion lags Leaders in collaboration, planning, and community support, with still-emerging developer and practitioner programs. Customer references were satisfied with Tridion's ability to manage content creation on a global scale through governance and compliance but didn't find the company to be cutting-edge or visionary. Tridion is a good fit for large enterprises in travel, high-tech, and financial services industries that need on-premises or cloud deployment.

- **CoreMedia offers an omnichannel vision but lacks key agile features and programs.** Private equity firm OpenGate Capital took a controlling stake in Germany-based CoreMedia in 2019. Aimed at driving growth and market expansion beyond EMEA, this vision is taking the firm down a digital experience platform (DXP) path, where integration with commerce platforms, plus an embedded CMS and basic DAM functionality, create a foundation for omnichannel experience delivery. But the core architectural building blocks remain complex — and are still lacking a number of the capabilities needed to fit the agile design model.

  CoreMedia has solid capabilities in both testing and optimization as well as its marketplaces presence. It has on-par functionality in content services and channel support. But CoreMedia lags others in this evaluation in collaboration and planning capabilities as well as developer and practitioner programs, which are still emerging. Customer references were satisfied with the platform's support for back-end component architecture and front-end component libraries but thought that support and training could have improved. CoreMedia is a good fit for tech-savvy companies in retail, media, and telecom that take a more traditional approach to bringing content and commerce together.

- **Kentico offers good community support but lags in overall agile capabilities.** Kentico goes to market with two CMS platforms: Kontent, its headless-first CMS, and Xperience, the company's DXP, which includes a traditional CMS along with marketing functionality and is targeted at midmarket and above. We evaluated the content management functionality in Xperience for this Forrester Wave. While Kentico's revenue and deal sizes are among the smallest in this evaluation, the company has a large partner network and geographically diverse client base. The company is planning to expand focus on the DACH market going forward.[3]

  Kentico Xperience offers capabilities on par with others in the market when it comes to its content repository and personalization capabilities. It also offers well-regarded community support for both developers and practitioners. But Xperience lags the market in other core agile capabilities like collaboration and planning, and the company's strategy is still evolving beyond a web- and page-centric view. Customer references were satisfied with the platform's APIs but thought that overall API documentation and training could improve. Kentico is a good fit for companies that have outgrown a simple CMS product and are looking to upgrade to an all-in-one solution without the accessories of more modern agile CMS offerings.

Evaluation Overview

We evaluated vendors against 26 criteria, which we grouped into three high-level categories:

- **Current offering.** Each vendor's position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering. Key criteria for these solutions include a content hub, collaboration and planning, content services, channel support, developer and practitioner tools, and community.
- **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies. We evaluated their vision, delivery model, partner ecosystem, market approach, supporting products, and supporting services.
- **Market presence.** Represented by the size of the markers on the graphic, our market presence scores reflect each vendor's product revenue and average deal size.

Vendor Inclusion Criteria

Forrester included 15 vendors in the assessment: Acquia, Adobe, Amplience, Automattic, Bloomreach, Contentful, Contentstack, CoreMedia, Crownpeak, Kentico, Magnolia, OpenText, Optimizely, SDL, and Sitecore. Each of these vendors has:

- **A track record as the primary CMS for omnichannel content at large organizations.** Specifically, current Forbes Global 1000 customers cite them as having strategic customer-facing or partner-facing digital content.
- **Forrester clients that have expressed interest in learning more about them.** Clients have frequently asked about the vendor within the context of inquiry, advisory, and/or consulting.
- **Users from both business (marketing, creative, etc.) and IT (developers, etc.).** These users utilize the platform to deliver their brand's digital persona to omnichannel endpoints.
- **Enterprise customers and local operations in at least two major regions.** Local operations include support and account management. Regions include North America, South America, Europe, Asia Pacific, or the Middle East and North Africa. Vendors must have had both for at least the past year.
- **Three referenceable current enterprise customers.** Customers must be using this version or a recent as-a-service release.
- **Regional or global services partners.** These partners must have supported enterprise-level deployments in the past year.

Supplemental Material

Online Resource

We publish all our Forrester Wave scores and weightings in an Excel file that provides detailed product evaluations and customizable rankings; download this tool by clicking the link at the beginning of this report on Forrester.com. We intend these scores and default weightings to serve only as a starting point and encourage readers to adapt the weightings to fit their individual needs.

The Forrester Wave Methodology

A Forrester Wave is a guide for buyers considering their purchasing options in a technology marketplace. To offer an equitable process for all participants, Forrester follows The Forrester Wave™ Methodology Guide to evaluate participating vendors.

In our review, we conduct primary research to develop a list of vendors to consider for the evaluation. From that initial pool of vendors, we narrow our final list based on the inclusion criteria. We then gather details of product and strategy through a detailed questionnaire, demos/briefings, and customer reference surveys/interviews. We use those inputs, along with the analyst's experience and expertise in the marketplace, to score vendors, using a relative rating system that compares each vendor against the others in the evaluation.

We include the Forrester Wave publishing date (quarter and year) clearly in the title of each Forrester Wave report. We evaluated the vendors participating in this Forrester Wave using materials they provided to us by November 2020 and did not allow additional information after that point. We encourage readers to evaluate how the market and vendor offerings change over time.

In accordance with The Forrester Wave™ and New Wave™ Vendor Review Policy, Forrester asks vendors to review our findings prior to publishing to check for accuracy. Vendors marked as nonparticipating vendors in the Forrester Wave graphic met our defined inclusion criteria but declined to participate in or contributed only partially to the evaluation. We score these vendors in accordance with The Forrester Wave™ And The Forrester New Wave™ Nonparticipating And Incomplete Participation Vendor Policy and publish their positioning along with those of the participating vendors.

Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with the Integrity Policy posted on our website.

Forrester Wave

Endnotes

[1] See the Forrester report "The ROI Of CX Transformation."

[2] See the Forrester report "Now Tech: Agile Content Management Systems, Q1 2020."

[3] DACH: Germany, Austria, and German-speaking Switzerland.

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