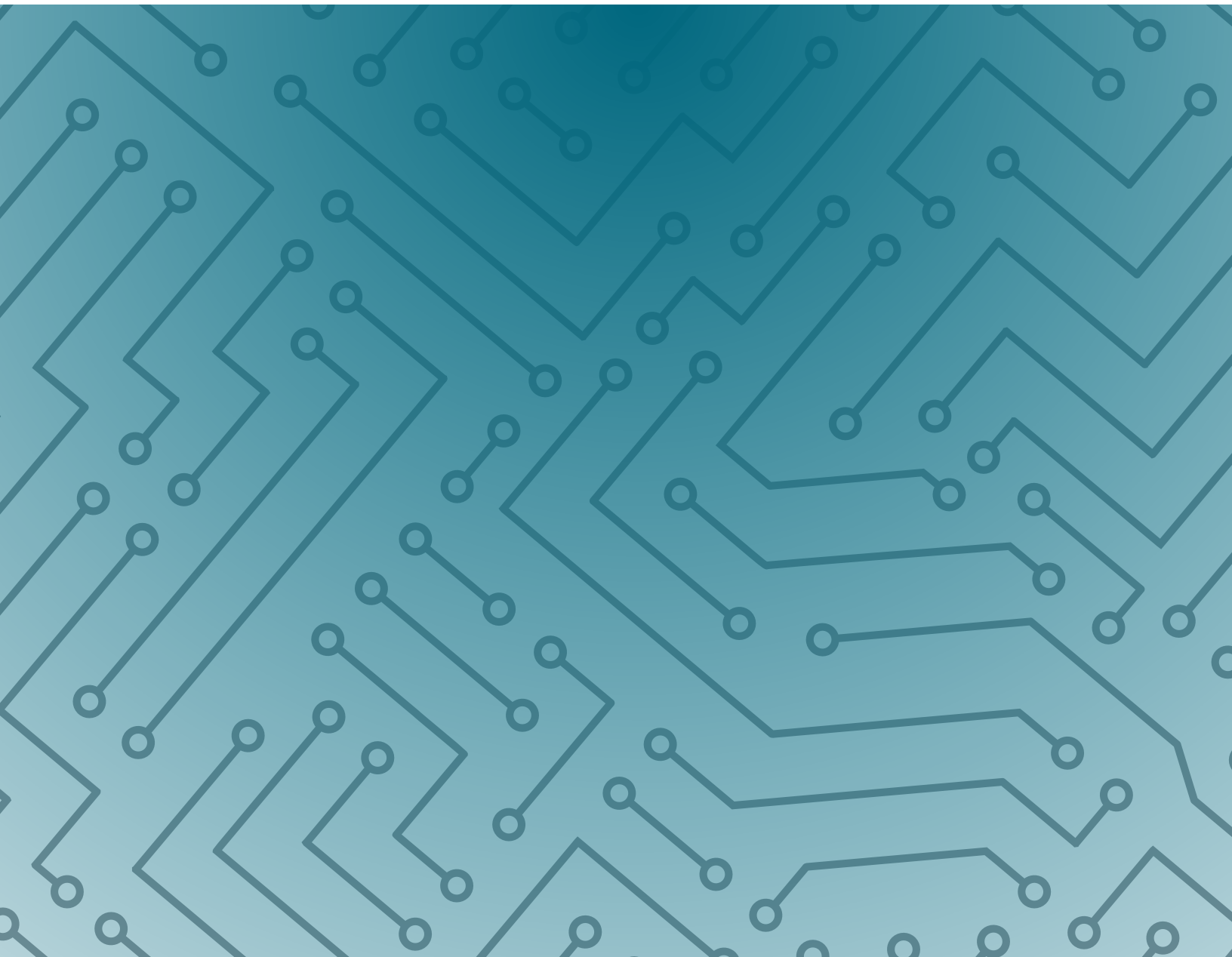




# A MARKETER'S GUIDE TO FINDING THE RIGHT CONTENT MANAGEMENT SYSTEM





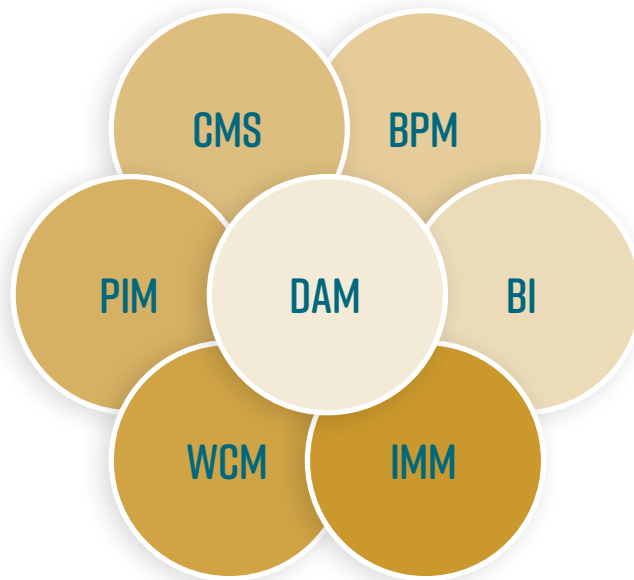
# A MARKETER'S GUIDE TO FINDING THE RIGHT CONTENT MANAGEMENT SYSTEM

The multiple benefits that an integrated content management system (ICMS) can provide businesses include cost savings generated from efficient production workflows; streamlined communications yielding improved speed to market; better data security by controlling who has access to information; and structured data helping to produce better SEO rankings. These factors among others make an ICMS an extremely valuable tool. Therefore, it's critical that businesses do their due diligence when evaluating the various ICMS' in the marketplace before investing in one.

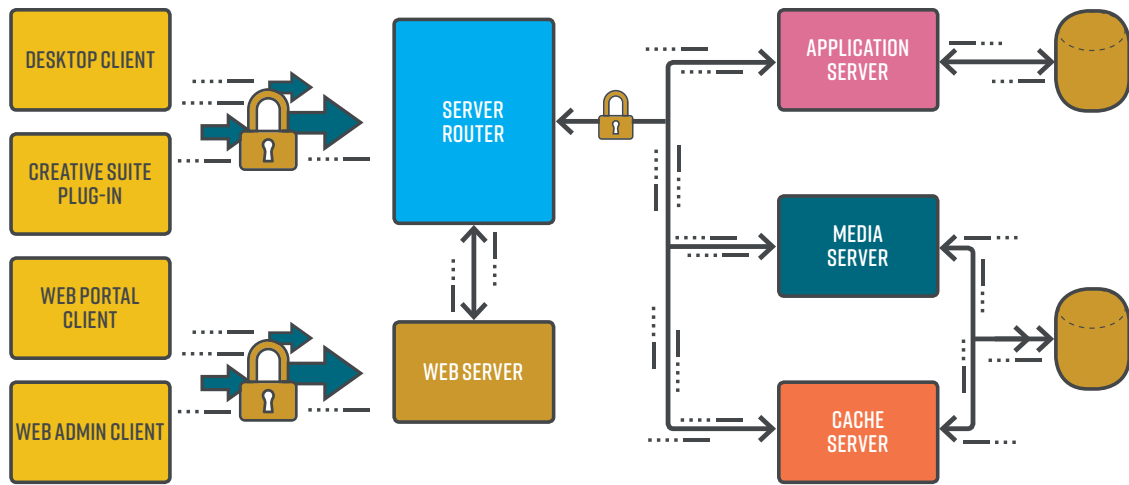
So, what should marketers be looking for when evaluating the right ICMS for their business? The most important component doesn't concern the product itself, but the company using it. The culture of the company must be suited more appropriately for service than as a product manufacturer. This important factor more than any other will determine the success and longevity of your chosen solution.

Once you've narrowed down the vendor list and are confident they will satisfy the requirement of a valued business partner and cornerstone in your ICMS, only then are you ready to consider their product offering. Keep in mind that product attributes only represent a snapshot in time of a product's capabilities, and through vehicles such as the RFP products will achieve parity over time.

Factors worth consideration before making any purchase decisions on an ICMS include the following:



- **CAN THE PLATFORM BE EASILY ADAPTED AND/OR INTEGRATED WITH OTHER LEGACY OR SPECIALIZED CORPORATE APPLICATIONS?** Your ICMS must be able to communicate with various internal systems (e.g., CRM, PIM, ERP, CMS, DAM, accounting, supply chain, marketing automation, email, social media, etc.) rather than operate within silos. Technology integrations via APIs, external calls, import/export, work flows, policies, etc., are essential to the brand's ability to produce the seamless customer journeys that today's consumers now demand — from discovery through post-purchase support.
- **WILL THE PRODUCT MEET YOUR NEEDS (IMMEDIATE, SHORT TERM, MEDIUM TERM) IN AN ELEGANT MANNER THAT PROVIDES CONFIDENCE AS THE SOLUTION TO YOUR PROBLEM AND NOT A SOLUTION LOOKING FOR ONE.** The features and functionality that come with the platform must meet your needs. For instance, if the needs are for file organization, search capabilities, metadata, user access and security (DAM characteristics), then these features should be integral to the product. This might mean identifying what's native functionality vs. what's a third-party component.



- **A DISTRIBUTED ARCHITECTURE THAT ALLOWS FOR MULTIPLE LOCATIONS, IS SCALABLE, ALLOWS FOR UNLIMITED USERS, UNLIMITED STORAGE AND CAN MANAGE ANY FILETYPE.** This is an increasingly important requirement as brands create more content to engage with today's 24/7 connected consumers. Having a single source of truth for your data gives employees access to develop and manage content that leads to more efficient workers and, subsequently, lower production costs.
- **WHAT LEVEL OF SECURITY AND SUPPORT IS IMPORTANT TO YOU?** You have to consider security implications, the integrity of your data, and the reputation of the provider when it comes to these matters.
- **HOW MUCH DESIGN FLEXIBILITY DOES THE PLATFORM PROVIDE?** Is the content and design restricted to one interface, or does the architecture allow for design flexibility? Furthermore, with an ever-increasing number of consumers engaging with brands via mobile devices, does the ICMS provide support for a responsive native, web and mobile design? Lastly, how easy is it to change the look and feel of your published content through the use of design templates instead of redesigning from scratch?
- **IS IT A CLOUD, SAAS OR ON-PREMISE PLATFORM?** There are pros and cons to each of these solutions, from cost to control to scalability to security, including other business and technical assessments to take into consideration. For most small to midsized businesses, a SaaS solution tends to be the favored choice for its low up-front costs and little to no IT setup time. For larger businesses, an on-premise platform that offers more control and greater customization is frequently the preferred choice.

- **ENSURE THAT THE PLATFORM IS NOT ONLY EASY TO USE AND INTUITIVE, BUT ALSO HAS THE FEATURES AND FUNCTIONALITY YOUR ORGANIZATION WILL NEED TO MEET ITS BUSINESS GOALS.** Those functionalities will likely include updating and maintaining content (e.g., product descriptions, blog posts, email campaigns, etc.), as well as custom content applications (e.g., events calendar, executive team bios).
- **DO YOU UNDERSTAND THE TRUE COSTS OF THE SOFTWARE?** This means taking into account the fixed costs (i.e., agreed upon prices based on a defined scope of work) as well as budgeting for variable and/or hidden costs (e.g., customization fees, paying for platform updates, support, hosting and management).

## WHY WAVE CORP IS THE RIGHT ICMS FOR YOUR COMPANY

Using the above checklist as your guide, take a look at how Wave Corporation stacks up to the other providers. Wave Corp's MediaBank ICMS facilitates the efficient use, production, distribution and reporting of activity for all stored content — e.g., text, images, audio files, videos, etc. The results? The MediaBank ICMS checks off all the boxes, and then some. Most importantly, Wave Corporation has the best-recognized support in the industry.

A summation of benefits include more efficient workflows, increased control over the access of information, improved data integrity, integrated workflows to help keep projects on time and on budget, and streamlined communications that will produce a more efficient (and happier) employee.

For Wave Corporation, content management isn't just software, it's a way of life.

### ABOUT US

Established in 1987, WAVE is an engineering company that advances the management and distribution of marketing content through its MediaBank application for some of the largest marketers, manufacturers, advertisers, retailers and publishers in the world. MediaBank, an ensemble of powerful modules providing an organized source for your creative content, helps distribute this valuable information across various channels, including web, print, multimedia, email, etc. It's an all-in-one solution that offers an operational synergy impossible to achieve when employing multiple disparate systems. Experience the comfort of working with an innovative partner that understands that perspiration is the best way to create inspiration. Learn more at [www.wavecorp.com](http://www.wavecorp.com).



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