

SWOT Assessment: CoreMedia, CoreMedia Digital Experience Platform

Analyzing the strengths, weaknesses,
opportunities, and threats

Publication Date: 07 Oct 2016 | Product code: IT0014-003159

Sue Clarke



Summary

Catalyst

Organizations must be able to support their customers' entire journey across multiple channels and devices. Few customers now engage with an organization via a single channel, which makes it vitally important that organizations understand how each customer is engaging with them. For example, knowing that a customer has telephoned the call center to ask questions about a particular product shortly before visiting the website allows content to be personalized, so that it is highly relevant and targeted. CoreMedia Digital Experience Platform is a content and digital asset management platform, which supports a flexible, object-oriented content-modeling paradigm to deliver dynamic online experiences across multiple channels, pages, and websites. The platform is designed to link brand-driven and transactional websites, and serves as the foundation for the CoreMedia LiveContext solution, which augments online stores by infusing visually compelling and immersive content into the online shopping experience.

Key messages

- CoreMedia's portfolio is offered as a single platform, which incorporates content management (CM) and digital asset management (DAM) capabilities. It also provides solutions to enhance the business-to-business (B2B) and business-to-consumer (B2C) e-commerce experience.
- The portfolio provides a seamless experience on various devices and across multiple channels, supporting a mobile-first strategy.
- CoreMedia Blueprints for brands, media companies, and e-commerce websites provide best practices, templates, and other features that allow designers and editors to rapidly build and deploy websites.
- CoreMedia Digital Experience Platform is available on-premise and as a cloud-hosted service, CoreMedia On Cloud, which is available directly from CoreMedia and includes subscription-based pricing.

Ovum view

CoreMedia is a mid-sized vendor in a marketplace that has evolved from web content management (WCM) to customer experience management (CX) with the addition of capabilities that support the customer journey across all channels and multiple devices. Vendors must be able to provide mobile-first capabilities with responsive design to allow content to be automatically rendered for the device it is being delivered to. Ovum research shows that retailers with an online presence need to provide content for print, direct mail, email, online advertising, television, print advertising, and social media such as Facebook, Twitter, Pinterest, and Instagram. Even apps for tablets and smartphones and, most recently, messaging platforms such as WhatsApp are being used. This demonstrates that it is no longer sufficient to provide content for websites alone. The ability to reuse content is an important consideration when selecting a CX solution. With comprehensive DAM capabilities, CoreMedia Digital Experience Platform is ideally suited to storing assets that need to be reused across multiple channels, and this is an advantage for CoreMedia over many of its competitors.

Recommendations for enterprises

Why consider CoreMedia?

CoreMedia Digital Experience Platform is well suited to the requirements of organizations that need to build an online presence. With its rapid deployment capabilities, it provides the expertise required to enable organizations to rapidly build a web presence. Built-in features make it ideal for media and entertainment companies, as well as online retailers looking to blend branded content and product information across multiple channels. Productized integrations with IBM WebSphere Commerce Suite (WCS), SAP Hybris, and IBM Marketing Cloud mean that content can be published directly to online shops and digital marketing channels with a single click, which will appeal to marketers.

SWOT analysis

Strengths

CoreMedia Blueprints allow organizations to quickly build and deploy websites

CoreMedia Blueprints are a set of ready-to-deploy starter websites, which include best practices, templates, and pre-built design elements to allow websites to be built and deployed rapidly. Included are multisite, multilanguage, and omnichannel publishing tools. Supported environments include global brand websites, media websites, and augmented B2B and B2C e-commerce websites. CoreMedia Brand Blueprint is available in multiple languages and is based on the popular Twitter Bootstrap framework.

Collaboration features enhanced with content sets and workflows

CoreMedia provides a set of collaboration tools that encompass the entire lifecycle of content – from creation, translation, and revision of content to approval, delivery, and analysis. These tools support both ad hoc creative collaboration and more formal workflows. Business users are able to collaborate based on business functions and roles. Content sets can be defined and shared, published with a single click, or sent for approval.

DAM capabilities included in the platform

CoreMedia provides extensive DAM capabilities, which is something that not all CX vendors provide. A wide range of rich media assets are supported, including images, videos, and PDFs. Product data, unstructured digital content, a media library, and marketing materials can all be managed. Integrated rights management, including expiration dates, provides protection for content. Integration with Adobe Creative Cloud allows design and graphics professionals to work with their tools of choice. Advanced features include automated metadata extraction and product asset linking.

CoreMedia's e-commerce augmentation strategy provides a differentiator

CoreMedia supports multiple integration strategies for its CoreMedia LiveContext solution, allowing organizations to enhance their existing e-commerce stores with content without having to abandon existing business logic and front-end development. It can augment stores built on a variety of commercial e-commerce platforms, including IBM WCS and SAP Hybris, but CoreMedia LiveContext can also be deployed to augment homegrown e-commerce systems. Customers of IBM WCS and SAP Hybris can take advantage of a validated, productized integration, as well as a

fixed-price/fixed-scope Express Deployment option, which can get them to a live, new, content-enhanced e-commerce website in as little as 10 weeks. There are also specific capabilities to enhance both B2B and B2C e-commerce websites.

Weaknesses

CoreMedia Digital Experience Platform does not include its own analytics capability

CoreMedia Digital Experience Platform does not include analytics, which may deter organizations that favor a one-stop-shop approach to WCM. CoreMedia provides integrations with Google Analytics, IBM Digital Analytics, WebTrends, Adobe Analytics, and Nugg.ad, and allows customers to use the analytics product of their choice. CoreMedia Digital Experience Platform is able to take the output from these products and display it through its own dashboards.

Opportunities

CoreMedia is well positioned to build market share through its rapid design and DAM capabilities

Virtually all organizations need to be able to engage with their customers via multiple channels, including the web, which requires the use of a CX platform. With its Brand Blueprints, which make it easier and quicker to design and deploy websites, CoreMedia is well positioned to pick up additional market share. Its extensive DAM capabilities support the reuse of assets across multiple channels.

IBM Marketing Cloud integration will provide additional opportunities

Built-in integration allows content to be published directly to IBM Marketing Cloud. Included is the ability to create microsites and landing pages, assemble email newsletters, and personalize landing pages based on IBM scoring and newsletter content. This will provide CoreMedia with additional opportunities as not all vendors include this valuable integration capability.

CoreMedia can increase its market share with its cloud offering

CoreMedia has recently launched a cloud service, which it manages on Amazon Web Services (AWS) servers. This is an important development as Ovum research shows there is growing support for the cloud in the enterprise content management (ECM) space with more than 70% of respondents surveyed by Ovum having already implemented at least one ECM technology in the cloud. Web experience management (WEM) is a good opportunity for organizations to test the cloud.

Threats

A large number of WCM products are available

The WCM market space is very competitive, with a large number of products for organizations to choose from. These include standalone products and products with WCM capabilities within ECM platforms. With strong social capabilities, CoreMedia should have an advantage over vendors with less well-developed social features.

ECM vendors have the advantage of providing a single platform for all content management needs

Organizations that prefer a one-stop-shop approach and have implemented ECM are unlikely to deploy a separate WCM system. Ovum would urge organizations to consider whether the WCM system within the ECM platform can deliver the full range of capabilities required. Specialist WCM vendors often provide more extensive features.

Data sheet

Key facts about the solution

Table 1: Data sheet: CoreMedia

Product name	CoreMedia Digital Experience Platform	Product classification	Content management
Version number	CoreMedia 1604.1	Release date	April 2016
Industries covered	All, but expertise in media, telecommunications, retail, financial, healthcare, manufacturing, the public sector, and utilities	Geographies covered	Global
Relevant company sizes	Midsized to global enterprises	Platforms supported	Windows, Linux, Solaris, AIX, CentOS
Languages supported	German, English, and Japanese out of the box. Also delivered in Spanish, Russian, and Chinese. Supports double-byte character sets, international character sets, and right-to-left languages	Licensing options	Perpetual, tiered CPM-based licensing, and subscription-based licensing
Deployment options	On-premise, on-premise (managed), hosted (dedicated), and SaaS	Routes to market	Direct and partners
URL	www.coremedia.com	Company headquarters	Hamburg, Germany
UK headquarters	Covent Garden, London, UK	North America headquarters	San Francisco, California, US
Asia-Pacific headquarters	Singapore		

Source: Ovum

Appendix

Methodology

Ovum SWOT Assessments are independent reviews carried out using Ovum's evaluation model for the relevant technology area, supported by conversations with vendors, users, and service providers of the solution concerned, and in-depth secondary research.

Further reading

Fundamentals of a Customer Experience Management Solution, IT0014-003087 (January 2016)

Author

Sue Clarke, Senior Analyst, Information Management

sue.clarke@ovum.com

Ovum Consulting

We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Ovum's consulting team may be able to help you. For more information about Ovum's consulting capabilities, please contact us directly at consulting@ovum.com.

Copyright notice and disclaimer

The contents of this product are protected by international copyright laws, database rights and other intellectual property rights. The owner of these rights is Informa Telecoms and Media Limited, our affiliates or other third party licensors. All product and company names and logos contained within or appearing on this product are the trademarks, service marks or trading names of their respective owners, including Informa Telecoms and Media Limited. This product may not be copied, reproduced, distributed or transmitted in any form or by any means without the prior permission of Informa Telecoms and Media Limited.

Whilst reasonable efforts have been made to ensure that the information and content of this product was correct as at the date of first publication, neither Informa Telecoms and Media Limited nor any person engaged or employed by Informa Telecoms and Media Limited accepts any liability for any errors, omissions or other inaccuracies. Readers should independently verify any facts and figures as no liability can be accepted in this regard – readers assume full responsibility and risk accordingly for their use of such information and content.

Any views and/or opinions expressed in this product by individual authors or contributors are their personal views and/or opinions and do not necessarily reflect the views and/or opinions of Informa Telecoms and Media Limited.

CONTACT US

www.ovum.com

analystsupport@ovum.com

INTERNATIONAL OFFICES

Beijing

Dubai

Hong Kong

Hyderabad

Johannesburg

London

Melbourne

New York

San Francisco

Sao Paulo

Tokyo

