

CoreMedia grows US presence, releases major product upgrade

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German Web content management (WCM) vendor **CoreMedia** has released CoreMedia 6, a major upgrade to its main product suite. This latest rev from the 14-year-old company focuses a good deal on usability, with a new Studio tool for content and business owners to build out and preview tailored Web experiences. There are also improvements to the suite's support for mobile app management and delivery. CoreMedia competes mostly with other high-end, Java-based WCM vendors, and often **Adobe's Day Software** in particular. The vendor expanded its efforts in the US market in 2010 and plans to continue that focus in 2011.

The 451 take

CoreMedia has had a relatively low profile, particularly in the US, for a firm that has been around nearly as long as the concept of WCM itself. It has some very large customers, though, and in the past year has invested in the US market with personnel and partners in order to start signing some big deals there, as well. All of the market consolidation in the WCM realm has left room for some strong independents at the high end, particularly if the larger acquirers like Adobe or Open Text don't keep up with the market. With its strength in the media vertical, CoreMedia doesn't have all of the online marketing tools available in some competitors' suites, but its focus on the mobile Web is relevant right now.

The biggest addition in CoreMedia 6 is the new CoreMedia Studio product. The company has for a while had what it calls a 'content orchestration layer' to manage business logic and integration with other systems. The new Studio product is an interface for less technical users to more easily incorporate content or data from outside the content management system (CMS) into Web properties without writing a lot of custom code. This Studio component can also help business users work with content from the CMS or from other systems and manipulate the logic as to how that content gets delivered with real-time previewing capabilities.

Studio also ties into the personalization module that CoreMedia added last year in its CoreMedia 5 update. This is largely for user profiling and rules-based targeting. So now content owners can manipulate these rules and preview how different scenarios will look in the Studio tool.

The other area addressed in CoreMedia 6 is mobile device delivery and management. This is something that CoreMedia has actually done well for a while, given the abstraction layer that can manage delivery rules for different devices. Again, with this release, business users can manage more of this device-specific delivery without involving IT. The intent is to help organizations build and manage mobile Web apps (as opposed to device-specific apps) that can utilize a common content repository, management framework and rules engine.

CoreMedia claims to have seen a 97% increase in license revenue in 2010 over the year-ago period. This is based in part on more of a focus on selling software specifically (and doing less services). To that end, the company is working more with partners on the implementation side and has been putting a lot of emphasis on signing up partners in the US, as well.

CoreMedia now has 18 employees in its San Francisco office, up from just a couple a year ago; it employs 180 globally. The company has more than 200 customers (though we don't know how many more). This number isn't hugely different from the total we noted a year ago, though the company does sign particularly large deals (with an average deal size that is more than \$300,000 in licenses alone), so it doesn't add that many new customers in a year and has also sold additional licenses to existing customers.

Competition

CoreMedia often competes with other vendors that have strong bases in Europe, such as Day and **SDL Tridion**. Like CoreMedia, these players boast good support for multilingual, multi-device and multichannel management and delivery. **FatWire Software** is the other independent that competes regularly at this tier. In particular, CoreMedia encounters Day frequently as a competitor. Now that Day is part of Adobe, which is pitching Day as part of its broader 'customer experience' strategy, the focus will likely be more on online marketing. CoreMedia doesn't have all of the bells and whistles of some competitors in the online marketing arena, particularly when compared to a larger player like Adobe, which also has **Omniure** in-house. So far, CoreMedia's focus has been more specifically on media and telecom, where requirements can be a bit different.

With large media organizations, where the Web is the primary channel, CoreMedia often vies more with homegrown systems and internal development. Open source can also play a role here, with customers building their own systems on top of open source components from the likes of **Drupal** or **Alfresco Software** (or perhaps both, depending on the use case). In addition, there are other higher-end Java-based WCM options on the open source front, including **Magnolia International**, **dotCMS** and **Jahia**.

Larger deals and big accounts are also more likely to bring established relationships with larger enterprise content management vendors. **IBM** has been making investments in the Web experience realm, though its WCM component isn't really competitive with CoreMedia and Day at this point. **EMC** partners with FatWire for WCM. **Autonomy Corp** can still be in the picture with **Interwoven**, as is **Open Text** with the **Vignette** portfolio, which at one point did have a lot of customers in the media vertical.

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