Press Releases

Open Source Changing Face of Content Management Market, Says Report from Basex; Choosing the Right Platform is More Critical than Ever

Analyst Firm Estimates U.S. Content Management Market Poised for Explosive Growth to $10 Billion in 2014

NEW YORK, Sept. 30 /PRNewswire/ -- The content management market is seeing dramatic change thanks to new open source and commercial open source entries that are making significant inroads with customers.

According to *The Definitive Guide to Today's Content Management Systems and Vendors,*a new 150-page report series from Basex, a knowledge economy research firm, the advent of open source software has significantly changed the process of selecting a content management solution.

The report series looks at 32 key content management vendors and 43 platforms and provides in-depth analysis -- including market trends, drivers, and barriers -- to guide decision makers in the selection process.

Basex estimates that the U.S. market for content management was $4.1 billion in 2008 and will reach $10 billion by 2014. Open source content management is gaining traction in some circles and the overall open source software market is growing rapidly

"The good news is that companies today can find a wide range of content management systems at varying price points," said Jonathan B. Spira, chief analyst at Basex and a co-author of the report. "The bad news is that selecting the RIGHT platform is more critical than ever to a company's future and most companies don't have the resources to thoroughly investigate their options. Managers have to understand the total cost of ownership, support options and functionality when making that decision."

The report series is being published on a subscription basis and includes an in-depth industry survey,*Content Management Systems: The New Math for Selecting Your Platform*, and 16 Vendor Profiles of key content management providers and their offerings.

The vendor profiles provide a comprehensive analysis of content management offerings from Autonomy, Acquia, Alfresco, Bluenog, Day Software, EMC, EpiServer CMS, FatWire, Hippo, IBM, Microsoft, Mindtouch, Nuxeo, Oracle, Open Text and Xerox.

The *Content Management Systems* report reveals that:

- Choosing the right content management system is far from straight forward and requires an in-depth understanding of both the organization's needs and what the market has to offer.
- Companies need to be prepared to manage multiple forms of content including wikis, blogs, RSS feeds, social networks, podcasts and video.
- Companies that spend hundreds of thousands of dollars for content management systems might do equally well with platforms that cost one-tenth that amount.

The complete report series, with a special introductory price of $1,799 (regular price is $1,999) including a one-hour consultation with a Basex analyst, is available from the Basex Web site at http://www.basex.com/defcm.

ABOUT BASEX

Basex is the world's foremost knowledge economy research and advisory firm. Founded in 1983 and headquartered in New York City, Basex provides senior business executives from organizations across the globe with strategic advice, business and technology guidance, best practices, and insight about knowledge worker management and productivity.

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