

Vendor Selection Matrix – Brand Content Management SaaS And Software: The Top 20 Global Vendors 2018

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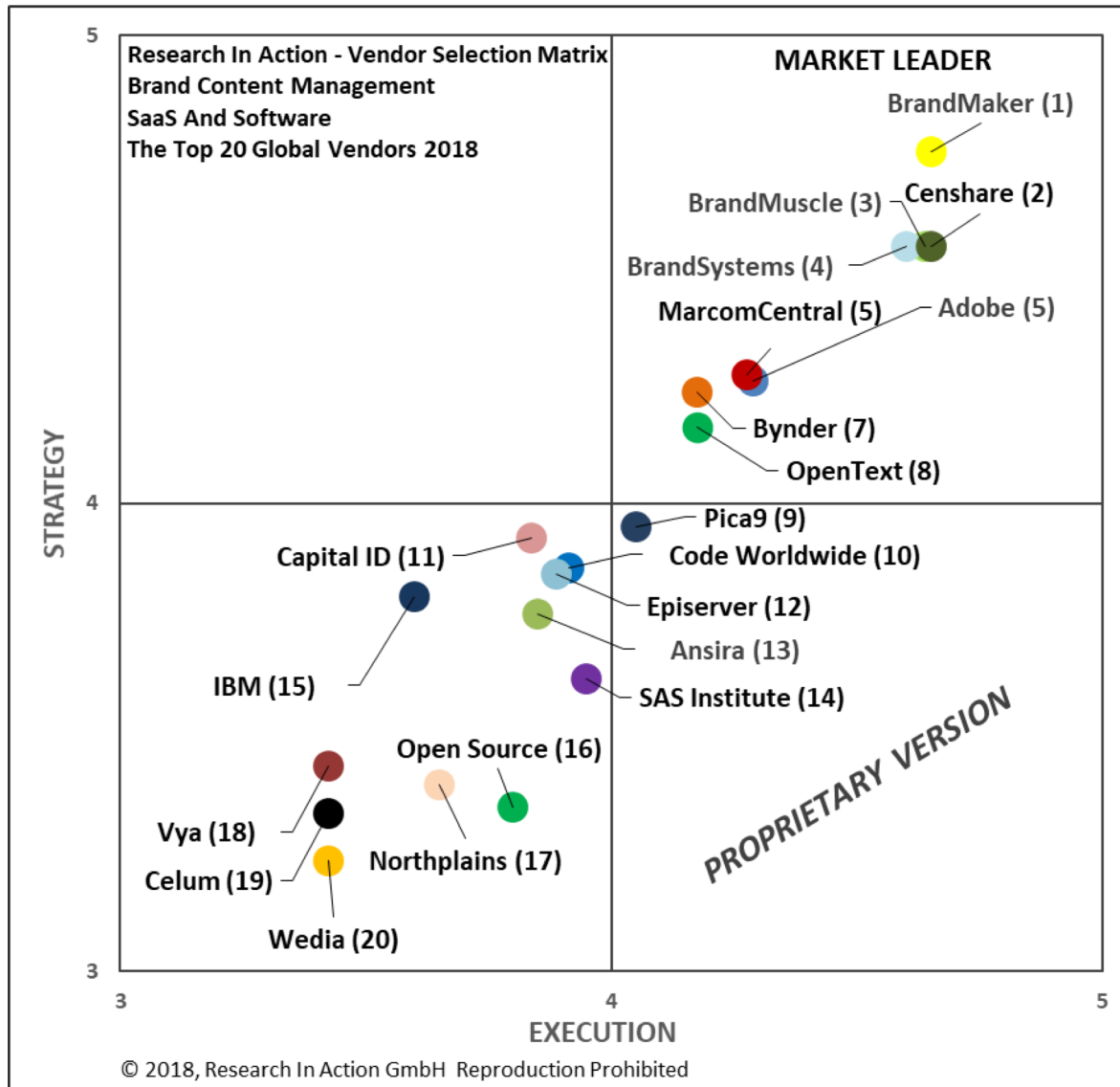
Research Director

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Vendor Selection Matrix – Brand Content Management: The Top 20 Global Vendors



	Strategy	Execution	Total
1 BrandMaker	4,75	4,65	9,40
2 Censhare	4,55	4,65	9,20
3 BrandMuscle	4,55	4,64	9,19
4 BrandSystems	4,55	4,60	9,15
5 Adobe	4,26	4,29	8,55
5 MarcomCentral	4,28	4,28	8,55
7 Bynder	4,24	4,18	8,41
8 OpenText	4,16	4,18	8,34
9 Pica9	3,95	4,05	8,00
10 Code Worldwide	3,86	3,91	7,78
11 Capital ID	3,93	3,84	7,76
12 Episerver	3,85	3,89	7,74
13 Ansira	3,76	3,85	7,61
14 SAS Institute	3,63	3,95	7,58
15 IBM	3,80	3,60	7,40
16 Open Source	3,35	3,80	7,15
17 Northplains	3,40	3,65	7,05
18 Vya	3,44	3,43	6,86
19 Celum	3,34	3,43	6,76
20 Wedia	3,24	3,43	6,66



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Vendor Selection Matrix Methodology

Data Summary:

- Unique, primarily survey-based methodology for comparative vendor evaluation.
- At a minimum, 60% of the evaluation results are based on enterprise and SMB buyers' survey results.
- Analyst's opinion accounts for a maximum of 40% of the evaluation results (not close to 100% as in most other vendor evaluations).
- More than 45,000 data points were collected.
- Data was collected in Q2 of 2018, covering 1,500 business and IT managers (with budget responsibilities) in a combined telephone and online survey.
- The Top 20 vendors of Brand Content Management SaaS and Software (selected by the survey respondents) were evaluated.
- The evaluation results and forecasts are based on customer and vendor feedback, publicly available information, triangulation, as well as the analyst's opinion.



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Vendor Selection Matrix Methodology

Survey Instrument:

Country breakdown

DACH	250
United Kingdom	150
France	100
Benelux	50
Europe (Rest)	150
North America	500
The Americas (Rest)	50
Australia and New Zealand	30
Asia Pacific (Rest)	220
Total	1.500

Company size breakdown

Headcount below 5.000:	247
Headcount 5.000 to 10.000:	432
Headcount 10.000 to 50.000:	718
Headcount over 50.000:	103
Total	1.500

Job title breakdown (Buyer role)

CEO	156
VP IT	141
CMO	123
CTO	114
BU Head	111
General Manager	108
VP Marketing	105
CIO	102
COO	100
Project Manager	97
VP Sales	93
IT Manager	75
Supply Manager	57
BU Marketing Manager	49
CFO	32
IT Operations Manager	17
Others	20
Total	1.500

Industry breakdown

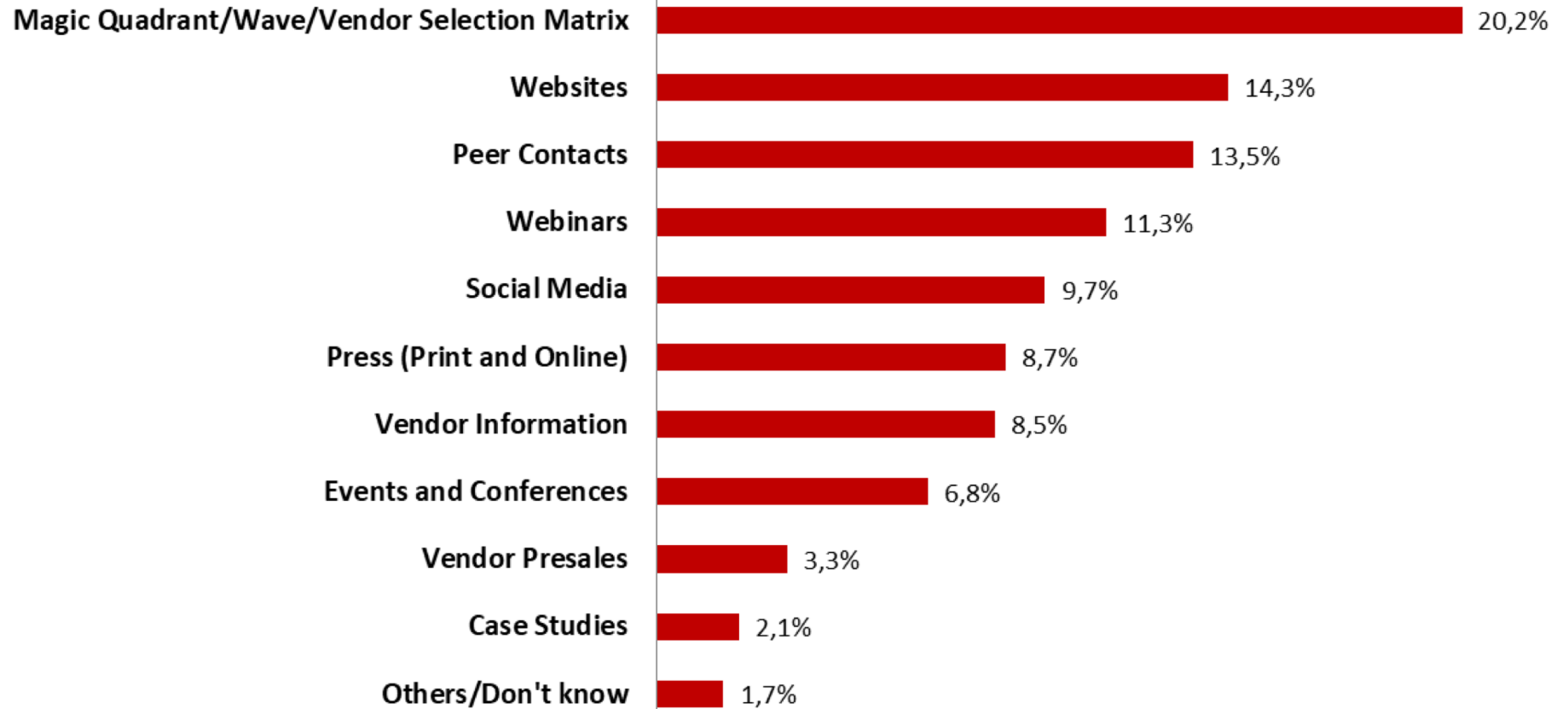
Energy	112
Financial Services	259
Government & Non Profit	109
Healthcare & Chemicals	276
Manufacturing	283
Media & Telecoms	121
Retail	114
Technology & Professional Services	122
Travel & Transportation	104
Total	1.500



What Tools Do You Use To Create The Vendor Longlist?

MQ/VSM
Websites
Peers
Webinars
Social Media

Decision Makers use a mix of traditional and online tools



N=1.500 Business and IT Managers in Enterprises and SMBs



Market Definition: Brand Content Management

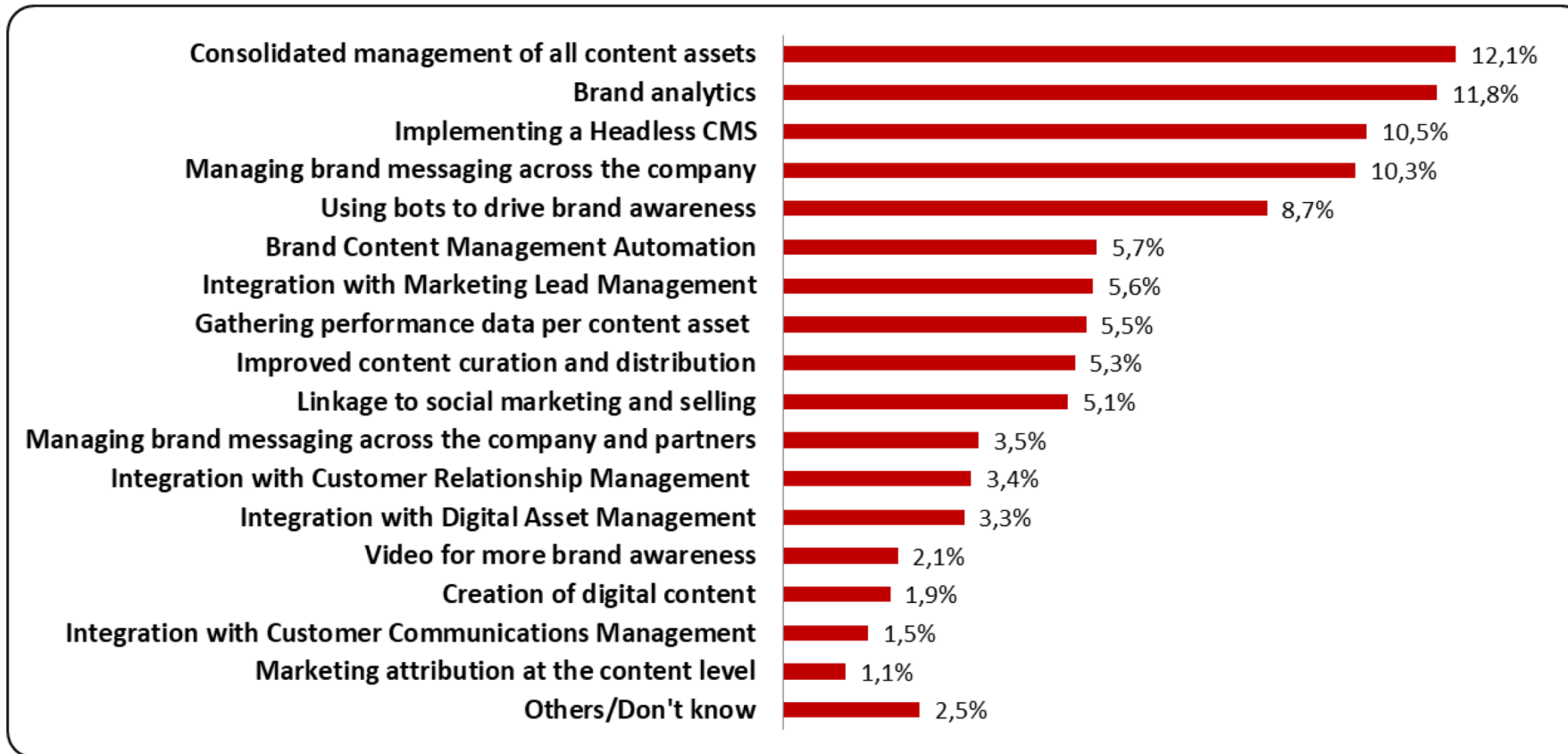
- Brand Content Management applications are deployed in marketing departments. As well as managing all digital content assets, a Brand Content Management system can control the brand messaging across the company, from corporate brand to the individual messaging statements around products. Companies working in a more distributed (sometimes called local) marketing environment deploy Brand Content Management systems to manage content across all their internal organizations, subsidiaries, and/or all business partners. Other labels used within this category include Digital Asset Management, Digital Content Management, Customer Experience Management, Distributed Marketing and Brand Management.
- Companies with a simple sales model and elementary marketing maturity usually operate just a static Digital Asset Management system to manage content of various types. Firms with complex organizations and multiple channels would tend towards a Through Partner Marketing Automation system, which includes lead management across all sales channels.
- Brand content management applications are used by companies mostly in support of the sale of "considered purchases"¹ - products or services representing a significant investment which typically involves complexity that requires in-depth research. These sales are made primarily by companies selling in a business-to-business (B2B) or business-to-business-to-consumer (B2B2C) capacity.

¹Considered purchases, see https://en.wikipedia.org/wiki/Considered_purchase



Market Overview: Market Trends 2018

What is your number one investment area in the Brand Content Management space for 2018 (One answer) ?



Note. The following priorities were volunteered by the respondents.

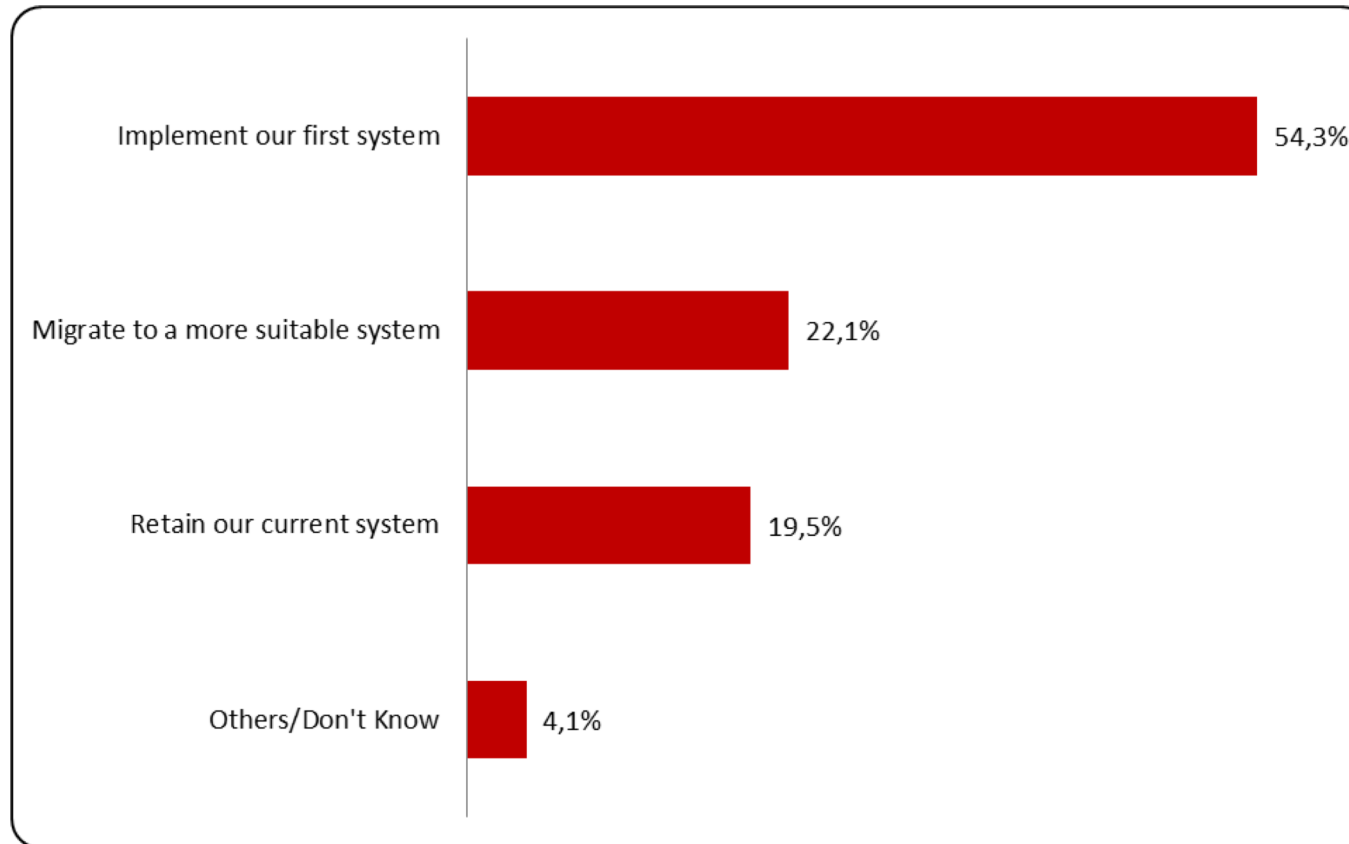
- “Implementing a Headless CMS”
- “Brand analytics”
- “Using bots to drive awareness”
- “Integration with CRM”
- “Video for more brand awareness”
- “Creation of digital content”

N=1.500 Business and IT Managers in Enterprises and SMBs



Market Overview: Market Trends 2018

Are you planning to implement or replace your Brand Content Management system in the next 1-3 years?



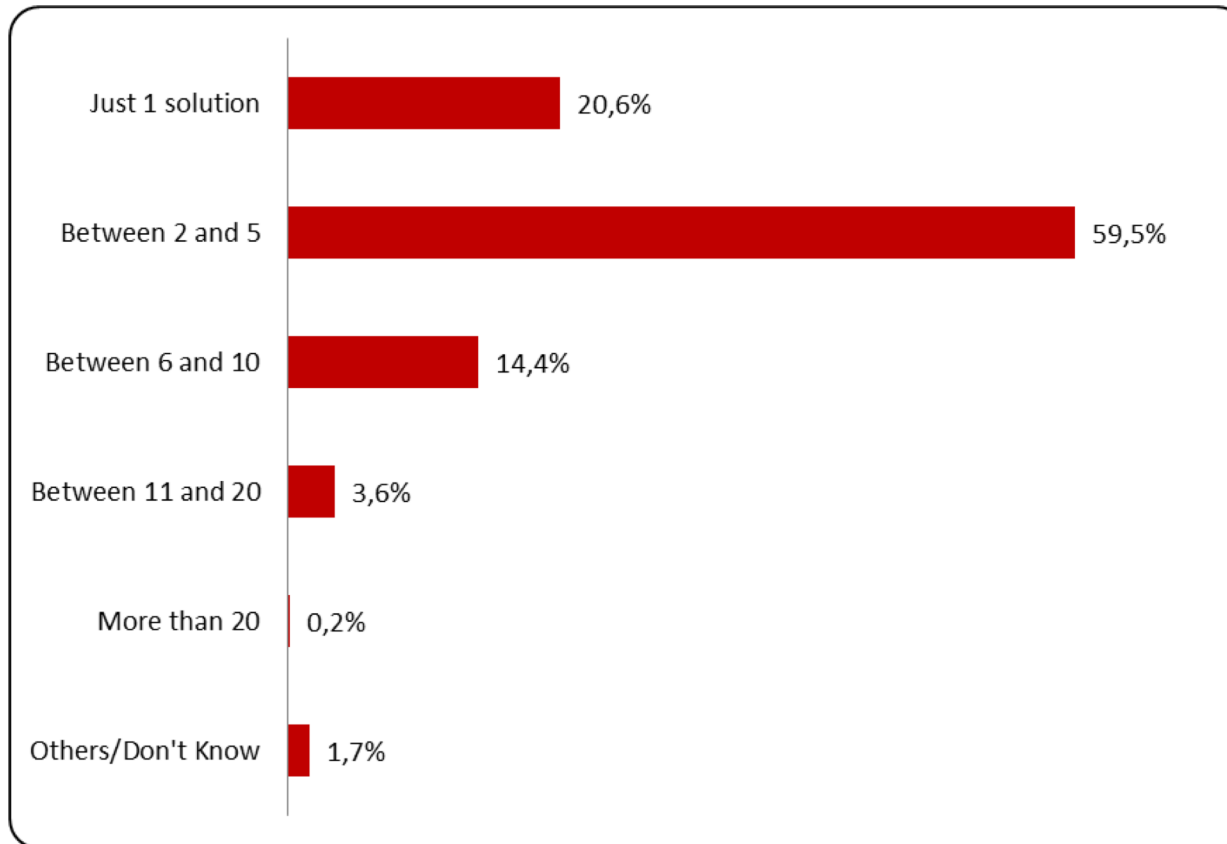
76% of Companies to invest in Brand Content Management Software in the next 1-3 years, over half for the first time.

N=1.500 Business and IT Managers in Enterprises and SMBs



Market Overview: Market Trends 2018

How many different software or SaaS solutions do you have in your current overall marketing automation stack?



N=1.500 Business and IT Managers in Enterprises and SMBs

The Marketing
Automation
Stack becomes a
Portfolio



Market Overview: Macro-Trends Affecting Brand Content Management Projects in 2018

- **Market size and growth.** Today, there are roughly 50 active software and SaaS vendors globally generating around \$ 2 billion in annual software licenses, maintenance and SaaS revenue.
- **Buyers are planning their software investments more strategically.** Buying companies need longer evaluation cycles for brand content management applications as vendors (particularly the large ones) present a more complex portfolio of products to support content marketing processes.
- **Integration becomes a significant requirement.** As the IT department increases its influence on marketing automation projects, there is increased focus on integration capabilities to other marketing systems, including Product Information Management. Some companies are even now trying to optimize integration between their content management and eCommerce systems.
- **Vendor consolidation is a priority.** Ultimately, buyers wish to avoid working with too many martech vendors so often a “good enough” solution from an incumbent vendor may suffice. Many marketing departments are not as sophisticated as the leading vendor solutions.
- **Cloud-based solutions are preferred.** SaaS-based software has made this automation technology easier to adopt and to integrate than the largely on-premises-based applications offered a few years ago. This is also resulting in increased interest from midmarket companies with smaller sales and marketing teams who can now afford to invest.



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Market Overview: Brand Content Management

Market Predictions

- **Marketing content needs more personalization and context.** Advanced marketers will want to provide content that is as personal as possible to the target audience. Industry or business-function level content customization will become table-stakes. Marketing buyers will want to leverage personal and/or behavioral data to further target the content used in marketing programs.
- **Marketing attribution becomes a business fundamental.** Attribution remains a priority for B2B and B2B2C, mainly given the reality of increasing privacy legislation to adequately track behaviors and as the proliferation of available customer touchpoints mount. For companies with significant channel business, accurate attribution to the worthy partner is also an economic priority. Solution providers will develop truly advanced, multi-touch attribution functions beyond basic attribution like first-touch, last-touch, etc...
- **Brand Content Management systems become platforms for all formats of communication.** The definition of brand content has expanded from corporate or product literature to include social media communications, video and other formats. Brand Content Management systems are now expected to collect, manage and distribute these communication formats through partners and across the enterprise.
- **The emergence of Through Partner Marketing Automation.** Many international B2B or B2B2C enterprises require a system that is more than just a repository of content assets that channel partners, including subsidiaries or country organizations, can leverage. A mature Through Partner Marketing Automation systems can also support full campaign execution, including lead management, management of marketing funding across the ecosystem, and provide analytics to optimize investment and drive broader adoption.



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Vendor Selection Matrix – Brand Content Management SaaS And Software: Evaluation Criteria

Strategy		
Vision & Go-To-Market	30%	Does the company have a coherent vision in line with the most probable future market scenarios? Does the go-to-market and sales strategy fit the target markets and customers?
Innovation & Partner Ecosystem	20%	How innovative is the company? How is the partner ecosystem organized and how effective is the partner management?
Company Viability & Execution Capabilities	15%	How likely in the long-term survival of the company? Does the company have the necessary resources to execute the strategy?
Differentiation & USP	35%	Does the solution have a Unique Selling Proposition (USP) and clear differentiators?
Execution		
Breadth & Depth Of Solution Offering	30%	Does the solution cover all necessary capabilities expected by the customers?
Market Share & Growth	15%	How big is the market share and is it growing above market rate?
Customer Satisfaction	25%	How satisfied are customers with the solution and the vendor?
Price/Value Ratio	30%	How do customers rate the relationship between the price and perceived value of the solution?



Vendor Selection Matrix – Brand Content Management SaaS And Software: The Top 20 Global Vendors

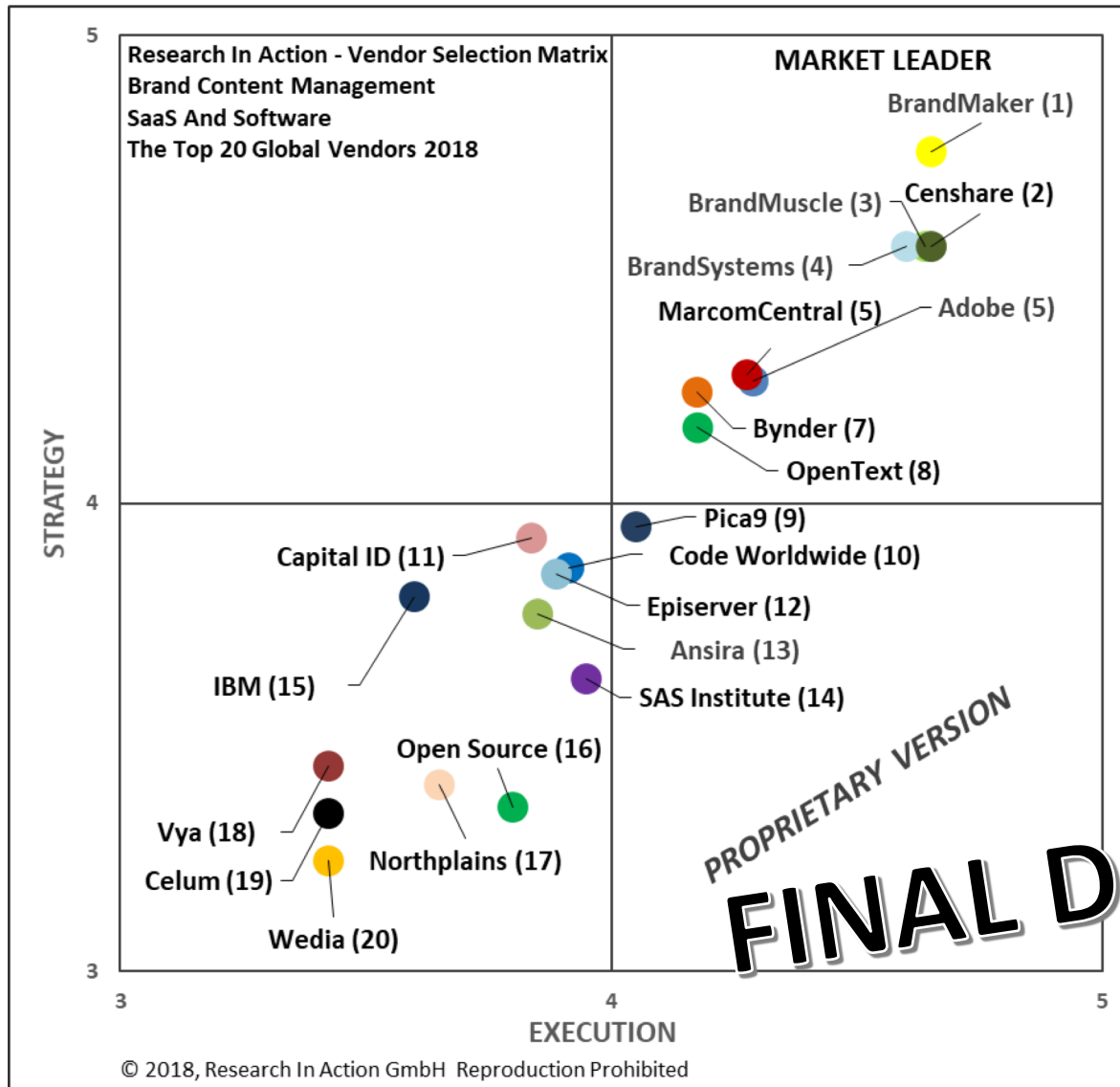
Evaluated Vendors and Solutions:

Name	Product(s)
1 Adobe	Experience Cloud
2 Ansira	Edge Technology Suite
3 BrandMaker	Marketing Efficiency Cloud
4 BrandMuscle	Local Marketing Suite
5 BrandSystems	Marcom Manager
6 Bynder	Marketing Resource Management, Branding Automation
7 Capital ID	Brand Asset Management
8 Celum	Content and Collaboration Cloud
9 Censhare	Digital Experience Platform
10 Code Worldwide	AdZU Platform
11 Episerver	Episerver Digital Experience Cloud
12 IBM	Watson Content Hub, Distributed Marketing
13 MarcomCentral	Enterprise Edition
14 Northplains	NorthplainsNEXT, Xinet
15 Open Source	Drupal, WordPress, Joomla, Pimcore,
16 OpenText	Magellan, Customer Experience Management
17 Pica9	CampaignDrive
18 SAS Institute	SAS Marketing Operations Management
19 Vya	Marketing Resource Systems
20 Wedia	Digital Asset Management, Distributed Marketing Management



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13 Ansira	3,76	3,85	7,61
14 SAS Institute	3,63	3,95	7,58
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Vendor Selection Matrix – Brand Content Management SaaS And Software: The Winner



BrandMaker: Content management plus marketing automation for the most complex marketing ecosystems

- **General:** Founded in 2008 in Germany, BrandMaker has over 350 enterprise customers worldwide, who are challenged with marketing processes more complex than normal in terms of channels, subsidiaries, and geographic spread. BrandMaker now supports over 300,000 users in 86 countries – with an annual growth of 20% - 25% over the last years.
- **Strategy:** The vendor helps customers in four segments of marketing operations: (1) “Prepare”, establish marketing plan, (2) “Execute”, create content and manage assets, (3) “Engage”, deliver content and manage leads, and (4) “Learn”, analytics on engagement and content usage. Customers praise the vendor’s continuous innovation and BrandMaker is especially strong in the automotive and hospitality sectors. Brandmaker’s client churn is under 10%.
- **Execution:** They offer a wide range of services for solution implementation and customization, even hosting services. The direct sales and consulting organizations also work together with marketing agencies and consultancies.
- **Customer Quote:** “BrandMaker is simply the best vendor partner for brand management we can think of.” VP Marketing global automotive company.
- **Bottom Line:** BrandMaker excels at enterprise-level brand management and is the preferred vendor for companies requiring consistent marketing fulfillment functions across hundreds of dealers, franchises or country subsidiaries.



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Vendor Selection Matrix – Brand Content Management SaaS And Software: The Number Two



Censhare: Their concept of content hub linking disparate sources has traction but...

- **General:** Established in 2001 in Germany, Censhare provides a content and marketing platform to clients such as Dyson, Jaguar Land Rover, IKEA, Kohls and Hearst Media Group supporting multi-channel, multi-language, personalized communication to their audiences. We estimate their annual revenues at around € 25 million.
- **Strategy:** The Censhare value proposition is managing brand consistency by connecting disparate content and media sources to their “universal, smart content hub”. Its customer base is mostly European (80% of over 200) and Censhare recently added mobile capabilities with the acquisition of another German vendor, 360dialogue.
- **Execution:** Censhare is difficult to categorize generally as its solution approach varies according to each customer scenario. That often makes them difficult to find for new buyers. Censhare sales efforts have focused on the retail industry plus media and publications. Censhare customers score their supplier the highest in our survey for the price/value ratio category.
- **Customer Quote:** “Censhare is our ideal partner because of their flexibility, we have very unique requirements.” VP Marketing European retail company.
- **Bottom Line:** Censhare held its 2018 customer event in Munich in September with attendees from over 230 companies from 17 countries. Also in September 2018, the founder and CEO was ousted and replaced; a new strategy or product announcement is currently eagerly anticipated by customers and potential buyers alike.



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Vendor Selection Matrix – Brand Content Management SaaS And Software: The Number Three



BrandMuscle: Established US leader for local or distributed brand marketing scenarios

- **General:** BrandMuscle has been a thought leader and vendor since decades on local marketing processes, i.e. marketing a global brand at a local level through subsidiaries or channel partners. They enhanced and modernized their offering when acquiring the software vendor Seapio in 2016. BrandMaker software is now deployed by over 300 global companies to manage nearly 1 million local business partners and over \$ 2 billion in co-op marketing funds annually.
- **Strategy:** BrandMuscle helps its customers to manage market development and co-op funds, create and manage brand-compliance, and support location-based marketing programs. As well as providing software to the brand-owning companies, the BrandBuilder product supports the channel partners: From managing program funding, creating corporate-compliant digital or traditional collateral, and supporting integrated marketing campaigns.
- **Execution:** With nearly 800 full-time employees in North America, BrandMuscle probably has the largest client service, product development, and local marketing execution support team in the industry. This explains how they have earned the joint highest score for the customer satisfaction category amongst all competitors.
- **Customer Quote:** “We are very satisfied with BrandMuscle, their customer focus is exceptional.” VP Marketing North-American consumer goods company.
- **Bottom Line:** BrandMuscle is the most attractive to companies with extremely complex and/or large distributed models. Their greatest opportunity would be to expand internationally.



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Vendor Selection Matrix – Brand Content Management SaaS And Software: The Number Four



BrandSystems: Mid-market vendor now empowered for growth by acquisition

- **General:** BrandSystems, founded in Sweden in 2001 to productize various marketing process software tools created by a local marketing agency, helps large and medium-sized companies to manage and analyze their marketing resources with the MarcomManager, DAM and Content Automation products. Since April 2016, the products were also integrated into the Knowledgewell technology suite marketed by the global marketing agency Wellcom Worldwide.
- **Strategy:** BrandSystems had achieved strong growth, especially in the last three years in the US, UK and Australia, as a marketing resource management platform vendor in the midmarket. In September, the company was fully acquired by Wellcom Worldwide, who plan to offer an end-to-end martech solution for businesses to plan, budget, execute, store and analyze their marketing efforts.
- **Execution:** Currently, BrandSystems continues to promote itself as a separate software offering and its software platform solution is now hosted on the Amazon Cloud. BrandSystem's customers have scored the company as joint highest in the customer satisfaction category amongst all competitors
- **Customer Quote:** "So far BrandSystems has been a valuable partner for us, but we are uncertain about the future." CEO European media company.
- **Bottom Line:** Brandsystems will continue as its own entity for the near future and also offered as part of Wellcom Worldwide's Knowledgewell product suite as a key integrated module. Clients will be offered an extended source of unique solutions to facilitate their marketing requirements and future content deliverables. Current and new BrandSystems customers can be assured that their supplier now has more resources and will be able to move to the next phase of growth.



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Vendor Selection Matrix – Brand Content Management SaaS And Software: The Number Five

Adobe: The enterprise leader in content creation, management, and delivery

- **General:** Adobe is one of the industry's most respected vendors having systematically converted its product lines and business model to SaaS in the last years. It has grown via acquisitions, none larger than the recent buy of Marketo, a Marketing Lead Management market leader¹. The Experience Cloud offering, including Adobe Experience Manager (AEM) Sites and AEM Assets, is extensive around all forms of content and content delivery. Adobe also offers an internet-facing web property, AEM Assets includes Brand Portal, an internet-facing web property to facilitate the secure, scalable and controlled distribution of approved brand assets .
- **Strategy:** Adobe is the traditional preferred vendor for content creation for most B2C and many B2B users and it has the resources, and strategy, to build out on this positioning. Its Experience Cloud roadmap recognizes that content is becoming more and more fragmented while needing to be delivered and re-used through many different channels. Leveraging Adobe Sensei will also introduce new AI and machine-learning enhancements.
- **Execution:** Adobe has a strong product ecosystem and an extensive partner ecosystem of system integrators and, most importantly, marketing agencies. It has an extensive sales and service organization worldwide.
- **Customer Quote:** "We are following Adobe's lead for many years and we are satisfied with their strategy." CEO North-American media and publishing company.
- **Bottom Line:** The marketing automation market is trending towards a choice between "marketing clouds" as anchor system plus point solutions in innovative areas and Adobe is now definitely in the shortlist for that anchor system

¹ Vendor Selection Matrix – Marketing Lead Management SaaS And Software: The Top 20 Global Vendors 2018, see <http://www.researchinaction.de/index.php/research/24-research-2018-englisch/87-2018-1-vendor-selection-matrix-marketing-lead-management-saas-and-software-the-top-20-global-vendors-2018>.



Vendor Selection Matrix – Brand Content Management SaaS And Software: The Number Five



MarcomCentral: Providing brand content management as a portal service

- **General:** In 2014, Ricoh, the Japanese multinational imaging and electronics company, acquired PTI Marketing Technologies and rebranded it to MarcomCentral, offering a central content repository for brand management, marketing fulfillment, and distributed marketing. Operating as a cloud-based print and marketing portal solution, MarcomCentral now has over 19,000 customers and over 2 million end-users.
- **Strategy:** The MarcomCentral portal approach appeals to organizations that prefer a self-service approach where central marketing staff manage content in support of disparate marketing and sales departments that leverage that content. The system itself is very modern and capable and the portal interface is especially appealing for casual users who may perhaps only download and customize materials on a periodic basis.
- **Execution:** MarcomCentral is offered online in the customary SaaS modus, with three price configurations, small/mid-size/enterprise where the feature list is consistent across the offerings. Clients are provided with training and services online and on-site as required and MarcomCentral customers score their supplier the highest in our survey for the price/value ratio category.
- **Customer Quote:** "We are a very decentralized organization, a one-size fits all doesn't work for us. MarcomCentral is a good fit for our needs." CMO global engineering and technology company.
- **Bottom Line:** MarcomCentral supports companies who have more of a portfolio approach with their marketing strategy.



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Vendor Selection Matrix – Brand Content Management SaaS And Software: The Top Ten

Bynder: The brand content management system users most love to work with

- **General:** Established in 2013 in the Netherlands, Bynder is successful in both the mid-sized company (improved by the acquisition of WebDAM in February 2018) and enterprise segments. With seven offices around the world, business has grown 200% in the last year to 1300 customers and 500,000 users, and estimated revenues of \$ 20 million.
- **Strategy:** Bynder's core business is digital asset management augmented with a library of brand management process templates and an interactive brand styleguide. It offers a variety of integrations to other content management systems. Recently, Bynder enhanced its analytics capabilities, as part of an impressive product roadmap which they publish to their clients. The solution is offered as SaaS and there is a range of educational and other services as part of the subscription.
- **Execution:** In just a few years, Bynder has reached a prominent position in the brand content management arena, being recognized often by buyers and competitors alike. They are building out their partner network to increase their reach in the field. Bynder users are particularly impressed with the ease-of-use of the system. Their strength process continues to be web-to-print while future enhancements will provide support for media such as video.
- **Customer Quote:** "We are Bynder digital asset management customers for a number of years but are also 'very impressed by the brand content management solution." General Manager European media company.
- **Bottom Line:** Bynder is an innovative marketing resource management provider with strong brand management features as well.



Vendor Selection Matrix – Brand Content Management SaaS And Software: The Top Ten

OpenText: Leading with technology to motivate the IT department

- **General:** OpenText, a Canadian software vendor, recently announced version 16 of its enterprise information management system branded as EP5. This is the platform for several product suites including OpenText Customer Experience Management which includes several products enabling brand content management. OpenText is one of the largest software vendors in the world and has been active for 25 years.
- **Strategy:** OpenText is represented directly in most countries in the world, often with local services resources as well as partnerships with local consultancies. The most IT-centric of the top ten vendors profiled in this report, they present their solutions as technologies and consolidating solution architectures. This positioning appeals most to large enterprises, who mostly prefer to install software on-premise. A SaaS offering is planned for future release.
- **Execution:** As cited above, OpenText presents its offerings around a flagship product concept: Enterprise information management. Within that concept, single products cover most of the functionality bases for any enterprise customer. The specific tailored solution to meet the business process requirements that individual customers have is usually set up and configured by one of their extensive ecosystem of global system integrators.
- **Customer Quote:** "We are an OpenText shop. We believe in the leverage of a consistent solution across the whole enterprise." CIO global financial services company.
- **Bottom Line:** OpenText is the technology giant of brand content management and preferred by enterprise IT departments.



Vendor Selection Matrix – Brand Content Management SaaS And Software: The Top Ten

Pica9: The project leader for local marketing re-invents itself into SaaS

- **General:** New York based Pica9 provides CampaignDrive which enables and manages marketing processes distributed across networks of agent, dealer, or franchises. This includes local marketing campaigns, through partner marketing automation, and content/brand management including permissions, compliance and templates. Founded in 1998, it has estimated annual revenues of around \$ 10 million.
- **Strategy:** In June 2018, the Pica9 company started a rebranding and company transformation from a software vendor to a SaaS provider. Its website is now www.campaigndrive.com and the solution is presented as a SaaS solution for local marketing automation including one-on-one training and professional onboarding services.
- **Execution:** The original Pica9 was a software project group that designed and installed local marketing systems for clients such as Marriott and Gentiva. This project experience has given them insights into customer requirements so that they could engineer a new product based on a new platform to go-to-market as a SaaS offering. The solution is gaining recognition and traction, particularly in the hospitality, franchise, financial services and automotive sectors.
- **Customer Quote:** "We see Pica9 as the only solution right now that truly fits our needs." CEO global hospitality company.
- **Bottom Line:** Pica9, or CampaignDrive, is a modern SaaS platform for distributed marketing rapidly building up a strong reputation.



Vendor Selection Matrix – Brand Content Management SaaS And Software: The Top Ten

Code Worldwide: Not the most informative name ever for a software provider

- **General:** Code Worldwide, or as they like to call themselves, “Code”, was founded in 2003 as a digital technology and strategy consultancy in London, UK. In many projects, it leverages its own technology, “adZu”, described as “The Operating System for the Future of Marketing”. adZu supports media and content management plus campaign management and localization with a focus on brand and franchise networks. With success in the automotive, telecommunications and retail sectors, it has estimated annual revenues of \$ 25 million.
- **Strategy:** The adZu software is organized into a series of studios, each of which contains a number of different apps to help automate, implement and deliver marketing. It is in use in over 10,000 businesses (including franchisers or partners of the adZU customers) in over 113 countries.
- **Execution:** Code is first and foremost a marketing agency. The software is deployed by the agency in their projects.
- **Customer Quote:** “We like the focus of Code and capabilities as our marketing agency.” CMO European telecommunications and media company.
- **Bottom Line:** Code, coming with their agency experience, is able to combine Adtech with Martech processes, which is a challenge for many of the other brand content management solutions.



Vendor Selection Matrix – Brand Content Management SaaS And Software: Detailed Results (I)

	<u>Weighting</u>	Adobe		Ansira		BrandMaker		BrandMuscle		BrandSystems	
		Score	Result	Score	Result	Score	Result	Score	Result	Score	Result
Strategy											
Vision & Go-To-Market	30%	3,50	1,05	3,75	1,13	4,75	1,43	4,75	1,43	4,75	1,43
Innovation & Partner Ecosystem	20%	4,00	0,80	3,50	0,70	4,50	0,90	4,50	0,90	4,50	0,90
Company Viability & Execution Capabilities	15%	5,00	0,75	3,00	0,45	4,50	0,68	3,75	0,56	3,75	0,56
Differentiation & USP	35%	4,75	1,66	4,25	1,49	5,00	1,75	4,75	1,66	4,75	1,66
	100%		4,26		3,76		4,75		4,55		4,55
Execution											
Breadth & Depth Of Solution Offering	30%	4,50	1,35	4,00	1,20	5,00	1,50	5,00	1,50	5,00	1,50
Market Share & Growth	15%	5,00	0,75	3,00	0,45	4,50	0,68	4,00	0,60	3,75	0,56
Customer Satisfaction	25%	4,25	1,06	4,00	1,00	4,50	1,13	4,75	1,19	4,75	1,19
Price/Value Ratio	30%	3,75	1,13	4,00	1,20	4,50	1,35	4,50	1,35	4,50	1,35
	100%		4,29		3,85		4,65		4,64		4,60

Scale Explanation: 1 (Low) To 5 (High)



Vendor Selection Matrix – Brand Content Management SaaS And Software: Detailed Results (II)

	<u>Weighting</u>	Bynder		Capital ID		Celum		Censhare		Code Worldwide	
		Score	Result	Score	Result	Score	Result	Score	Result	Score	Result
Strategy											
Vision & Go-To-Market	30%	4,50	1,35	4,00	1,20	3,25	0,98	4,75	1,43	4,25	1,28
Innovation & Partner Ecosystem	20%	4,00	0,80	4,00	0,80	3,75	0,75	4,50	0,90	3,50	0,70
Company Viability & Execution Capabilities	15%	4,00	0,60	3,50	0,53	3,75	0,56	3,75	0,56	3,25	0,49
Differentiation & USP	35%	4,25	1,49	4,00	1,40	3,00	1,05	4,75	1,66	4,00	1,40
	100%		4,24		3,93		3,34		4,55		3,86
Execution											
Breadth & Depth Of Solution Offering	30%	4,25	1,28	4,00	1,20	3,25	0,98	5,00	1,50	3,75	1,13
Market Share & Growth	15%	4,25	0,64	3,00	0,45	3,50	0,53	4,00	0,60	3,00	0,45
Customer Satisfaction	25%	4,25	1,06	4,25	1,06	3,50	0,88	4,50	1,13	4,25	1,06
Price/Value Ratio	30%	4,00	1,20	3,75	1,13	3,50	1,05	4,75	1,43	4,25	1,28
	100%		4,18		3,84		3,43		4,65		3,91

Scale Explanation: 1 (Low) To 5 (High)



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Vendor Selection Matrix – Brand Content Management SaaS And Software: Detailed Results (III)

	<u>Weighting</u>	Episerver		IBM		MarcomCentral		Northplains		Open Source	
		Score	Result	Score	Result	Score	Result	Score	Result	Score	Result
Strategy											
Vision & Go-To-Market	30%	4,00	1,20	3,00	0,90	4,25	1,28	3,50	1,05	3,00	0,90
Innovation & Partner Ecosystem	20%	3,00	0,60	3,75	0,75	4,25	0,85	3,00	0,60	3,00	0,60
Company Viability & Execution Capabilities	15%	3,75	0,56	5,00	0,75	3,25	0,49	3,50	0,53	3,00	0,45
Differentiation & USP	35%	4,25	1,49	4,00	1,40	4,75	1,66	3,50	1,23	4,00	1,40
	100%		3,85		3,80		4,28		3,40		3,35
Execution											
Breadth & Depth Of Solution Offering	30%	4,00	1,20	4,00	1,20	4,00	1,20	3,75	1,13	3,00	0,90
Market Share & Growth	15%	3,25	0,49	3,25	0,49	3,50	0,53	3,50	0,53	3,25	0,49
Customer Satisfaction	25%	4,00	1,00	3,75	0,94	4,50	1,13	3,50	0,88	4,25	1,06
Price/Value Ratio	30%	4,00	1,20	3,25	0,98	4,75	1,43	3,75	1,13	4,50	1,35
	100%		3,89		3,60		4,28		3,65		3,80

Scale Explanation: 1 (Low) To 5 (High)



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Vendor Selection Matrix – Brand Content Management SaaS And Software: Detailed Results (IV)

	<u>Weighting</u>	OpenText		Pica9		SAS Institute		Vya		Wedia	
		Score	Result	Score	Result	Score	Result	Score	Result	Score	Result
Strategy											
Vision & Go-To-Market	30%	3,75	1,13	3,75	1,13	3,25	0,98	3,00	0,90	3,25	0,98
Innovation & Partner Ecosystem	20%	4,00	0,80	4,00	0,80	4,00	0,80	3,75	0,75	3,25	0,65
Company Viability & Execution Capabilities	15%	5,00	0,75	3,00	0,45	3,00	0,45	3,75	0,56	3,75	0,56
Differentiation & USP	35%	4,25	1,49	4,50	1,58	4,00	1,40	3,50	1,23	3,00	1,05
	100%		4,16		3,95		3,63		3,44		3,24
Execution											
Breadth & Depth Of Solution Offering	30%	4,25	1,28	4,25	1,28	4,25	1,28	3,50	1,05	3,50	1,05
Market Share & Growth	15%	3,75	0,56	3,00	0,45	3,25	0,49	3,00	0,45	3,50	0,53
Customer Satisfaction	25%	4,25	1,06	4,50	1,13	4,25	1,06	3,50	0,88	3,50	0,88
Price/Value Ratio	30%	4,25	1,28	4,00	1,20	3,75	1,13	3,50	1,05	3,25	0,98
	100%		4,18		4,05		3,95		3,43		3,43

Scale Explanation: 1 (Low) To 5 (High)



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Vendor Selection Matrix Methodology

Vendor Selection Matrix Disclaimer:

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