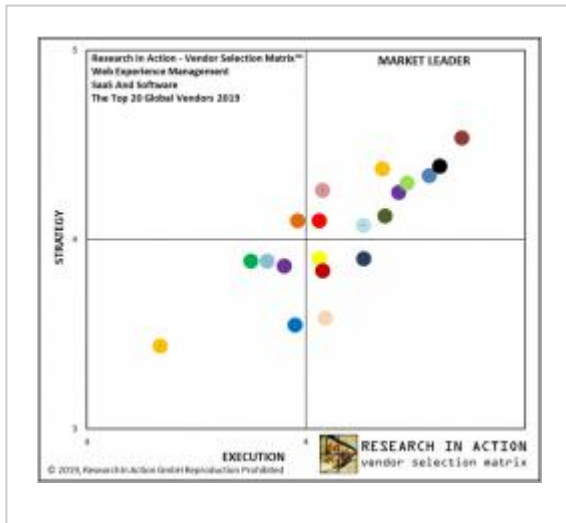


## New Research In Action Report: Vendor Selection Matrix™ – Web Experience Management SaaS And Software: The Top 20 Global Vendors 2019

Pressemitteilung von: [Research In Action GmbH](#)



(openPR) - Germany – May 21st 2019: Web Experience Management Software Market is disrupted by new offerings as businesses seek to serve an increasing number of digital channels with content.

Research In Action GmbH continues to expand the its areas of coverage and publishes its newest market analysis report Vendor Selection Matrix™ – Web Experience Management SaaS And Software: The Top 20 Global Vendors 2019.

The Vendor Selection Matrix™ is a unique, primarily survey-based methodology for comparative vendor evaluation. A minimum of 60% of the evaluation results are based on a combined telephone and online survey covering 1.500 IT buyers in enterprises worldwide. The analyst's opinion accounts for a maximum of 40% of the evaluation results (not close to 100% as in most other vendor evaluations).

An abridged version of the report can be viewed here: <http://bit.ly/VSMWEM2019>

Peter O'Neill, Research Director for Marketing Software at Research In Action GmbH, comments:

- Web Experience Management (WEM) is an integrated set of business processes for the creation, management, delivery and optimization of contextualized digital experiences on websites. Software used to automate these processes must deal with an ever-more complex, extensive and interconnected technology landscape. Some vendors call their products Digital Experience Management platforms - all of them used to be labeled as vendors of Web Content Management. WEM (DXP/WCM) is a mature market but under disruption because of the above as well as the transition from on-premise to cloud-based solutions.
- Planning to buy software, investigating the vendors and selecting the right solution is not a trivial task for any business professional. While the influence of IT professionals is increasing in this application area, most marketing automation decisions are still finalized in the marketing department. But, as a CMO told me a few months ago: "The thing is, the vendors always know so much more than me, they talk about their solution every day - I only get into this topic occasionally and need to select a vendor partner perhaps once in a decade".
- I found well-over 100 active software and SaaS vendors offering WEM solutions, including a multitude of open-source providers and vendors active only in their local markets. Websites are managed by both businesses and individuals so, across the 2 billion websites worldwide, the overall WEM market-leader is the open-source WordPress solution at around 25% share. But the globally active list of solutions used by businesses is under 30. In 2018, the total global annual software license, maintenance and SaaS revenues for WEM totaled over \$ 5 billion, growing annually at around 16%.
- In our survey of 1.500 business executives, 33% said they already plan to migrate to a more suitable WEM solution within the next 3 years but 63% prefer to retain the current one. Switching vendors is perceived as challenging: migration costs may be high and staff will need to be re-trained, or even hired, to support the new platform. No one does not have a WEM solution installed.
- Across the WEM vendors, there is a curious range of target audiences addressed in their messaging; some use language and provide features aimed at technical web developers; while others focused only on marketing professionals. I think that the needs of marketing users will prevail over IT developers. As the web experience becomes the primary business presentation of a company, business users will insist on more ability to control and configure that experience.
- The top five vendors rated by the users are (listed alphabetically) Acquia, Bloomreach, Episerver, SDL, and Sitecore. The vendors Adobe, Ampliance, Contentful, Crownpeak, e-Spirit and Progress complete the top ten. In positions 12 thru 20 are vendors CoreMedia, eZ Systems, IBM, Kentico Software, Magnolia, Open Source solutions (various), OpenText, Oracle and Squiz.
- WEM is now highly strategic to companies. Originally a product supporting the appearance of just one or a handful of websites with essentially static content, WEM buyers now seek a broader platform to broadcast across many digital channels and render dynamic content on hundreds of websites at speed.

Vendor Selection Matrix™ Disclaimer:

Research In Action GmbH does not endorse any vendor, product or service depicted in our research publications, and does not advise technology users to select only those vendors with the highest ratings. The information contained in this research has been obtained from both enterprise as well as vendor sources believed to be reliable. Research In Action GmbH's research publications consist of the analysts' opinions and should not be considered as statements of fact. The opinions expressed are subject to change without further notice. Research In Action GmbH disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

#### About Research In Action:

Research In Action GmbH is a leading independent information and communications technology research and consulting company. The company provides both forward-looking as well as practical advice to enterprise as well as vendor clients.

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<https://www.openpr.com/news/1745923/New-Research-In-Action-Report-Vendor-Selection-Matrix-Web-Experience-Management-SaaS-And-Software-The-Top-20-Global-Vendors-2019.html>