DNN

The **Benefits** of **Running** Your **Web** **CMS** in the **Cloud**

INTRODUCTION

Are you considering moving your Web Content Management System (Web CMS) to the cloud? If so, you are not alone. In recent years, a growing number of organizations have moved to the cloud. A recent Goldman Sachs study predicts that cloud computing infrastructure and platform spending will have 30% compound annual growth from 2013 to 2018. IDC forecasts that by 2018, cloud spending will more than double to $127.5 billion.

In this white paper, we will help you to decide if a cloud-based CMS is the right choice for your business.

Web Content Management

You will learn:

- The benefits of moving to a cloud-based CMS

- The importance of optimizing your CMS

- The questions that will help ensure cloud-based CMS success
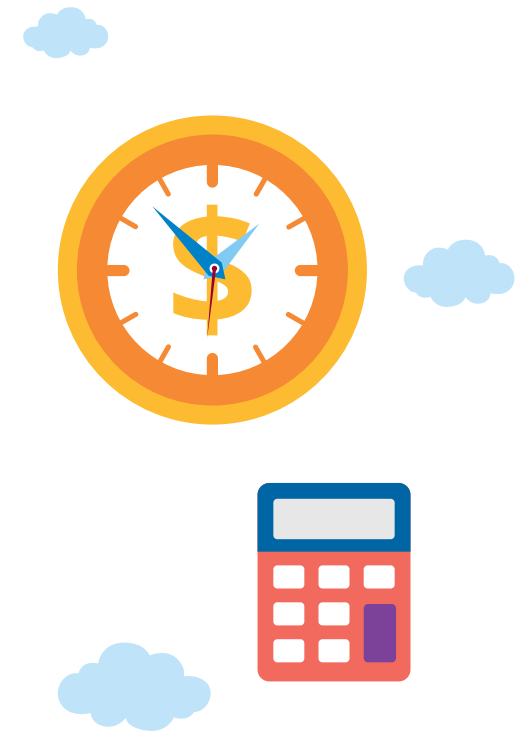
9 Benefits of a Cloud-based CMS:

Benefit from predictable operational expenses by moving away from up-front, capital-intensive costs.

1 ...... **Cloud CMS scales more easily**

What happens when you need to add an additional site for a few weeks to handle the extra load for a big event at your company? With an on-premises CMS, you would have to procure additional hardware, set it up, install software, and eventually copy over the website. On the other hand, a cloud-based CMS can scale automatically to meet peak demand. The scaling is handled by the cloud CMS provider, with no action needed on your part.

2 ...... **A predictable operational expense**

Another big benefit of cloud computing is that you can switch from a capital to an operational expense. With on-premises CMS, you have a large initial capital expense to set up your Content Management System. However, with a cloud-based CMS, you're able to switch this to an operational expense. This allows you to unlock your investment and transform your business over time without a huge upfront cost.

**3** ······ ## No hardware and infrastructure investment

On-premises software requires:

- Server hardware

- Server software

- Backup software to perform regular backups

- Networking and infrastructure equipment

- Storage

- Disaster recovery

- Remote access

- Firewalls

Imagine how much time you spend trying to select the right hardware for your company's needs. You must match the hardware with software specifications to make sure they meet the software manufacturer's requirements. You also need to plan ahead for future growth.

Next, the equipment has to be ordered, built by the manufacturer, and shipped. The entire process can take weeks. If you need to add infrastructure to the equation (e.g. routers, switches, firewalls, etc.), it can become even more complicated.

You can shift the complexity of infrastructure management to your cloud provider.
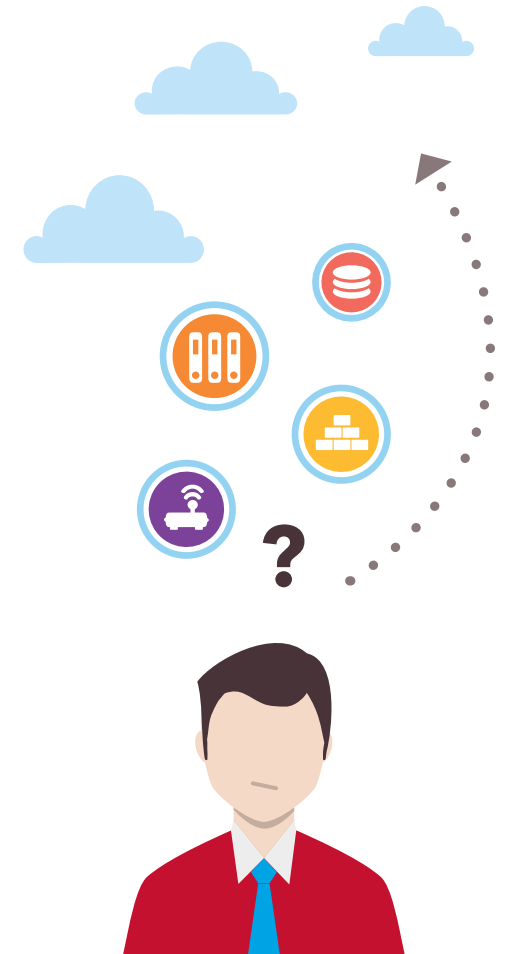
Adding additional resources with a cloud-based CMS can be done in minutes instead of weeks. As previously noted, a cloud-based CMS can automatically scale resources to meet peak traffic loads.

4 ······ Greater Flexibility

"How can you put a price on business agility? It's really hard to do that, yet most executives would agree that speed to market is not just important, but rather a critical factor that could spell the difference between failure and success," says **Jonathan Feldman**, CIO of the City of Ashville, NC, and contributor to InformationWeek.

With a cloud-based CMS, you can access your CMS from anywhere using a web browser, which allows for more flexibility in your work. Imagine being able to work from anywhere without being tied down to your office computer or connecting through a VPN.

5 ······ Growing and expanding sites easily

As your company expands its roster of business partners or makes acquisitions, you'll be responsible for managing a growing set of websites and domains. Cloud-based CMS allows you to easily expand by adding new sites or new capacity. The IT

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InformationWeek

department no longer has to be responsible for this function, and you can handle adding or decreasing your capacity as needed.

6 ...... More experienced support

How many times have you been at home and were awakened by an alert that a server has suddenly gone down? You scramble to your laptop only to discover that you can no longer access the device and will have to drive in to the office to find the problem.

If a server goes down with your cloud provider, it's not a problem because redundant systems are in place that immediately pick up the load and continue working. In fact, you'll never even know that a particular server has failed. It's not something you need to worry about!

Finding technical staff to maintain your on-premises CMS can be a challenge. With a cloud-based CMS, you get the advantage of having established CMS professionals with domain expertise available 24/7 to resolve any problem, and in many cases resolve the issue before end users even notice.

Get the advantage of CMS experts who are available 24/7 to resolve issues.

7 ······ Redundancy

With the cloud, it's possible to replicate data across multiple geographic locations. This means there's always a redundant copy of your valuable data. On-premises software requires that you architect and build this redundancy, including the management of multiple data centers. Your cloud-based CMS provides built-in redundancy to ensure the availability of your website data.

8 ······ No more manual updates

You've surely read about some of the hacking attacks that occur to various systems on the web. Typically, these attacks are made possible by systems that are not up-to-date with the latest security patches.

Doing regular, timely updates can be a time-consuming process. With the cloud, you have the option of requesting that your CMS software receive software updates automatically. Alternatively, your cloud CMS provider can provide you with a test environment (i.e. sandbox) to test the software upgrade before deploying it to your live site.

Your cloud-based CMS provider makes it easy for you to always be on the latest version of their software.

9 ······ **Faster ROI**

Since cloud-based CMS does not require a huge upfront investment, it can provide a faster return on investment. With a cloud-based model, you can get returns as early as four to nine months after initial deployment.

Why Performance Optimization is Critical to CMS Success

It's critical to optimize performance. This is especially true for a customer-facing CMS. Your CMS is the face of your business, and the last thing you want is for people to leave because it's too slow.

Google **made the decision in 2010** that website speed is a ranking factor. However, they're not the only ones that are concerned about the speed of your website.

How many times have you abandoned a website because it took too long to load? According to **Radware**, 51% of US online shoppers said they would not complete a purchase if the site was too slow. Another study found that people actually expect

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-- Radware

radware
Every second counts

pages to load faster over time. In 2010, a page received a -40% conversion when it took six seconds to load. However, the same amount of time incurred a -50% conversion hit in 2014. In addition, 75% of consumers will go to a competitor's site instead of waiting for a slow site to load.

Decreasing Attention Spans

According to **statisticbrain.com**, our average attention span is now 8.25 seconds, while the average attention span in 2000 was 12 seconds. In addition, 17% of page views last less than four seconds. The longer it takes to load a page, the greater the risk of a reader moving to your competitor's site.

Businesses have to make a greater effort to grab attention and keep it. Losing visitors because of a slow website is simply unacceptable. When you move your CMS to the cloud, you can get a performance boost from a managed service that auto-scales to meet traffic demands.

By now, moving to a cloud-based CMS may seem like a win-win situation. You can start setting up your CMS immediately without having a huge upfront cost. Updates are handled automatically and you get a predictable operating expense. The question becomes, how do you select the right cloud CMS vendor?

The longer it takes to load a page, the greater the risk of a reader moving to your competitor's site.

SLOW Download

Selecting the Right Cloud CMS Vendor for Your Organization

Having a good relationship with your CMS cloud vendor can be critical to your organization's success. Some organizations have seen challenges with cloud services, just like they would with any service provider.

Here are 7 questions to consider before selecting any cloud-based service provider:

1 **Will the vendor be there when you need them?**

Outsourcing to a cloud-based CMS can be a winning proposition for your organization, but you need to make sure that the vendor you select has long-term viability. Talk to them and make sure that they will be around when you need them. Request customer references and speak to those customers about their experiences with the vendor.

2 **What happens in case of a disaster?**

In the event of a catastrophe, how does the vendor handle business continuance? Most importantly, how often do they test their business continuance plan? When was the last time their data center performed an integrated systems test to verify power and other systems will continue working in case of disaster?

3 What types of security do they provide?

Will the cloud service provider's servers be in a hardened data center with the appropriate levels of security?

4 How often do they backup a customer's CMS?

Let's face it, we've all had those "oops" moments where we make a change and suddenly break something and realize we need to restore from a backup. If this happens, how often is your vendor making backups and what is required for recovery?

5 What is included in their SLA?

Does the service provider have penalties for missing SLAs? If so, how do you report these events? What happens if they lose your data?

6 What levels of support are provided?

What are their hours of support? How quickly can you expect a return call when you have trouble? Here's another instance to ask for customer references: ask customers about the level (and quality) of support provided by the vendor.

7   **Can they scale up to meet your needs?**

As your business continues to grow, you may need to spin up additional hardware and storage to meet demand. It is important to ask your vendor if they are able to scale up to meet your needs.

CONCLUSION

There are many benefits to running your CMS in the cloud. A cloud-based CMS automatically scales out to meet your needs. As your site sees a surge in traffic, a cloud-based CMS provides additional capacity automatically, with no action required on your part.

With a cloud-based CMS, no manual updates are needed. Security, disaster recovery, backups, and more are taken care of by the vendor.

Since speed is a consideration for maintaining your customers' attention spans as well as search engine ranking, having a high-performing website is essential. A cloud-based CMS makes it easy for you to achieve predictable website performance, while automatically scaling to meet growing traffic.

By now, you have probably concluded that having a cloud-based CMS can be a great thing for your business.

To summarize, cloud-based CMS:

- Offers the scaling and flexibility you need to meet growth demands

- Has a predictable operating expense and faster ROI

- Takes care of all software updates, support, and backups

- Gives your organization a partner that can help you optimize your CMS to ensure the best performance for your needs

By picking the right cloud-based CMS vendor for your business, you can help ensure your organization's success.

Cloud-based CMS: Evoq Content

Our CMS is called Evoq Content. You have the option of running Evoq Content via our fully managed cloud offering, called Evoq OnDemand. Consider the following IT challenges, including insights on how Evoq OnDemand can address those challenges.

Infrastructure Procurement and Management

To manage the on-premises infrastructure for your website, you'll need to procure hardware, facilities (or colocation) and bandwidth. In addition, you'll need to balance costs and staffing needs against the projected traffic levels (and growth) for your site.

➡ **How Evoq OnDemand helps:**

Evoq OnDemand's usage-based pricing means that your costs are tied to the amount of traffic to your website. You can do away with upfront capital expenditures, ongoing management and 24-hour pager duty.

Server and Systems Management

With on-premises software, server management is an ongoing concern. You'll need to manage ongoing operating system upgrades and application software upgrades (e.g. web server software, database server software, etc.). In addition, you'll need to apply periodic security patches from each vendor.

➡ How Evoq OnDemand helps:

Evoq OnDemand removes the need for you to manage servers and systems. In addition, we make it easy for you to always be on the latest version of Evoq. Upgrades are handled by DNN's Customer Success Team. In addition, we provide you with a test environment to validate the upgrade before it's pushed live to your production site.

Security and Compliance

With on-premises software, you need to manage the security and compliance of your infrastructure.

➡ How Evoq OnDemand helps:

Evoq OnDemand runs on Microsoft Azure technology. Microsoft Azure meets numerous compliance standards for data hosting and storage. Your website will run in private cloud instances, with no sharing of resources between customers. In addition, software updates (managed by DNN) ensure the latest security fixes and patches are applied.

About DNN

DNN provides a suite of solutions for creating rich, rewarding online experiences for customers, partners and employees. DNN products and technology are the foundation for 750,000+ websites worldwide. In addition to our commercial CMS and social community solutions, DNN is the steward of the DNN Platform Open Source Project.

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