

## Low-Cost Alternatives for Web Content Management

Approach	Pros	Cons	Vendors/Products
Desktop development tools used to create and edit single HTML pages	<ul style="list-style-type: none"> <li>• Easy to learn and use; inexpensive to buy; usable immediately</li> <li>• Good for small organizations with light Web content management requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Does not typically support advanced Web content management features such as library services, version control and workflow</li> <li>• Management becomes burdensome as page and user volumes increase, creating the proverbial webmaster bottleneck</li> </ul>	<ul style="list-style-type: none"> <li>• Adobe GoLive</li> <li>• Macromedia Dreamweaver</li> <li>• Microsoft FrontPage</li> </ul>
Low-cost Web content management systems	<ul style="list-style-type: none"> <li>• Low cost means little long-term risk</li> <li>• Provides simple library service or version management capabilities</li> </ul>	<ul style="list-style-type: none"> <li>• Server-based solution requires knowledge of Web servers and supporting network</li> <li>• Typically lacks advanced functionality such as workflow</li> </ul>	<ul style="list-style-type: none"> <li>• RedDot CMS Express</li> <li>• Ektron empower and CMS100, CMS200, CMS300</li> <li>• PaperThin CommonSpot</li> </ul>
Application Service Providers (ASPs)	<ul style="list-style-type: none"> <li>• No up-front license fees for software</li> <li>• Very short deployment timeline</li> <li>• Web server(s) and network infrastructure can be managed by ASP</li> <li>• Mostly Web-based tools; little training required</li> </ul>	<ul style="list-style-type: none"> <li>• Often requires costly set-up charges and/or charges per seat for each person managing content</li> </ul>	<ul style="list-style-type: none"> <li>• Atomz Publish</li> <li>• iUpload</li> <li>• Crownpeak Technology Advantage CMS</li> </ul>
Open source Web content management systems	<ul style="list-style-type: none"> <li>• Code base is free</li> <li>• Utilizes widely accepted components such as MySQL and PHP (scripting language)</li> <li>• Large developer community and documentation provides easy support</li> </ul>	<ul style="list-style-type: none"> <li>• Extensive customization usually required</li> <li>• Outsourced development expertise may be required</li> <li>• Not backed by a single company</li> </ul>	<ul style="list-style-type: none"> <li>• Zope</li> <li>• Redhat CCM</li> <li>• PHP-Nuke</li> </ul>