

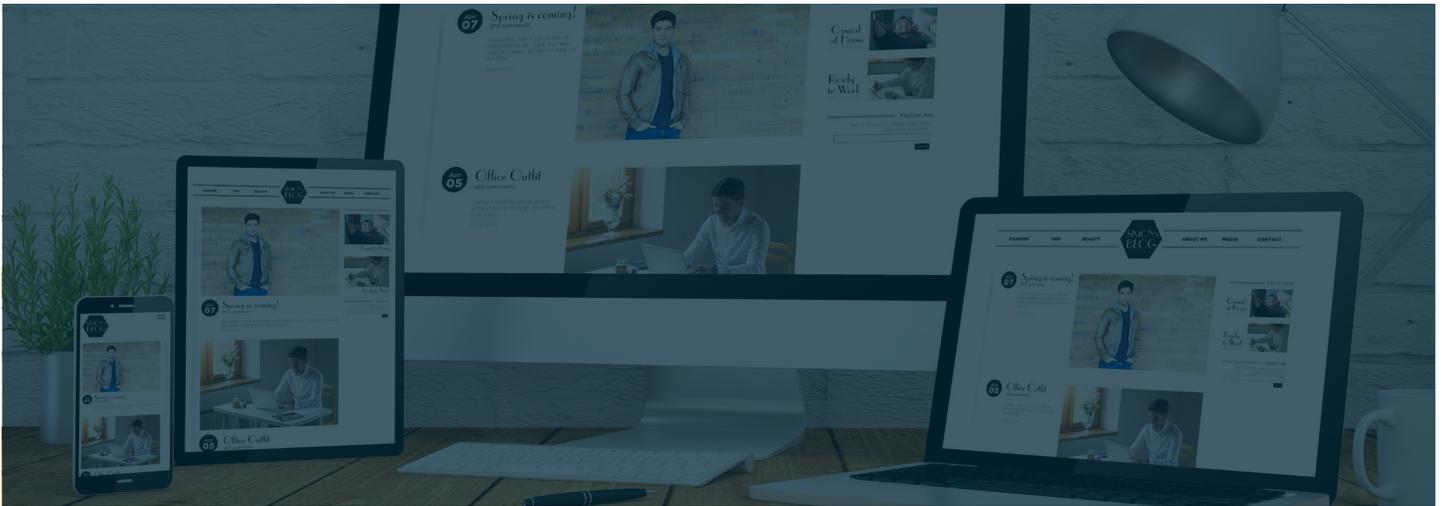
MANIFESTO

 VansonBourne

 **WP** engine®

WORDPRESS SUCCESS AMONG ENTERPRISE CMSs

WHITE PAPER



Introduction

Since the World Wide Web became more accessible in the mid-1990s, the way that websites are created has changed dramatically. They are now more dynamic, personalized and engaging. Websites written from HTML are becoming a thing of the past. The old-fashioned style, stale content and low compatibility with mobile devices have driven website creation into the future. Modern, interactive, consistent multi-device and multi-channel experiences are now necessities.

Content management systems (CMSs) arose in the early 2000s, revolutionizing website design. Features such as centralized website management, simple content publishing and an uncomplicated method of incorporating a responsive design meant that coding skills were no longer necessary to create a visually arresting website with intuitive navigation and full functionality.

Where large, enterprise-level companies once were limited to a single, proprietary CMS, they now have access to several, some of which are open source software with no licensing fees that provide better integration capabilities with other CMSs and faster time to market.

Today, many organizations are starting to realize that there can be tangible benefits to having multiple, strategic CMSs - designed and implemented for the purpose they best suit.

Research scope

WP Engine and Manifesto commissioned independent technology market research specialist Vanson Bourne to undertake the research upon which this whitepaper is based. This research investigates the rise of the secondary CMS among enterprise organizations.

A total of 300 enterprise-level IT and marketing decision makers, who have involvement in their organization's websites, were interviewed in October 2017 across the UK and the US. The respondents were from organizations in the private sector with at least 1,000 employees. The majority (**61 percent**) of respondents' organizations have at least 3,000 employees and the average global annual revenue of all respondents' organizations is \$3.2 billion.

Interviews were conducted online using a rigorous multi-level screening process to ensure that only suitable candidates were given the opportunity to participate.

Key findings

Multiple content management system use is common practice

- The majority (53 percent) of respondents' organizations use at least two content management systems

WordPress is one of the most used CMSs among enterprise organizations

- Adobe Experience Manager (60 percent) and WordPress (57 percent) are neck and neck as the most commonly used content management systems
- For organizations not already using a CMS, more enterprises indicated they will select WordPress than any other system (22 percent).

Organizations can expect to experience benefits by using a secondary CMS

- The vast majority (93 percent) of those surveyed believe that there are benefits to having a secondary CMS
- Of those companies using a secondary CMS (100 percent) found clear benefits to using multiple CMSs

- On average, respondents identified three different benefits of using a secondary CMS: faster time to market, ease of use and agility
- WordPress was the leading (20 percent) secondary CMS with benefits to the enterprise consisting of better publishing capability (54 percent), agility (53 percent), experimentation (53 percent) and customization/personalization (51 percent)

Multi-CMS use in the future looks strong

- 63 percent of respondents’ organizations already using at least one CMS plan to change the CMSs within the next 12 months
- Where only one is currently in use, 37 percent plan to expand to more than one

The rise of the secondary CMS

Content management system use is common practice among enterprise organizations. Almost all (94 percent) respondents’ organizations use a content management system for their websites. But using just one CMS is no longer the norm – why have one when you can have two? On average, respondents’ organizations use two CMSs currently, and in fact, more than half (53 percent) of respondents’ organizations use two or more CMSs.

The key decision to use more than one content management system appears to be a strategic one. Executives in enterprise organizations are the most likely (46 percent) to have been the primary driver for the organization using more than one CMS. The fact that executives are driving this decision validates the importance of CMSs to organizations.

When it comes to the most popular content management systems that are in use among enterprise organizations, WordPress is one of the most commonly used. The majority (57 percent) of respondents’ organizations say that they use WordPress, making it the second most commonly used CMS, very close behind Adobe Experience Manager (60 percent). Both providers are much more commonly used than Sitecore CMS (22 percent) which is in a distant third place, showing clear dominance by both CMS market leaders: WordPress and Adobe.

Most popular CMSs: Adobe and WordPress

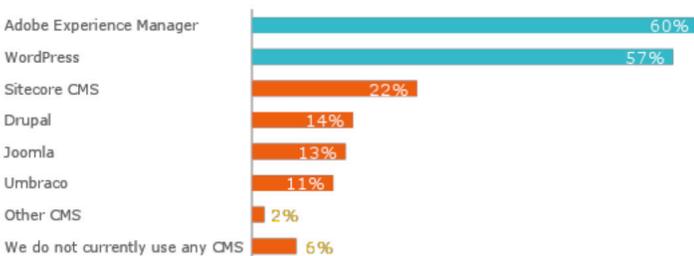


Figure 1: “Which of the following content management systems (CMS) does your organization currently use?”, asked to all 300 respondents

When it comes to using a secondary CMS, WordPress is the most popular (20 percent) system currently used. This becomes even more pronounced when looking at the largest of enterprise companies (5,000 employees or more), who are three times more likely to use WordPress as their secondary CMS than any other system.

In relation to the sectors that respondents’ organizations are from, WordPress is the most likely used CMS among both retail (73 percent) and business services/consulting (63 percent) organizations. This clearly demonstrates that WordPress is not only popular powering both consumer and business facing websites, but it also displays versatility and sophistication for sectors with differing website requirements.

Primary and secondary CMSs



Figure 2: Analysis of those who rank WordPress or Adobe as their primary or secondary CMS. Asked to the 282 respondents whose organization uses a content management system

The dominance of Adobe and WordPress is even clearer when looking at which CMSs are used as primary and secondary systems. Of those surveyed whose organization uses a CMS, more than a third (36 percent) rank WordPress as their primary system. Of them, around four in ten (41 percent) rank Adobe Experience Manager as their secondary CMS. So where WordPress is the primary CMS, Adobe is most likely to be the secondary system.

And this is the same in reverse. More than four in ten (44 percent) of those who use a CMS say that Adobe is their primary system, and of them, around four in ten (37 percent) say that WordPress is their secondary CMS.

All of this clearly underpins the assertion that WordPress and Adobe are the two leading powerhouses in the CMS market.

Overall, one in five (20 percent) CMS users say that WordPress is their secondary CMS - which made it the leading secondary CMS, 15 percent more likely to be selected than Adobe.

Regionally, respondents in the UK are most likely (38 percent) to rank WordPress as their primary CMS, whereas those interviewed in the US are more likely (47 percent) to rank Adobe as their primary CMS.

Decision making and use of content management systems

While executives are the most likely to have made the decision for organizations to take the step from one CMS to two, revealing the strategic nature of such a move for a company, it is the IT department that is the most likely (54 percent) to hold the final decision for general digital technology spend. However, almost a quarter (24 percent) say that in their organization it is the marketing department that decides how to spend on digital technology. Clearly, input into digital technology spending decisions will vary from one organization to the next, but IT and marketing are the key players in this domain.

IT and marketing are not just key players when it comes to spend, they are also key users of CMSs. Among respondents' organizations that use WordPress, the most likely departments to use it are marketing (71 percent) and IT (61 percent). While it is the same two departments for Adobe Experience Manager, the most likely users are the opposite way round. IT is the most likely (67 percent) department, with marketing (62 percent) the second most likely among Adobe users.

Departments using WordPress

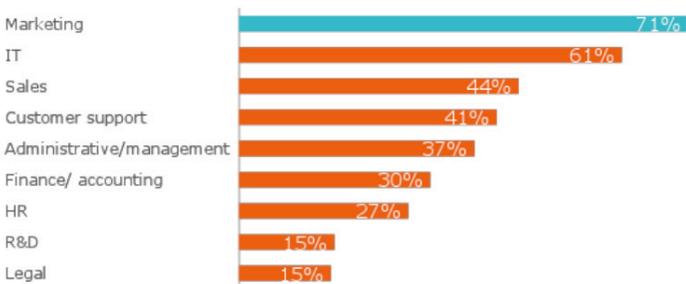


Figure 3: "Which of your organization's departments use WordPress?", asked to the 171 respondents whose organization uses WordPress

When looking at the department the respondent themselves work in, we get a slightly different story. The vast majority (94 percent) of marketing communications decision maker respondents, whose organization uses WordPress, say that their own department uses the content management system. No surprises there since the marketing department is typically the most likely to use WordPress. But this group of marketing respondents are much less likely (41 percent) to think that the IT department in their organization is using WordPress. The marketing respondents are more likely to think that the sales (49 percent) and customer support (46 percent) teams use WordPress than the IT department.

But among just the IT decision maker respondents, whose organization uses WordPress, almost three quarters (72 percent) say that their own department does use WordPress. This displays

an obvious conflict of opinion. There seems to be a wider use of WordPress among IT professionals than is perceived by other departments.

What are organizations most likely to be using CMSs for? No matter the department that uses the CMS, WordPress is most likely to be used for the corporate website (64 percent) or brand/product website (59 percent) among respondents' organizations. Considering the sectors most likely to be using WordPress, this further supports the theory that it is a CMS being used for both consumer and business facing websites.

Benefits and risks of using a secondary CMS

With so many organizations already using a secondary CMS, they must be achieving many benefits through this approach. All (100 percent) of those surveyed whose organization has a secondary CMS can see the benefits to having it. In fact, the vast majority (93 percent) of interviewees believe there are benefits of having a secondary CMS. And it isn't just one benefit being identified. Respondents report an average of three different benefits. These benefits are most likely to be that a secondary CMS allows for a faster time to market (43 percent), is easier to use (42 percent) and that it allows for greater agility (41 percent).

Benefits of a secondary CMS

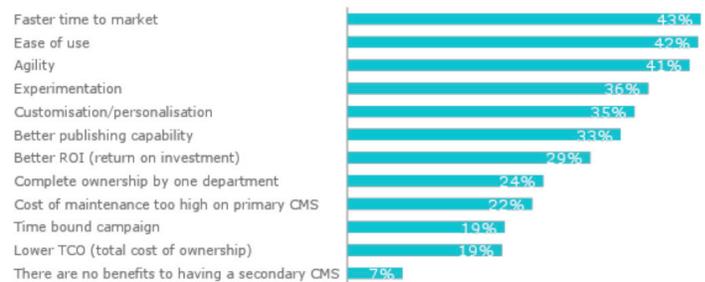


Figure 4: "What are the benefits of having a secondary CMS?", asked to all 300 respondents

The benefits of a secondary CMS are even more pronounced, and slightly different, among enterprises who use WordPress. Where respondents' organizations' secondary CMS is WordPress, they state the benefits of a secondary CMS include having a better publishing capability (54 percent), greater agility (53 percent), enabling experimentation (53 percent) as well as customization/personalization (51 percent). This strongly suggests that WordPress can bring these benefits to an organization utilizing it as their secondary CMS.

Whether using WordPress as a primary or secondary CMS, or not at all, respondents cite clear benefits of doing so. Nine in ten (90

percent) felt that they knew enough about WordPress to identify its primary benefits. This suggests that awareness of WordPress is strong, even among non-users. The most likely primary benefits of WordPress, according to all respondents, are scalability (40 percent), ecosystem (39 percent), availability of skillset (37 percent) and time to market (37 percent). WordPress has clearly distinguished itself for the benefits it brings in website creation among both users and non-users. Focusing on verticals, half (50 percent) of respondents from retail organizations think that the availability of skillset is a primary benefit of WordPress. And this comes from the sector that is most likely to use WordPress.

Where respondents' organizations use WordPress, they are even more likely to identify each benefit of using the system. In particular scalability (49 percent), ecosystem (48 percent), availability of skillset (46 percent), analytics (46 percent) and security (46 percent) are key benefits of WordPress, according to users. The benefits of using WordPress are clearly varied and far-reaching, and should open the eyes of those organizations where these benefits are only perceived as opposed to realized.

WordPress CMS benefits – according to users

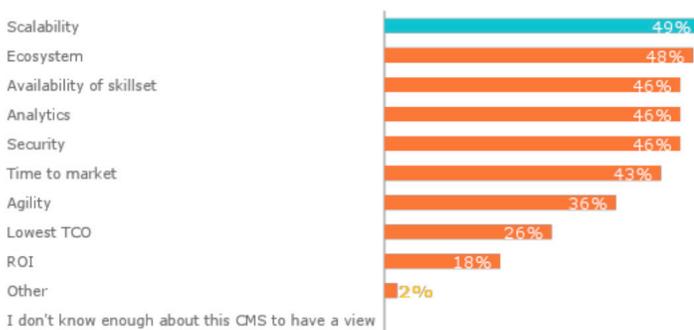


Figure 5: Analysis of the primary benefits of WordPress based on the 171 respondents whose organization uses WordPress

While the benefits are plentiful, organizations must also reflect on the potential impacts of having more than one content management system. The majority (95 percent) of those surveyed say that there are areas to consider when running a secondary CMS. These are important to anticipate as organizations look to leverage the benefits of employing multiple CMSs. Areas of consideration include higher cost (42 percent), more room for error due to the burden of testing multiple systems (37 percent) or increased need for training on different systems (33 percent). Among those who use WordPress as their secondary CMS, the top three considerations are reversed, with an increased need for training on different systems (46 percent) being the most likely, and higher costs less of an issue (35 percent). When handled in the right way, these considerations are vastly outweighed by the benefits of having a secondary CMS.

In relation to the impact on skills and training employees when using more than one CMS, one respondent said “At first, it’s a little

rocky. But, when everyone gets comfortable with it, it’s fine. It actually helps a lot.” Another said, “Employees are always happy to learn a different CMS” and another respondent said, “I think that it makes [an employee] more versatile and capable to work on multiple projects for the company, thereby increasing productivity.”

These quotes indicate that the use of a secondary CMS can not only have immediate organizational benefits, but can also provide development opportunities for employees which will ultimately benefit the organization in the end.

Future CMS use

In the future, we can anticipate an increase in multi-CMS use. Of those surveyed whose organization already uses at least one CMS, 41 percent plan to expand to additional CMSs. Of those whose organization currently has only one CMS, a similar proportion (37 percent) plan to expand to more than one. On average this is expected to come into effect in a year’s time. Further, 63 percent of respondents’ organizations who are already using at least one CMS plan to change the CMSs within the next 12 months.

Against this backdrop, use of WordPress is expected to increase. Where respondents’ organizations do not currently use a CMS (6 percent), nearly a fourth (22 percent) of them think that they will use WordPress in the future, making it the most likely to be the chosen system among non-users.

Given these results, it appears WordPress may soon overtake Adobe Experience Manager for the top spot.

Conclusion

Most organizations have started to take the multiple CMS approach, and even more are likely to over the coming year, with WordPress anticipated to be selected over other CMSs by many of these multi-CMS newcomers.

WordPress is at the top of the CMS market among enterprise organizations, both as a primary or secondary CMS. Where WordPress is being used as a secondary CMS, it brings clear benefits to the enterprise consisting of better publishing capability, agility, experimentation and customization/personalization - things that represent strategic initiatives for many companies in their efforts to remain at the front of the digital transformation of their industries.

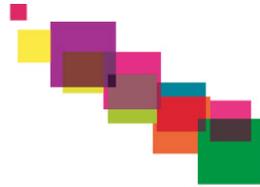
If your organization only has one CMS, you may find that it is not suitable for all of your business and marketing needs. Adding a secondary CMS could help. Defining how and why your organization is using multiple systems and having a clear purpose and strategy for your approach is key to any successful CMS implementation.



About Manifesto

Manifesto is an award-winning top 100 UK agency of creatives and technologists who collaborate with exceptional organisations to change things for the better. Manifesto work across strategy and consultancy, campaign and content creation, experience design and technology builds.

<https://manifesto.co.uk/>

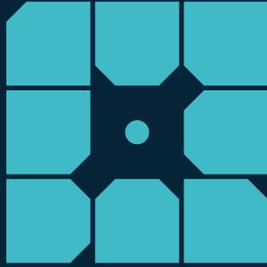


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About Vanson Bourne

Vanson Bourne is an independent specialist in market research for the technology sector. Our reputation for robust and credible research-based analysis, is founded upon rigorous research principles and our ability to seek the opinions of senior decision makers across technical and business functions, in all business sectors and all major markets.

For more information, visit www.vansonbourne.com



About WP Engine

WP Engine is the world's leading WordPress digital experience platform that gives companies of all sizes the agility, performance, intelligence, and integrations they need to drive their business forward faster. WP Engine's combination of tech innovation and an award-winning team of WordPress experts are trusted by over 70,000 companies across 130 countries to provide counsel and support, helping brands create world-class digital experiences. Founded in 2010, WP Engine is headquartered in Austin, Texas, and has offices in San Francisco, California; San Antonio, Texas; London, England; Limerick, Ireland, and Brisbane, Australia. www.wpengine.com

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