



Q3 2021

CONTENT MANAGEMENT SYSTEM (CMS) – HYBRID

ACQUIA CMS
ADOBE
BLOOMREACH
CONTENTFUL
CORE DNA

CONSTELLATION
ShortList™

9
solutions
to know

DOTCMS
OPTIMIZELY
ORACLE CX CONTENT
SITECORE

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The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research.

This Constellation ShortList of vendors for a market category is compiled through conversations with early-adopter clients, independent analysis and briefings with vendors and partners.

About Constellation Research

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation.

Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

Content Management System (CMS) – Hybrid

Bringing the strengths of headless and the user-friendly interface of traditional content management for modern digital builders and marketers

About This Constellation ShortList™

Content management systems typically fall within one of three categories: traditional (front and back end is connected), headless (back-end content management is completely detached from any front-end presentation layer), and decoupled or hybrid systems where back-end API-first content stores remain detached from defined presentation layers, but additional tools and templates are available to aid nontechnical teams to create experiences autonomously.

Hybrid CMS solutions accomplish two key goals. First, they allow digital builders the freedom of a decoupled back end without compromising efficiency. This is a content solution that has the capacity to deliver to a mobile phone as easily as it can to an IoT device. Second, they satisfy the needs of customer experience and engagement delivery teams from marketing to sales to the field to have real-time access to robust editing tools and templates to create digital experiences.

It is important to note that some hybrid CMS solutions can be implemented as a fully headless CMS. As both are inherently API-first, where content can be both accessed and exposed over API, some solutions offer the flexibility to add on front-end editors and what is often billed as

Threshold Criteria

Constellation considers the following criteria for these solutions:

- API-first
- Flexible content authoring and experience creation retaining “drag and drop” or WYSIWYG editors
- Capacity for content personalization
- Reporting and analytics for insights into content consumption and utilization
- DevOps friendly containerization for optimized infrastructure
- Compliance best practices and solutions
- Workflows
- Rule- and role-based permissions
- Flexible content modeling, including content taxonomy, sorting, and validations
- Localization capabilities for global deployment
- Security and compliance (access controls and authentication measures)
- Community and user support
- API connections for collecting data for use in personalization and contextual content push
- Global CDN access
- AI/ML powered contextual search, smart tagging, image/content recognition, and smart recommendations for content implementation
- Integrations with marketing, support or commerce tools
- Scalable content management across brands, lines of business, or geography

The Constellation ShortList™

Constellation evaluates more than 35 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share and internal research. In alphabetical order:

- Acquia CMS
- Adobe Experience Manager
- Bloomreach
- Contentful
- Core dna
- dotCMS
- Optimizely
- Oracle CX Content
- Sitecore

“marketer-friendly” interfaces to their headless back-end solution. Either way, a hybrid CMS is an excellent option for organizations either unsure or unwilling to fully embrace a fully decoupled content management solution.

Frequency of Evaluation

Each Constellation ShortList will be updated at least once per year. There could be an update after six months, should the analyst deem it necessary.

Evaluation Services

Constellation clients may work with the analyst and research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

Business Themes



Marketing Transformation



Next-Generation Customer Experience

To learn more:

Visit www.constellationr.com/ShortList
or email shortlist@constellationr.com



Liz Miller

Vice President &
Principal Analyst

Liz Miller focuses on the needs of modern chief marketing officers to power the strategies and teams they lead—from the technologies that drive optimized customer engagements to the key trends that accelerate growth and innovation. She also provides insight into the security space, especially at the intersection of the customer and security, where the trust economy becomes the new measure of brand strength.

