



morpheus

lantern  CMS  
makes light work

# Total cost of CMS ownership

Open Publish 2007

Rydges World Square, Sydney, 2<sup>nd</sup> August

# Agenda



- ⦿ Current market
- ⦿ Importance of the investment decision
- ⦿ Life of investment
- ⦿ Cost points
- ⦿ Considered investment decisions
- ⦿ Questionable investment decisions
- ⦿ Expectations of your vendor
- ⦿ Example release management diagram
- ⦿ Questions

# The current situation



## ⦿ Vendors perspective

- ⦿ Selective of clients and procurement process
- ⦿ Focusing on or being drawn into market segments
- ⦿ Skills shortage and cost of labour
- ⦿ Significant pipeline of work

## ⦿ Purchasers perspective

- ⦿ Confusion regarding vendors
- ⦿ Right functional outcome and known future costs
- ⦿ Reliability and good advice
- ⦿ Who will drive the project?

# Importance of the purchase decision



- ① Determine the outcome you want
  - ① Business– investment, TCO and ROI
  - ① Technology– internal support and commitment
  - ① Human – ownership, uptake and use
- ① Determine the level of investment
- ① Understand the nature of your website

# Importance of the purchase decision



- ⦿ Be honest – needs vs wants – 80 / 20 rule applies
- ⦿ Understand your obligations
- ⦿ Determine the relationship model you will adopt with your vendor / internal IT team
- ⦿ Form an internal web steering group
- ⦿ Clearly communicate the above

# Life of the investment



- ⦿ Various options determined by website purpose
- ⦿ Cost points and considerations
  - ⦿ Initial investment
  - ⦿ Maintenance agreement
  - ⦿ Service agreement
  - ⦿ CMS Upgrades
  - ⦿ Functional enhancements
  - ⦿ Moving on 😞
  - ⦿ Vendors product strategy
  - ⦿ Mergers and acquisitions

# Cost points and considerations



## ⦿ Initial investment

- ⦿ Consideration for longer term
- ⦿ Scale and timing of initial investment
- ⦿ Manageable project size

## ⦿ Maintenance agreement

- ⦿ Up to date software
- ⦿ Types of releases
- ⦿ Lobby for new features

# Cost points and considerations



- ◎ Services agreement
  - ◎ Priority service
  - ◎ Known ongoing budget
  - ◎ Quick access to expertise and 'human knowledgebase'
  - ◎ Multi-vendor support
  
- ◎ CMS upgrades
  - ◎ Self maintain
  - ◎ CMS vendor or VAR / SI

# Cost points and considerations



## ○ Functional enhancements

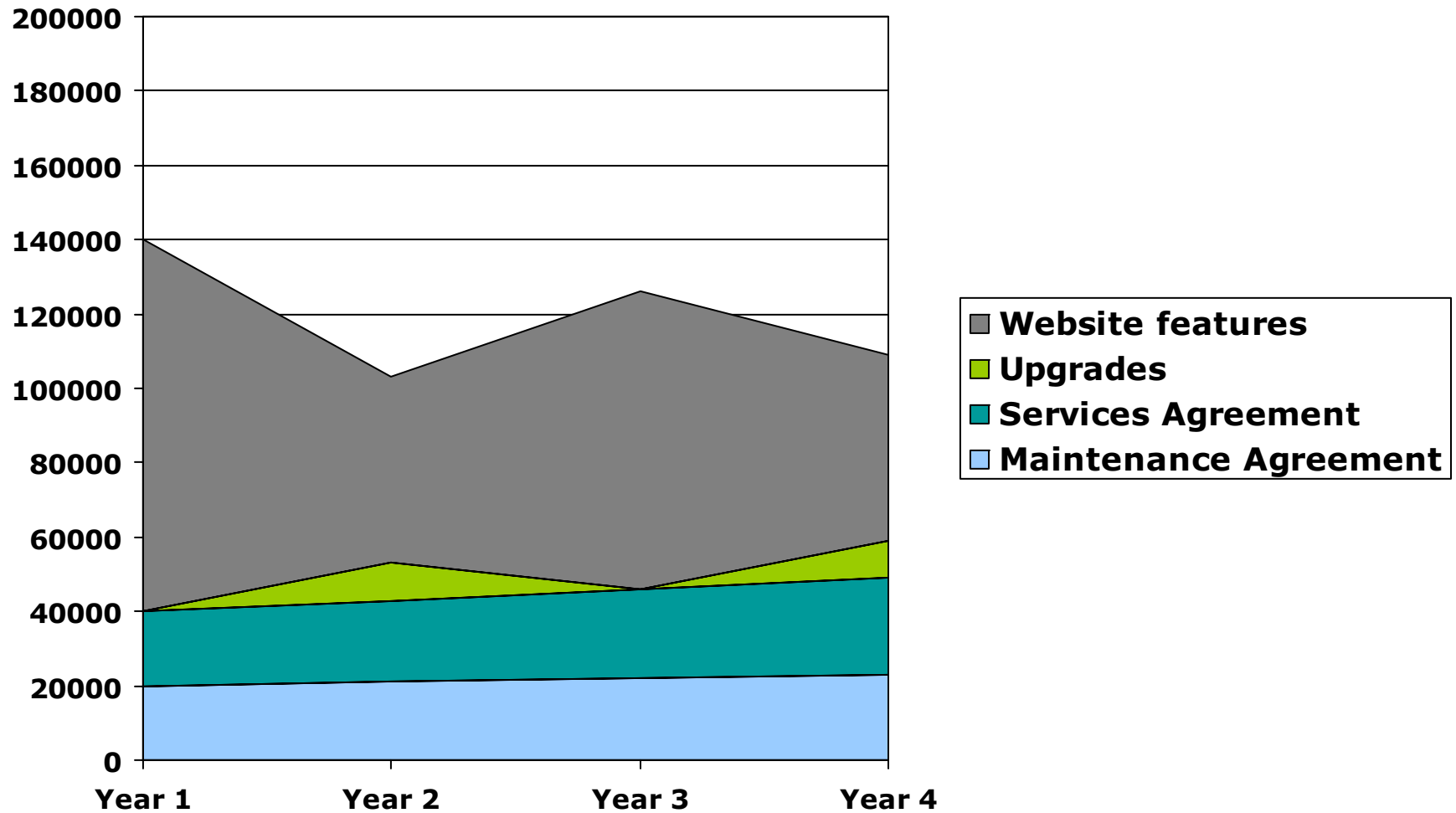
- A number of options should be considered
- Nature of enhancement affects cost; both immediate and ongoing
  - bespoke applications
  - data aggregation and syndication
  - customization of CMS core
  - Integration
  - third-party applications

# Cost points and considerations

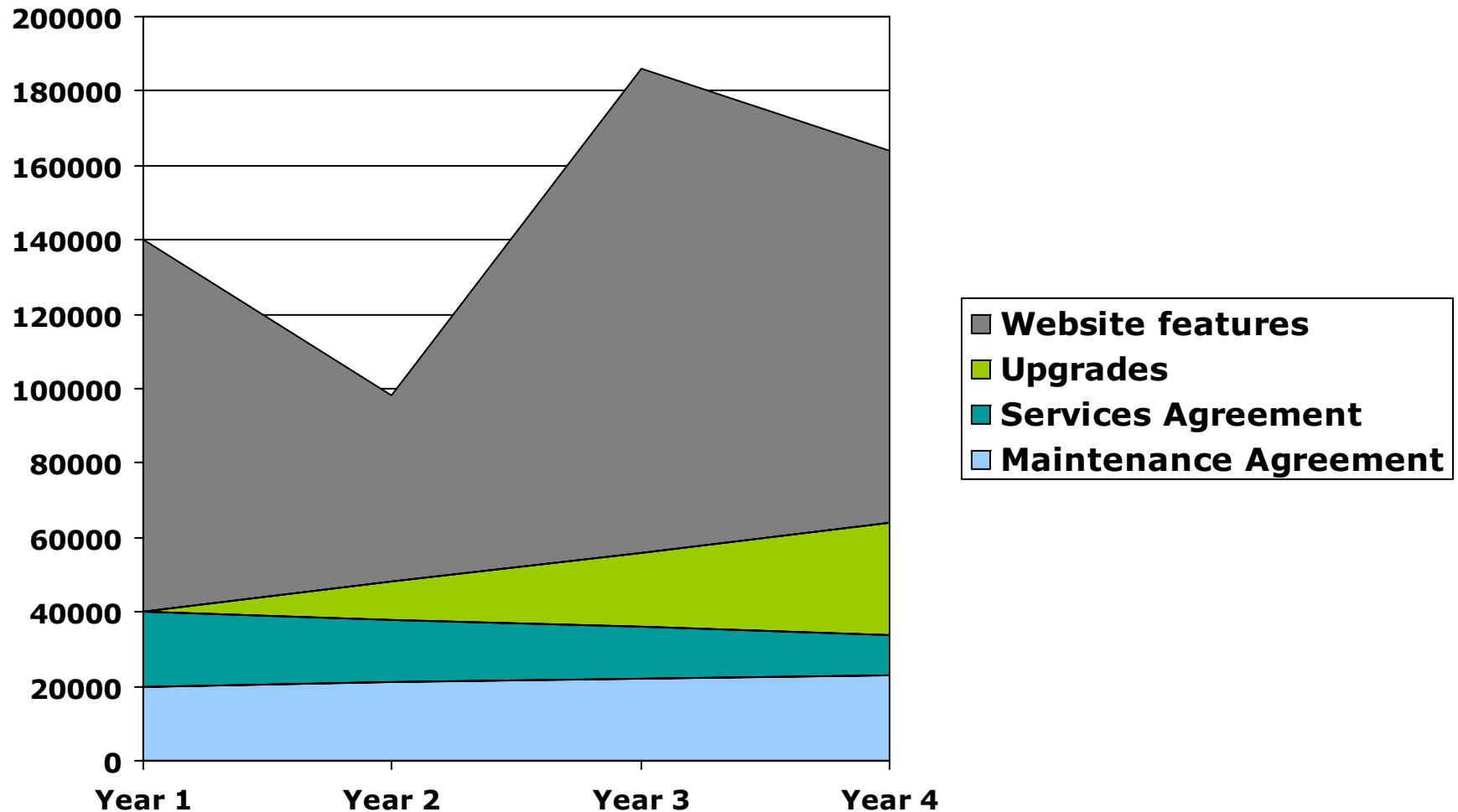


- ⦿ Vendors product strategy
  - ⦿ Nature and frequency of releases
    - ⦿ new features or bug maintenance releases
  - ⦿ Age of architecture
  - ⦿ Code maintenance and documentation
  - ⦿ R&D or product development cycle
- ⦿ Mergers and acquisitions (M&A) activity
  - ⦿ Uncertainty about product direction
  - ⦿ Distraction from business goals

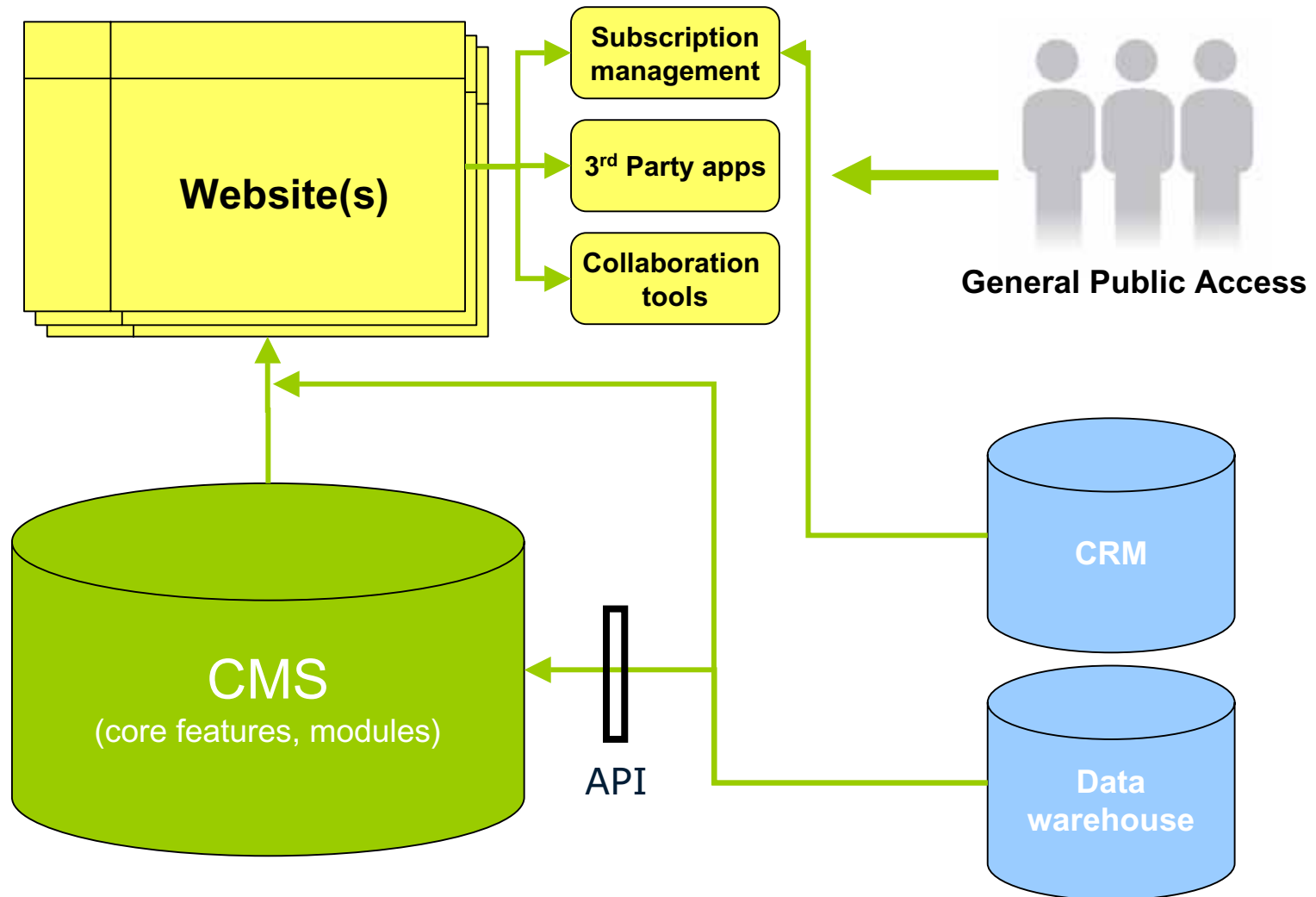
# Considered investment decisions



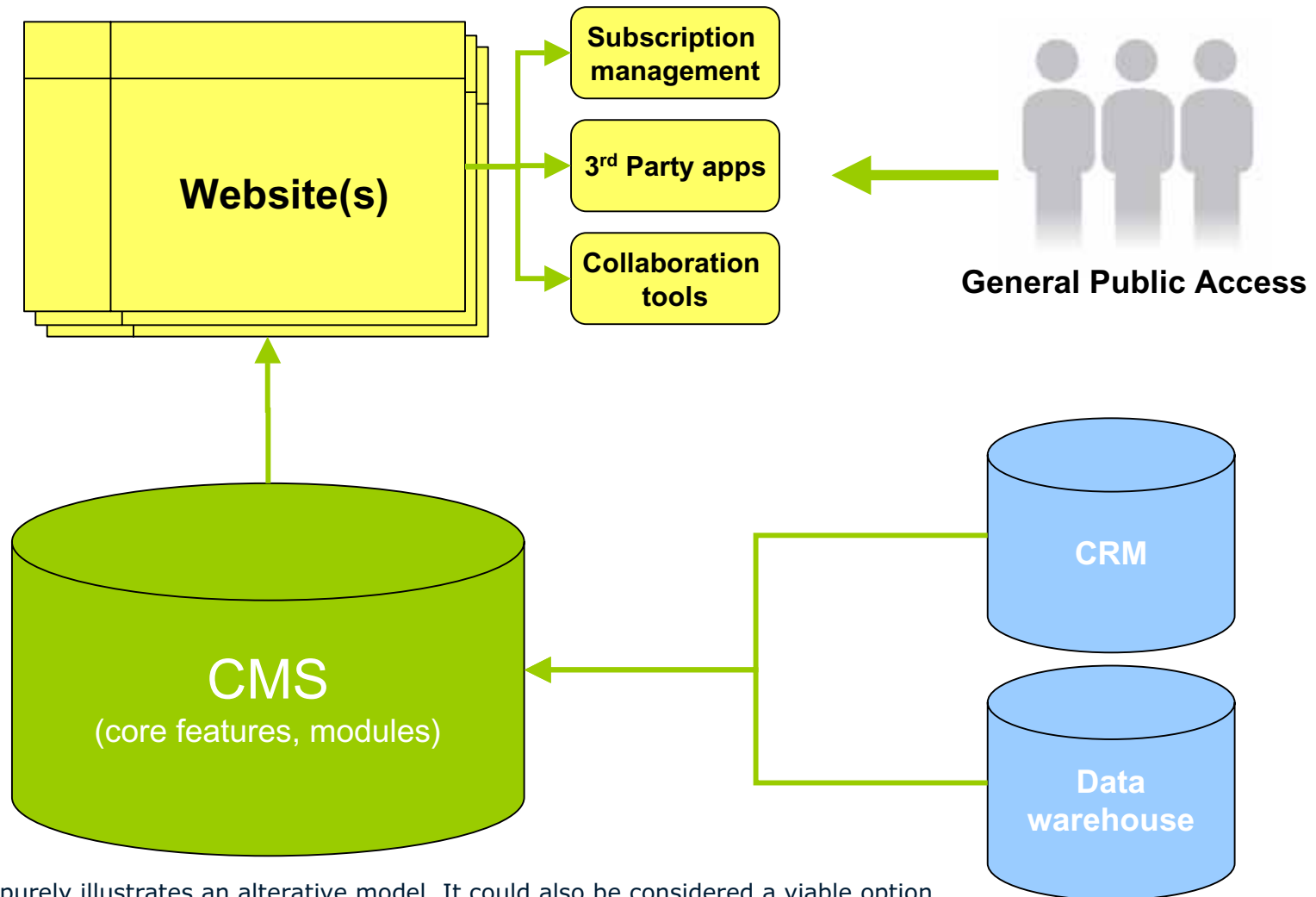
# Questionable investment decisions



# Considered investment decisions



# Questionable investment decisions



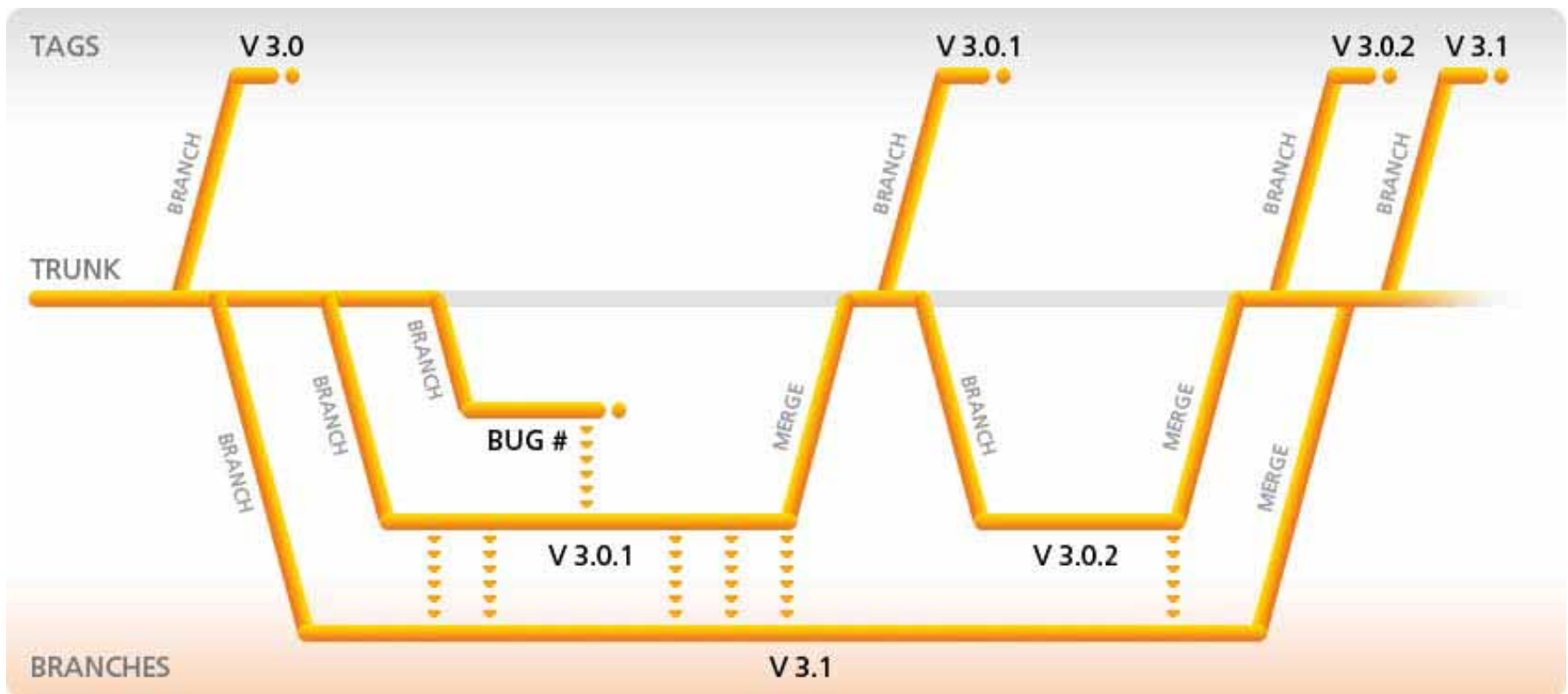
This diagram purely illustrates an alternative model. It could also be considered a viable option.

# Expectations of your vendor



- ⦿ Known and published product release management strategy / framework
  - ⦿ Be clear about release timelines and any major software rewrite
- ⦿ Ongoing maintenance releases
- ⦿ Features based on client requirements as well as market factors
- ⦿ To accept your lobbying
- ⦿ Good advice

# Example release management cycle



# Questions

