20 Most Promising Enterprise Content Management Solution Providers 2015

There has been an exponential growth in the information flow within and outside enterprises over the last few years. To manage the escalation of this data and cater to the business challenges—including organizing and prioritizing the data—enterprises have moved to Enterprise Content Management (ECM). A strategic ECM help organizations to capture, process, measure, access, and store information, to efficiently manage their workflows.

Being an ongoing strategy for maximizing the usage of content and achieving business goals, ECM facilitates organizations to manage the life cycle of data and automate content-centric business processes. With the rising popularity of digitization of content across businesses, the ECM market, combined with cloud-based file sync and shared services will drive the evolving digital enterprise. In the upcoming years, ECM vendors will extend case management frameworks for rapidly developing lightweight applications, to bring about automation and much greater visibility to business processes.

This edition of CIO Review brings to you several such ECM solution providers who have made a comprehensive effort to help enterprises build a sophisticated Enterprise content management system, for a cost-effective management and sharing of data across various channels. In the last few months we have looked at scores of ECM solution providers and have shortlisted the ones that are at the forefront of tackling the content management challenges by helping organizations interact with and manage content across multiple platforms. A distinguished panel comprising of CEOs, CIOs, VCs, Analysts and the editorial board of CIO Review selected the final 20.

We present to you CIO Review's of "20 Most Promising Enterprise Content Management Solution Providers 2015".

Company:
Primero Systems

Description:
Primero Systems brings seriously powerful, yet elegant Web content management to franchises and multi-site companies

Key Person:
Steve Press
President

Website:
www.primerosystems.com

Primero Systems
Content Management for Maximizing Web Presence – the Franchise, Multi-site Brand Challenge

Today's businesses have high expectations when it comes to managing content. According to Steve Press, President of Primero Systems, "Content management is no longer considered a static activity in which content is simply presented once then you're done. Instead, it's about guiding buyers through a journey. In fact, the top priority for 86 percent of CMOs is to create a customer-centric strategy–providing buyers with relevant content based on an unlimited set of criteria that is reactive to their needs and wants."

Two of the biggest challenges in content management today are the ability to maintain brand control for companies that have multiple sites and the ability to adapt content to mobile form factors. One such company addressing these issues head-on is Primero Systems.

For more than two decades, San Diego-based Primero has helped businesses achieve their goals through the power of software – with customers spanning a broad array of markets, from healthcare to franchise and travel. The company's mobile-friendly Web content management system (CMS) solution, Webtreepro,

Steve Press

is geared toward franchises, associations and other multi-site businesses. Webtreepro allows these companies to instantly publish relevant content to multiple websites – "one-to-many" – at the same time, thereby maximizing their overall Web footprint, local search visibility, and local relevance. Built with Software-as-a-Service (SaaS) architecture, "Webtreepro does not require participation from the IT side – marketing can run with it without any need for technical competency," states Press.

Webtreepro establishes role-based levels of content editors and workflow permissions, enabling the selective publishing of content across a network of websites—partial or full page—to support global and local marketing strategies. With automated start and stop dates for promotions, Webtreepro can schedule content for publishing. Additionally, analytical and reporting tools integrated within the platform help customers easily launch, measure and analyze performance. Because Webtreepro is completely cloud based, it is accessible from any device such as a desktop computer, tablet or smartphone–and its responsive design enables the content to be viewed as it was intended on each mobile device. End users can update any element of the site– such as copy content and paste images– without any programming skills.

"We offer a granular level of control for permissions, sharing, and syndicating the content," says Press. "The flexibility to customize even the smallest content differentiates us from our competitors." Borrowing from its roots in custom software, Primero can tailor Webtreepro to help customers through the total life cycle of their project, from conception to execution. This approach integrates technology, user-friendliness, and business proficiency to provide a superior, alternate solution for marketers seeking to maximize brand presence throughout a network of websites.

As an example, one of Primero's long-time travel agency customers was seeking to maintain their website content with full inventory, collaboration, and social modules, which were essential to run their back-end operations. By using Webtreepro, the customer could offer

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a professional Web presence to their franchise agencies, while maintaining brand control, centralized content management, and integration with travel booking engines.

Moving forward, Primero plans to venture beyond its CMS solution to introduce a marketing application platform with social collaboration for multi-site companies as well as marketing automation pieces such as e-mail marketing, CRM module and robust analytics. "This will enable a one-stop shop that will provide a full view of the enterprise and all its locations from a single point of view, rather than pulling together a bunch of disparate applications," concludes Press. **CR**