

CrownPeak

13323 Washington Blvd
Los Angeles, CA 90066
(310) 577 5850

info@crowpeak.com

www.crowpeak.com





Manage Content Not Technology

↖ 360° Web Site Management: Content Management, Search, Web Hosting, and Analytics as a Software Service

“CrownPeak is the only software service capable of managing enterprise-level projects”

ZDNet

“2005 Product of the Year!”

InfoWorld

❖ How Does a Software Service Work?

- ↖ Custom-built software, created for managing hundreds/thousands of customers
- ↖ Implementation, integration, training, and support included
- ↖ Monthly billing based on amount of content and number of “seats”
- ↖ Management, upgrades, security, backups, disaster recovery, service levels – all guaranteed with an SLA

❖ Myths about Software Services

- ↖ Customer loses control
- ↖ Truth: Mature services have full developer access, API
- ↖ Security is a problem
- ↖ Truth: Software Services spend more time, resources, and money on security than any internal organization could possibly afford
- ↖ Difficult to integrate
- ↖ Truth: Software Services are typically better at integration
- ↖ Fewer features
- ↖ Truth: Software Services typically have more features and flexibility than installed or open source applications
- ↖ If the service is down, the web site is down
- ↖ Truth: Mature services can publish to any web hosting environment

❖ When is a Software Service Not Right?

- ↖ If the content is too secure to be allowed outside of the firewall
- ↖ If the system requires a real-time integration with the back-office – a true portal application
- ↖ 90% of content management projects are right for a service

❖ Open Source

↖ Open Source is not free

Cost of Open Source projects can be difficult to calculate

Service and ongoing support from consultants can be expensive

Buying software is like buying a boat (IDC: only 1/4 to 1/5 of TCO is the license)



↖ Open Source can be an emotional decision

Are you deciding on open source because your developers like to...develop? Do you really need to modify source code? Really?

↖ Open Source is best leveraged in core business

Committing to Open Source modifications requires resource availability

↖ Evaluate Open Source just like other software packages

Choose applications that are well supported, easy to manage, and get the job done with few modifications

Commercial Software

↖ **CMS products have gotten pretty darned good**

Price/feature equation has improved greatly

Much better out-of-box functionality these days

Superior feature set, when compared to open source

↖ **More likely to be supported in long term**

“Maintenance” revenue is very valuable

↖ **Beware of services costs**

Vignette bills 70% of its revenue on services

Most commercial products require 2x to 3x license fees in services

↖ **Chose a platform you are ready to support**

Why a Software Service?

Option 1: Acquire 4-6 software applications

- Pay upfront for licenses and services
- Buy hardware
- Install, customize and integrate software
- Manage and support users (and pay for upgrades, etc.)

Option 2: Call a Software Service

- Less Complex
- Less Costly
- Less Risky
- Better Integrated
- ...and offers better service



❖ Don't Forget the Service

- ↖ The initial implementation is only the beginning
- ↖ Web sites change - frequently
- ↖ It is a requirement to have a team ready to make changes quickly – to the CMS, the search system, the analytics application, the integrations, the forms, and so on.
- ↖ It is a requirement to have a customized manual and an ongoing training program – systems users change over time

❖ How Does the CMS Market Work?

- ↖ Every 36 to 48 months, a web infrastructure is replaced
50% of mid-to-large businesses will consider a CMS purchase in the next 18 months*
- ↖ 50% of CMS projects today are custom development or Open Source*
- ↖ In 2005, Software Services make up 18% of Web Content Management Purchases**
- ↖ In 2015, Software Services will be 90%+

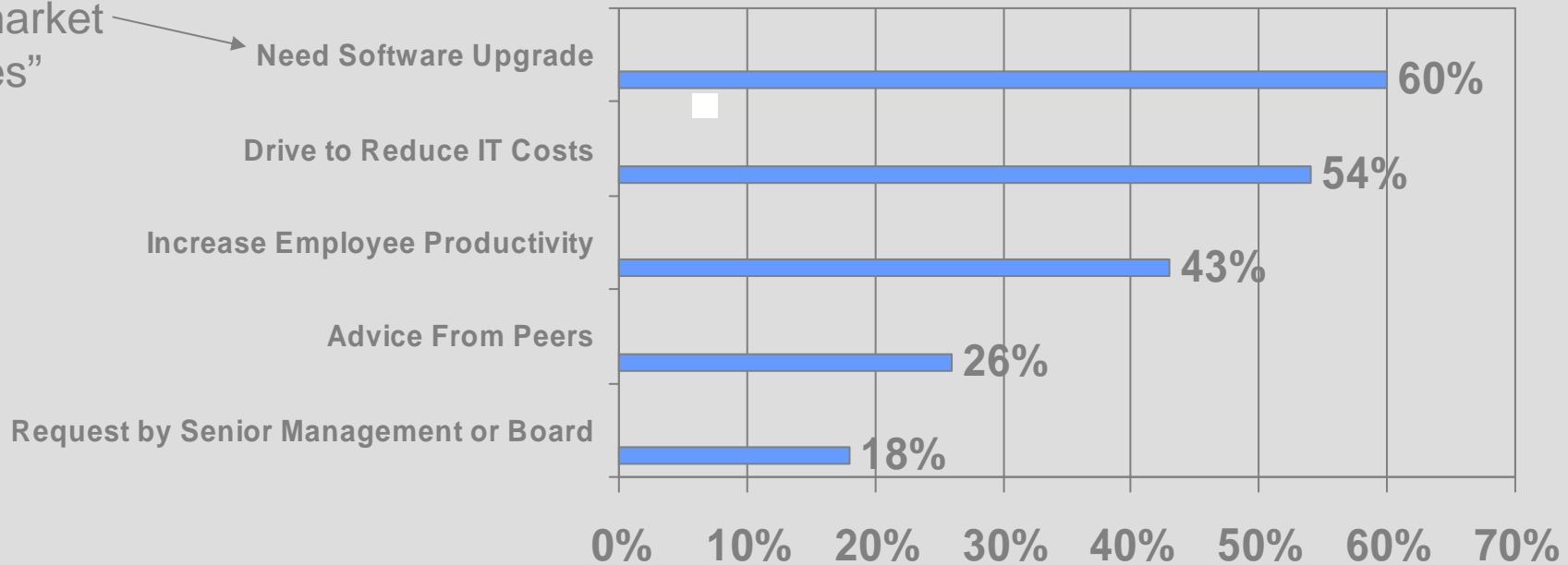
* Jupiter, 2005

** IDC, 2006

Software as a Service

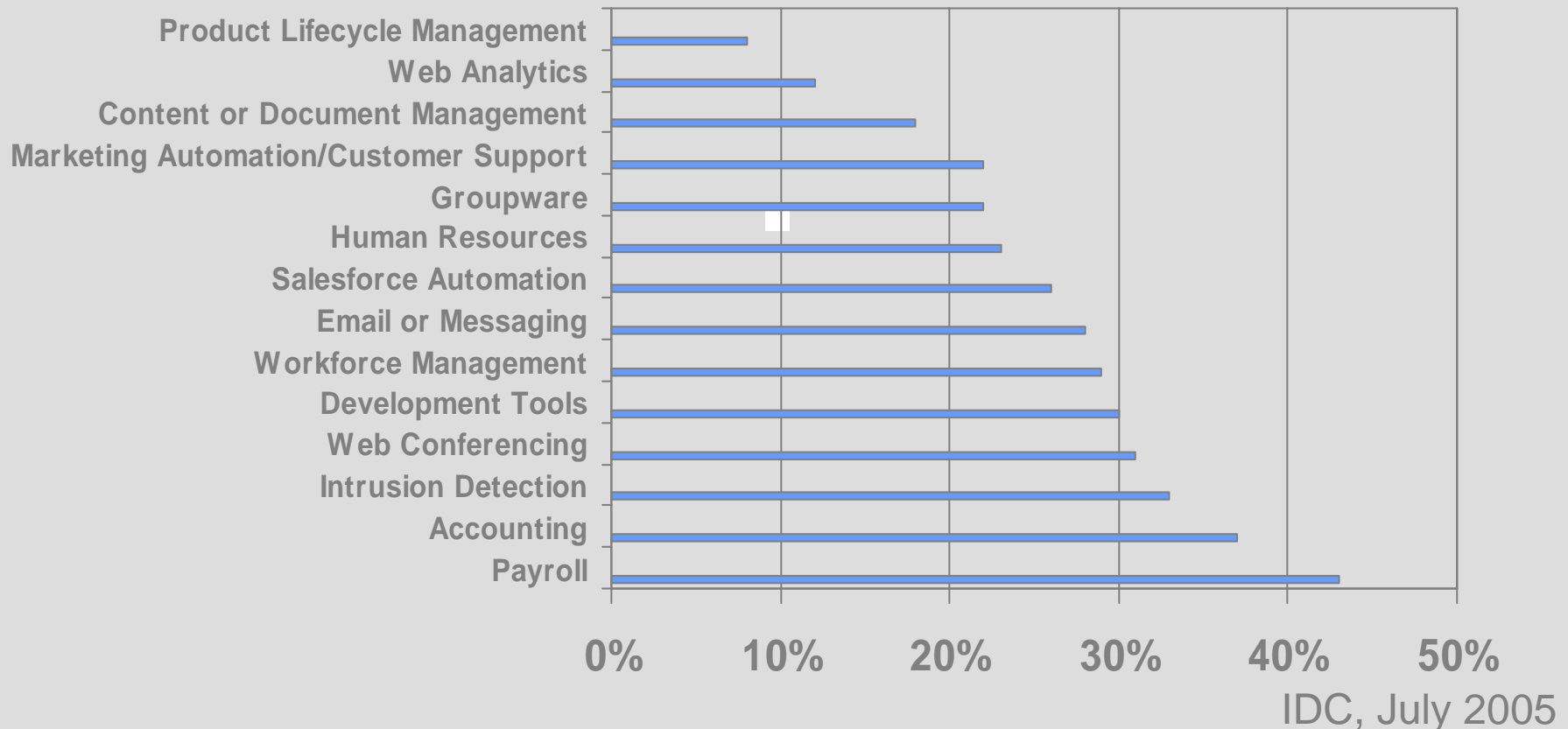
Top 5 Factors Driving Software as a Service

Translation:
“The market believes”



IDC: 2005

Adoption by Service Type (SaaS)



Macro Market – Marketing Systems

Web Site Management

1. Content Management
2. Search
3. Web Site Analytics
4. Web Hosting
5. Polls/Surveys

CrownPeak™

Customer Management (CRM)

7. email campaign management
8. "subscriber" management
9. event management
10. lead management

Future of market: Web site management will be a 360° service

Campaign Management

11. keyword buy management
12. media buy management
13. creative workflow management

Digital Asset Management

14. Image Management/motion graphic management

E-commerce

15. Digital goods sales/DRM

❖ The Future

- ↖ Integration between SaaS applications
- ↖ Followed by consolidation within sectors
- ↖ Disruption and destruction of vendors
 - Very difficult to compete with cost/service combination of SaaS
 - Very difficult to switch from one model to the other
- ↖ Fewer and fewer software developers and engineers within companies – especially in the mid-market
 - IT groups change to project and vendor management shops
 - The % of the income statement spent on IT will deliver much more value – better applications, more function, better service



“The Difference Between a rut and a grave
is the depth”

RW Emerson

❖ Awards & Recognition



2005 Technology of the Year!
InfoWorld's most prestigious award



Top 25 ASP Nationwide
Jupiter Media's ASPNews covers the ASP industry



eWeek's Analyst Choice
CrownPeak named as best content management software service



IDC Analysis
"(CrownPeak is) the only enterprise-level product delivered as an SaaS and, perhaps most important, sold into the mid-market at SaaS price points."



EContent 100
CrownPeak chosen as one of the 100 most influential companies in online content

Sample Clients





» Thank You

Jim Howard

jim.howard@crowpeak.com