Content Managment Systems

Guiding you through the selection process

How do you choose the right Content Management System?

The best Content Management Systems (CMS) provide a combination of technical capability, creative flexibility, and future scalability.

Selecting a platform for your website is a very important decision. There is a lot of choice. We've created a process that captures all your requirements and ensures you make the correct choice.

At Quba we are experts in CMS's of all shapes and sizes, from flexible, free open source systems to headless and Cloud based solutions and powerhouse licensed platforms designed for true enterprise-level applications.

We are certified partners in Contentful, Contentstack Umbraco, Kontent and Kentico some of the world's most popular and recognised platforms, so in the future, if you ever decided to move agencies for whatever reason, you'll always find another partner capable of supporting your site.
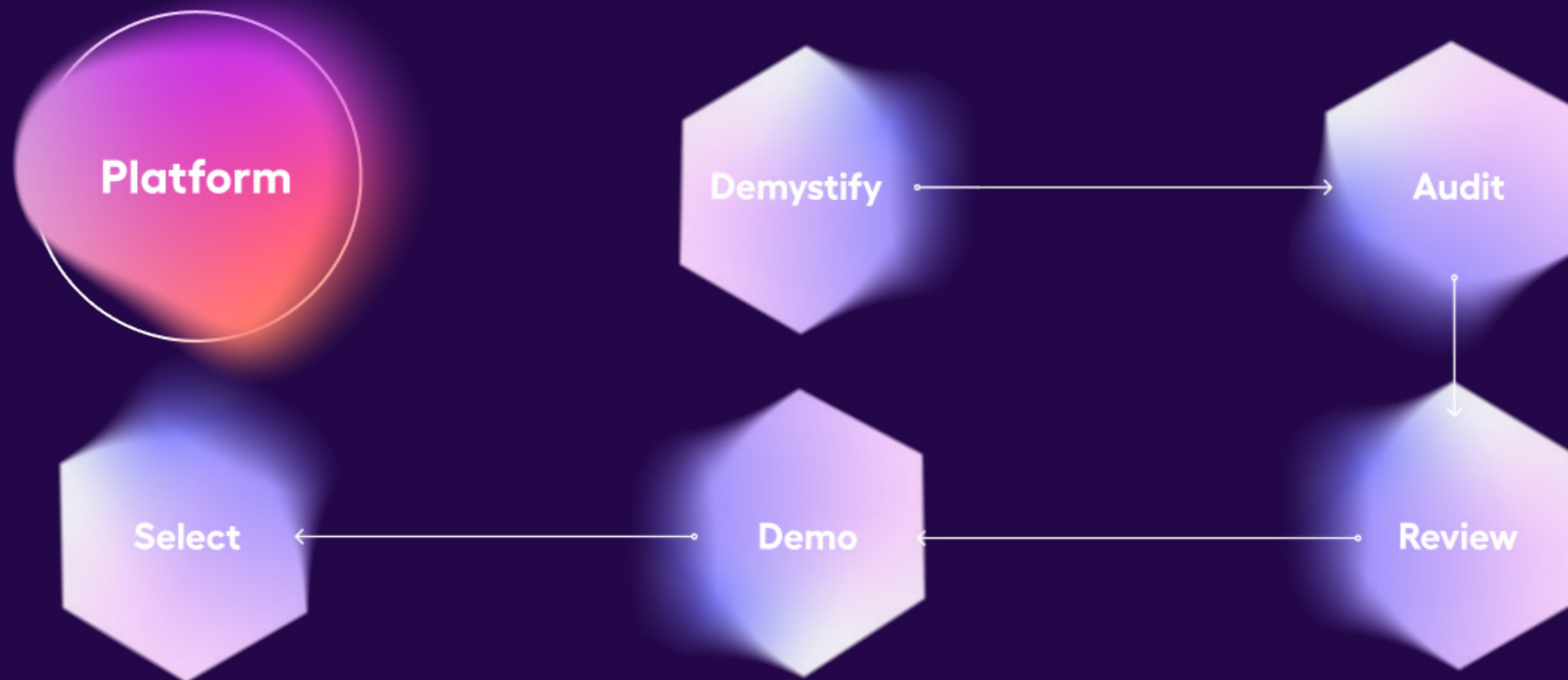

Omnichannel

Headless

DXP

Our five-stage selection process

Selecting the right content platform can be a daunting task. This is where our five-stage selection process comes in.

Platform

Demystify → Audit

Select ← Demo ← Review

Step 1 – Demystify

We start by educating to the range of options available, explaining the difference between traditional CMS, headless and the choice platform vendors.

What is a DXP and is it right for my organisation?

What's the difference between headless and traditional?

Why pay for a licenced platform?

What is composable?

Step 2 – Audit

We follow a 10-point audit to benchmark your organisation's needs.

Our platform workshop looks at all aspects of platform selection starting with your current platform. We look at what's worked and what hasn't, as well as any barriers to achieving your marketing goals.

We examine your CMS users, how they use the platform and the common tasks they carry out.

We then go onto look at your requirements for the new content platform, looking at things such as multilingual requirements, omnichannel delivery and feature set.

It's essential to understand your current architecture - our technical team will take a deep dive into your current setup. This is carried out by one of our lead technical architects or our technical director.

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Setp 3 – Review

Using our platform matrix, we will help you shortlist the right platforms to meet your needs.

Our matrix breaks down the various features and benefits of the leading platforms from entry level CMS right up to enterprise headless solutions.

We use this to shortlist from the platforms on offer to ensure they meet your needs.

Step 4 – Demo

One of the best ways to understand what the new breed of content platforms is capable of, is through a demo.

We will organise demos from our platform partners aimed at giving you an oversight of the back end how this works from a content managers perspective.

We work with a wide range of content vendors and unlike many agencies are not tied to just one or two. It means we can give you an unbiased recommendation based on what's the best fit for your organisation.

Step 5 – Select

Finally comes the selection process. We will walk you through options helping you make the right decision.

We recap on the process to date explain what has driven the decision in shortlisting the content platforms.

Listening to your feedback from the demos we will discuss the options and help you decide.Once the decision has been made, we will liaise with the platform vendor to ensure they have the correct information to provide an accurate quote and we'll help you to negotiate the best possible price!

Your content platform team
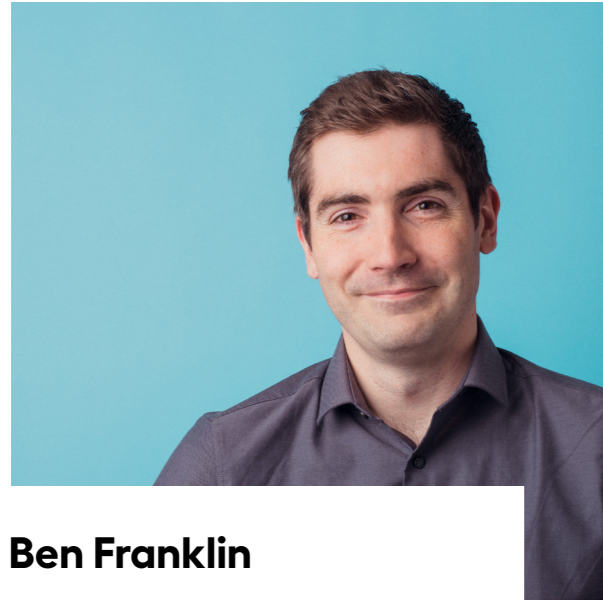
Ben Franklin
Technical Director

Ben has been at Quba for 15 years, and manages the development team. He is responsible for capturing the technical needs by working closely with inhouse IT and marketing teams. He retains a passion for coding and enjoys taking a hands on approach. He is also Microsoft certified.

Matthew Jones
Platform Specialist

Matt has over 25 years experience working in the digital sector, and has worked with content platforms since the early days of content management systems. He is responsible for overseeing our platform strategy, platform partner relationships and working with clients to ensure they make the best platform choice
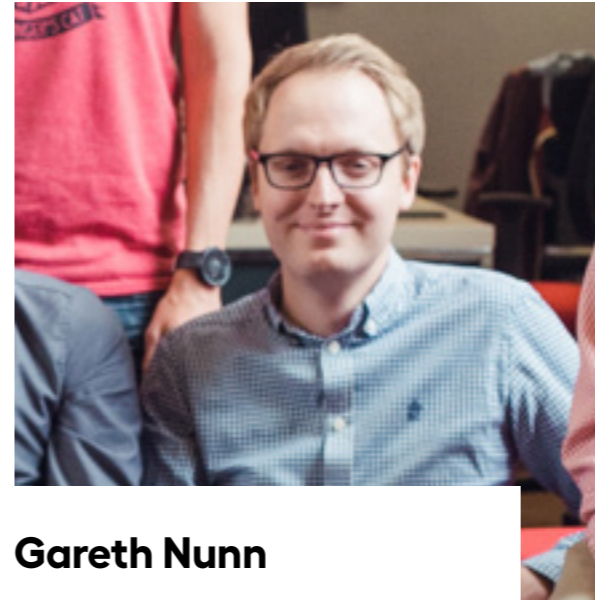
Gareth Nunn
Lead Developer

Gareth is one of our Senior Developers and has worked for Quba since 2012, since gaining a Masters at University. He is accredited in Kentico CMS, Microsoft and Azure. Recent client projects he has worked on include London Luton Airport, Avanti Gas and Markel. Gareth is accredited in Kentico and Microsoft Azure amongst others.

Common questions clients ask

How much does it cost?

The CMS assessment starts from £1500. This include all six phases of the process, with the Assess phase taking place subject to getting the relevant access to your existing website.

What do I get at the end of the process?

You will receive a summary report detailing the outcomes of content platform process along with a recommendation for your platform selection.

How long does it take

Typically, we deliver all 6 phases within 15 working days, this is subject to the availability of the tech team and our platform partners.

Do you cover all available content platforms?

No, are literally hundreds to choose from. We have selected what in are view are the best range of platforms for mid-market companies with a turnover ranging from £25-500m

Who needs to be available from our team?

Ideally the key stakeholders in the organisation responsible for the website would be available for the Audit and Demo phases.

Can you provide a cost to replatform?

Yes, we can work with the selected platform partner and provide you with an estimate with the migrations cost of moving to a new platform.

Let's move you forward.

Are your digital experiences holding you back in some way,
or do you need to propel the business forward, quickly?

Get in touch

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