

Forrester Research names Tridion as leader in The Forrester Wave

Submitted by: AxiCom

Monday, 25 April 2005

Tridion, the recognised European leader in content management solutions, today announced that Forrester Research has positioned Tridion as a leader in Web Content Management (WCM) for external sites in Forrester's Wave: Web Content Management Q1 2005. Forrester assessed nine WCM vendors based on hands-on lab evaluations and 194 criteria in the areas of current offering, product strategy and market presence.

The new report, which can be viewed on www.tridion.com, shows that Europe now leads the pack for external WCM – a market normally dominated by American technology firms. Forrester found Tridion to be a “leader” in web content management for external sites (both Internet and extranet) and a “strong performer” for internal (intranet) web content management. According to the research firm's report, “...[IT teams] require a solution that site managers and power users within the organisation can use to define and manage their own sites...”. Tridion differentiates itself from its competitors with strong multisite management capabilities and comprehensive site and content personalisation functionality.

In the report, Kyle McNabb, senior analyst at Forrester Research states: “Tridion receives high marks all round including strong content management application usability... Its strong content management application support for content contributors and business users helps it differentiate from other players [in the WCM space]”. According to Forrester, “Tridion's product strategy is focused on advancing their WCM capabilities to address line of business needs.”

Forrester states that demand for Web Content Management (WCM) is on the rise, driven by the Internet's role as a primary means of interaction with customers, partners, and employees. According to the research firm, this demand is further fuelled by a desire by many IT organisations to move away from custom-developed web sites towards more sustainable platforms.

“We are proud that such a renowned, independent research firm as Forrester has given us this high ranking and has identified Tridion as the leader in the international Web Content Management market,” says Pieter Varkevisser, Tridion CEO. “We are ideally placed to help organisations make the transition to the more sustainable platform that Forrester indicates. A large number of our customers have moved to Tridion from either an early content management technology or from WCM tools they developed themselves. These customers are clearly happy with the return on investment Tridion technology provides, and the unique expertise we offer in this market space.”

He added: “For this reason, we shall soon be introducing a dedicated service helping new customers move from their current Web environment to a content management solution that is more efficient and better suits their future business needs.”

According to the Forrester report, the main problem organisations have in this market is that they are not able to answer simple but important questions such as whether a site is actually useful, if the content is being used, or if end user needs are properly addressed. Varkevisser says, “At Tridion we help customers answer these exact questions. True to our company mission, we really focus on turning content into value to drive our customers' businesses.”

To view Forrester's Wave: Web Content Management Q1 2005 report, please visit www.tridion.com

About Forrester Wave

Forrester Wave is a standard graphical representation of Forrester's call on vendors, marketplaces and other emerging technology products and services. The Forrester Wave helps businesses interpret confusing vendor offerings before purchase and clarifies the competitive landscape. The rankings are built on an open methodology and a straightforward algorithm that expose vendor scores, key attributes and weightings in an interactive spreadsheet available to both users and vendors. This open framework prevents random placement of results, empowering users to customise the data, create vendor shortlists and challenge questionable offerings.

About Tridion

Tridion is the leading European provider of powerful content management for business communication solutions. Tridion's powerful solutions enable enterprises to make effective and efficient use of content. The unique 'single sourcing' and 'blueprint management' functionality of Tridion offers companies fast and high return-on-investment on their complex content management infrastructures.

With more than 350 user sites, customers use Tridion to control, create, manage and deliver the right Web content at any time and any place. Clients include many Fortune 500 and bluechip companies such as: ABN AMRO, Agfa, Akzo Nobel, Deutsche Telekom, Heineken, Honda, KLM, Renault, Suzuki, Toyota, Unilever and VisitBritain. For more information please visit our website at www.tridion.com

###