

ZAPTHINK ZAPNOTE™

EKTRON

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Ektron

URL: www.ektron.com	Headquarters: Amherst, NH
Founded: 1998	Funding: Privately held

Product Summary

Ektron produces Web-based content authoring and publishing applications that have a low total cost of ownership. Ektron's solutions are focused on the problem of simplifying dynamic Web content management. Ektron's browser-based solutions allow business users to manage Web content while IT professionals maintain control. Ektron's product line includes the *eWebEditPro* product family, *eWebWP*, *Ektron eMPower*, and *Ektron CMS* product families. For the purpose of this profile, we will consider the XML-enabled content lifecycle features of the Ektron CMS line.

Ektron CMS300 is Ektron's latest content management system that leverages XML to separate Web content from presentation. By providing a visual environment, Ektron CMS300 allows users to author XML-encoded content without having to interact with XML tags. The system uses XML schema to validate information as well as providing XSLT and WYSIWYG templates for content contributors. Content management features include publishing of Web-based content to a variety of device formats, robust workflow and permission model, application server support, and developer APIs. Ektron's CMS family also provides support for ASP, ASP.NET, ColdFusion, and PHP, giving users considerable flexibility.

ZapThink Take

Ektron provides a high-quality, focused solution for Web content management that also provides considerable value for the price. One of the reasons for the low cost of their solution is that they have focused on the specific problems that people were facing in Web content management and authoring. By providing only the functionality that is truly needed, Ektron is able to keep costs significantly lower than their competitors. On the flip side, this focus means that companies looking for enterprisewide content management with complex workflows and support for non-Web documents and content componentization might not find the Ektron solution optimal. However, the vast majority of Web-only content authors might find the Ektron product to be the best value for the money.

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Thank you for reading ZapThink research! ZapThink is an IT market intelligence firm that provides trusted advice and critical insight into XML, Web Services, and Service Orientation. We provide our target audience of IT vendors, service providers and end-users a clear roadmap for standards-based, loosely coupled distributed computing – a vision of IT meeting the needs of the agile business.

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Related Research

- *XML in the Content Lifecycle Report (ZTR-CL100)*

About ZapThink, LLC

ZapThink is an IT market intelligence firm that provides trusted advice and critical insight into XML, Web Services, and Service Orientation. We provide our target audience of IT vendors, service providers and end-users a clear roadmap for standards-based, loosely coupled distributed computing – a vision of IT meeting the needs of the agile business.

ZapThink's role is to help companies understand these IT products and services in the context of SOAs and the vision of Service Orientation. ZapThink provides market intelligence to IT vendors who offer XML and Web Services-based products to help them understand their competitive landscape and how to communicate their value proposition to their customers within the context of Service Orientation, and lay out their product roadmaps for the coming wave of Service Orientation. ZapThink also provides implementation intelligence to IT users who are seeking guidance and clarity into how to assemble the available products and services into a coherent roadmap to Service Orientation. Finally, ZapThink provides demand intelligence to IT vendors and service providers who must understand the needs of IT users as they follow the roadmap to Service Orientation.

ZapThink's senior analysts are widely regarded as the "go to analysts" for XML, Web Services, and SOAs by vendors, end-users, and the press. They are in great demand as speakers, and have presented at conferences and industry events around the world. They are among the most quoted industry analysts in the IT industry.

ZapThink was founded in October 2000 and is headquartered in Waltham, Massachusetts. Its customers include Global 1000 firms, public sector organizations around the world, and many emerging businesses. ZapThink Analysts have years of experience in IT as well as research and analysis. Its analysts have previously been with such firms as IDC and ChannelWave, and have sat on the working group committees for standards bodies such as RosettaNet, UDDI, CPExchange, ebXML, EIDX, and CompTIA.

Call, email, or visit the ZapThink Web site to learn more about how ZapThink can help you to better understand how XML and Web Services impact your business or organization.

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