

A TALE OF TWO PLATFORMS

THE DIFFERENCE BETWEEN LEGACY & MODERN CMS

To truly understand the differences between legacy and modern CMS, let's take a close look at the key characteristics defining each. This chart breaks down the distinguishing components of traditional CMS (pre-digital) and its more modern counterparts.

	LEGACY CMS	MODERN CMS
IMPLEMENTATION SPEED	9-18 month rollout and implementation timeline.	Handshake to go live in 90 days , or less.
ARCHITECTURE	Closed architecture and APIs. Heavy architecture means more dependencies.	Open, lean architecture and APIs with headless and decoupled options.
CODING	High-code system with many hard-coded features make updates difficult & time consuming.	Low codebase —requires minimal development, from customization to configurations.
THIRD-PARTY INTEGRATIONS	Heavy, complex pre-built connectors make integrations time consuming and difficult to secure.	Secure and light-weight API-centric integrations with extensive developer documentation.
CONTENT PUBLISHING	Slow and time-intensive; editing features limited and rigid workflows.	Rich text editing with word processing-like functionality, inline editing, and live preview.
MULTI-CHANNEL PUBLISHING	Restricted; responsive design is buggy and undependable.	Native multi-channel publishing and responsive capabilities for effortless deployment.
ASSET MANAGEMENT	DAM stores images only; lacks automated Digital Rights Management (DRM).	Built-in DAM, DRM, video, and editorial calendars.
SEARCH	Global search based on outdated technologies; limited by directories.	Unified and federated search across platform; find anything, anywhere.
WORKFLOW	Not native to platform; hard to build and maintain. Resembles static waterfall with permissions.	Built-in customizable workflows with permissions, notifications, and robust admin controls.
PERSONALIZATION	Non-existent (one to many experience).	Deep personalization capabilities, with out-of-the-box features.
VIDEO	Not native, foreign to system and dedicated OVP required. Time consuming and technical process.	Video fully built-in with native workflows, easy uploads, editing, and integrations.
PERFORMANCE / CLOUD	Slow performance and availability; requires infrastructure scale-out.	High performance and availability; performance auto-scales (DevOps).
ADAPT & INNOVATE	Difficult to adapt to and incorporate new technology innovations and products.	Rapid innovation cycles: easily adapt to new technology innovations and add to stack.
SECURITY	Higher vulnerability and security risks due to longevity of known entity and easier access to content publishing backend.	Designed to allow secure third party integrations and protect against risks. Decoupled CMS tightly inhibits access to the backend database.