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Digital Experience Platform

Selection Guide

www.flywheelstrategic.com



Introduction

Every business is built using digital tools. The fastest growing and the most successful businesses are often the ones that invest in their digital presence and technical infrastructure.

This whitepaper is written for those business professionals who are looking to achieve their goals faster by perfecting the digital experiences they build. A Digital Experience Platform (DXP) will help you drive sales, boost marketing effectiveness, and streamline your business operations.

The process we are presenting is not unique and it may not even be a perfect fit for you, but we know there are considerations and questions that are often overlooked along the way. With this guide, our hope is that you will gain confidence and insight to support the journey ahead.

Business-First Approach

As many readers will expect, this whitepaper outlines a process that starts with gathering requirements from across your business and then deciding which technology comes closest to meeting those requirements. You first need to know what your processes and goals are and then you need to find the best supporting tool you can.

Common Pitfalls

At Flywheel we are often assuming the role of an architect or a guide – keeping the project on track and going in the right direction. We watch out for many hazards along the way, and the most common of those are:

- **Novelty Distracts** – Technology and innovation can be exciting. The challenge is to make sure only consider new features and functionality that will add value.
- **Incomplete Requirements** – Stakeholders compiling business requirements are often unaware of the right questions to ask.
- **Priorities not Established** – A lot of energy is wasted by evaluating systems against requirements that are all given the same importance.

Get Started

This Digital Experience Platform Selection Guide will give you:

- A process to follow
- Requirements to considering adopting

We also have a checklist you can leverage and an evaluation matrix template you can download.

Of course, if you have any questions or feedback, we'd love to hear from you.



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What is a Digital Experience Platform?

Think of how your prospects, customers and partners interact with your brand or business in any digital space. The wholesome encounter – across your website, social media, email or app – is your digital experience. The value of these encounters (good or bad) is amplified when users connect with each other online. The overall impression you present digitally is critical to your future success.

Organizing your messaging, publishing, and delivering content across any digital channel must be consistent and engaging. Your business also needs to access and synthesize user data in a comprehensive and digestible manner. Technology that can support a good content strategy is vital, but a platform that can also measure and boost your marketing and sales effectiveness is worth every penny.


The best Digital Experience Platform (DXP) will include:

1. Peace of mind and reliability
2. Robust, user-friendly content management
3. Straight-forward integration capabilities
4. Analytics and performance metrics
5. Actionable insights and AI driven recommendations
6. Economic value for all business sizes and growth stages



With the power to accelerate your marketing, sales and communications goals, a Digital Experience Platform can be a big driver of growth for your business.

**Use this guide to help
make the right choice.**



**CMS
or
DXP?**



A Content Management System (CMS) will unlock the potential of your entire digital experience. A CMS is the software that allows you to manage your website without needing to be a coder. Logging in to your website content management system gives you the power to change your messaging at any time.

A good CMS will enable your digital experience by

- Bringing to life an impactful design
- Delivering powerful messages
- Building meaningful connections with your visitors
- Capturing leads and driving sales
- Streamlining your workflows
- Efficiently integrating systems

In the modern, digital world there are plenty of CMS choices – each with their own advantages. Many Content Management Systems are packaged as part of a comprehensive Digital Experience Platform (DXP), while other systems serve a single purpose. You may prefer a DXP solution, or it may be better to build your own “stack” and use a collection of tools that may include a CMS, marketing automation systems, analytics tools and other third-party plugins. Sitefinity DX is an example of a modular platform that allows your business to scale and gain sophistication as you grow.





How to Pick the Right Technology.

With so many choices, how do you know where to start!?

This DXP Selection Guide will help you identify criteria that are important to you and your business. To use this guide properly, use the following steps:



1. Establish Your Evaluation Criteria

- a) Review the criteria outlined in this guide.
- b) Add any criteria that may be unique to your business or situation.



2. Prioritize the Criteria

- a) Rank the importance of each of the criteria according to your business situation.



3. Build a Consideration List

- a) Identify the DXP products you would like to evaluate.



4. Use Criteria to Build a Short List

- a) Score the Consideration List using your Evaluation Criteria.
- b) Rank each DXP based on the priority of your Evaluation Criteria.



5. Deeper Dive

- a) Conduct more in-depth research by doing your own reading.
- b) Get a product demo.
- c) Rank the suitability of all criteria on your list.
- d) Eliminate any solutions that no longer make the cut.



6. Trial / Proof of Concept

- a) Try each system out as much as you can.



7. Recommend

- a) Summarize your leading options (the fewer the better) into a presentation or other form of document for review.
- b) Socialize your recommendation with colleagues.



8. Finalize

- a) Consider the input received from your recommendation to make a final DXP selection.



Building A Consideration List

Here are some resources to help you find CMS solutions to consider:

Google

Search for “Content Management Systems” and “Digital Experience Platforms”

Gartner

Magic Quadrant for Web Content Management
<https://www.gartner.com/en/documents/3953722/magic-quadrant-for-web-content-management>

Magic Reviews for Web Content Management
<https://www.gartner.com/reviews/market/web-content-management>

Magic Quadrant for Digital Experience Platform
<https://www.gartner.com/en/documents/3980237/magic-quadrant-for-digital-experience-platforms>

Reviews for Digital Experience Platforms
<https://www.gartner.com/reviews/market/digital-experience-platforms>

Industry associations and your professional network

Colleagues and contacts can also help you to identify options that others have found useful and could be specific to your needs.

Agencies and Digital Solution Partners

Even an initial discovery call with Flywheel or another technology partner in your network can help point you in the right direction.

Deep Dive

When you are at the point where you need to get the due diligence done for each system on your short list, here are some tips to consider:

- Stick to your evaluation criteria and resist the temptation to get excited about features that do not apply to what you set out to find.
- If you can see a demo or get a trial going, use real-world examples as much as you can. It is easy to make things work well in a demo, so make sure to evaluate scenarios that match your own business processes and workflows.





Evaluation Criteria.

Partner Network

Often the most successful digital projects are the ones that are guided by the experts that do this all the time. To put this another way, a failed or frustrating digital experience was usually implemented by the wrong team. Do not let that happen to you. If you are going to implement your own website with your own internal team, this may be less important to you. In any case, it is always good to assess the availability of expert resources, whether you need them right away or down the road. Most CMS and DXP vendors maintain their own partner lists for you to review.

Agency Experience

At Flywheel, we recommend you look for partners that are solution oriented. That means the partner will come to the project with a full suite of services from strategy and planning to architecture and design to development and testing. Watch out for partners that are simply “doers” who will not add value to your project beyond just doing what you say.

The business world has never been more dynamic than it is today. You need to know that you can stop on a dime, pivot with speed and agility, or react in the moment. Good technology needs to give you that flexibility and not hold you back when change is at hand.

Technical Flexibility

Your digital experience should not be the same as someone else's. But, that experience will use technology that has been adopted by others. Make sure the system you choose can be adapted to your unique situations. Check for features like module builders and APIs that allow your digital team to extend and enhance the functionality of your website. You want to know that your system will be able to connect to other tools in your "tech stack" – whether that is today or tomorrow.

Design Flexibility

How many websites out there look the same? A lot of popular Content Management Systems leverage packaged themes or templates that are in wide use. Make sure you know if that kind of approach is right for you. Other systems allow your creative team or digital agency to design a user interface that is uniquely yours. Look for features that also allow your content publishers to explore new page layouts with analytics to know what is working and what isn't.

Content Flexibility

Content is King! So, make sure your platform is ready for anything you can throw at it. You need to be able to quickly publish text and images on your website, across social media and through other integrated channels. You also want to be able to support video and audio content. Rich media formats that allow user interaction is also commonplace on the web today. Make sure your digital experience solution can deal with a variety of content types and embed codes for third-party connections. Are you ready for the metaverse?



Scalability

Do you think your business will stay the same size for very long? What about your website traffic? Will you always be able to interact with your users the same way? When you are looking at your whole digital experience, consider what you may need to do as popularity for your products, services and website content grows. Do you have a system that can adapt with you?

Business Growth

Consider the impact of having your business double in revenue in the next 3 years, 5 years or 10 years. Do you want to have to retool your systems for even modest growth? Make sure that your technology can keep up with supporting more transactions, more content and more staff supporting your digital experience. Ecommerce, content aggregation, hosting options, database technology and system permissions all impact your ability to scale.

Traffic Growth

Traffic on your website will often grow as your business grows, but not necessarily in lockstep. Certainly, if your traffic grows faster than your revenue growth, you do not want your costs and complexity to increase too. Review your tech stack for its capacity to manage more traffic. Robust features like caching and device optimization will support this kind of growth.

Content Size

Digital marketing and communications tactics are evolving quickly. So too is the availability of bandwidth for your end users. Publishing your own content can get increasingly more sophisticated with high resolution photos, 4K video and more interactive media. Make sure your digital infrastructure is ready for your content growth. Will there be any limits on the number of pages, posts, images, etc.? Will the system handle large images, highres video, etc.?

What happens if you run into trouble with your website? Do you need to worry about unanticipated issues occurring during a critical business cycle? For many reasons, some content management systems will be more resilient than others. Consider the confidence that comes with a well-built CMS and what to do if unforeseen issues arise.

Support

Support can take many forms including documentation and training. The internet can be very helpful resource, if you do not have to do a lot of hunting. Information should be readily available and well organized. Support from the CMS vendors is also a good, reliable option, but it is not always available. If you are working with an implementation partner or agency, additional support options may be available from that relationship.

Track Record

Technology changes fast. Innovation can help you disrupt your market and displace your competition. It can be very tempting to implement a new technology that espouses the latest trend. However, being a pioneer is inherently risky. Make sure you understand how well established each digital product is. What kind of product roadmap is in place and how confident are you in the direction the technology is going? Is that product vision clear and organized or decentralized and murky?

Data Integrity

Having confidence in your data and content availability is important. You want to be certain that content you publish is going to show up on your website the right way, at the right time and in the right format. You should be able to easily recover if you make a mistake. Many content management systems have features such as revision history and backups to help with data integrity confidence.

A compromised system means a compromised website and that can be embarrassing, and also be very damaging to your business. You need to make sure that you are not exposing your business to unnecessary risk by choosing a platform that falls short of having appropriate security features and protections.

Security Testing

The security of your technology should not be addressed with hope and a reactive posture. Testing the security of any software should be done by experts that understand how to look for vulnerabilities. You should look to understand what kind of security infrastructure is in place for your system and how each technology vendor approaches security testing.

Third Party Validation

Any test that has been validated by another party will result in higher confidence. With software security, this is a particularly important step. When you are considering a system for your digital experience, look for testing that has been conducted by a separate company to confirm there is no bias or over confidence in the finished product.

User & Access Roles

The integrity of the system is critical, but often security issues are the result of human error. One way to minimize the impact of an error is to limit the features and settings that your content editors have access to. Look for features in your CMS that allow you to set permissions to be as granular as possible. Make sure the access and permissions are easy for you to understand and manage.

Audit Logging

Knowing who is coming and going from your place of business is important. Many offices require you to register when you arrive and when you leave. Security cameras that monitor activity and doors that require a key fob are commonplace - and for good reason. Your DXP can also track who has changed what. Logging user activity in your system can help you spot malicious actions or correct accidental behavior from specific users.



Integration

These days, everything about our world is connected. Your Digital Experience Platform should be no exception. In fact, your DXP should be one of the most well-connected tools in your business. Integration with your DXP will help you with other tasks like email marketing, ecommerce, and other workflow processes. A good DXP will have a flexible, robust capability to easily connect with other systems.

API

An “Application Programming Interface” (API) is a general term to describe any ability that may exist within software to allow a connection to be built to another system. You want to confirm that your platform has an API so that knowledgeable developers can connect systems together. Some APIs may allow non-developers to setup system connections too.

Web Services

A more specific type of API is a web service. More precisely, a web service is an API that allows systems to exchange data over the internet. A Web Service can be used to connect several of your own systems or other cloud-hosting solutions such as a CRM, Marketing Automation, or other content sources.

Web Hooks & Service Hooks

Webhooks and Service Hooks allow your DXP to “hook” into another system when very specific events occur, such as when an email signup occurs, or a new blog gets published. These hooks are also a specific type of API. Webhooks and Service hooks allow you to initiate notifications, workflow, or other automation in one system based on a triggering event in another system. Many DXPs can trigger these hooks or listen and respond to triggers initiated by other systems.

Third Party Modules

A good platform should not be a closed ecosystem. To help CMS users maximize their digital experience, there may be other functionality required. Some systems allow plugins or third-party modules to be installed and used as a seamless extension of the core platform. Examples of these modules include ecommerce functionality, CRM or Marketing Automation capabilities.

Training & Learning Curve

Most web technology will be easy to use for anyone with a bit of tech savvy. But only some systems are user friendly enough for a general audience to operate. Consider your own team and how adaptable they will be to learning and using a new system. With any new software you will want to decide how easy it is to learn and how readily available training resources are. You may also want to consider platforms your team members already know.

Documentation

Your system should have a wealth of good documentation available. This information should cover all the features of the platform from a technical perspective as well as a user's perspective. You want to make sure the documentation is comprehensive, but also easy to understand. You may also need to ensure documentation is available in the right language for your entire team.

Training Videos

Videos that walk you through key features and functionality of the system can be very valuable. Often it helps to see exactly what the steps are to complete a task. Written documentation helps – but seeing the detailed steps in a video can often help clarify how the system works in a very easy, obvious fashion.

Live Training and Mentoring

It is one thing to rely on documentation and videos to understand how a digital platform works, but that does not always explain how the solution has been setup to be used in your specific situation. There can be nuances to how the CMS works based on how it was setup for you. Live training gives your users an opportunity to ask questions and confirm details as they learn. Some DXP products will also have mentoring available which is less structured than formal training classes but could be more useful as it adapts to your circumstance. A good implementation partner/agency can also provide live training or mentoring. Often, working with an agency is the best way to get specific about how you should be using your whole system effectively.

Other Resources

Beyond the structured documentation, videos and training that may be available, there can also be a lot learned by doing your own Google searches. A lot of software systems are surrounded by informal online communities, chat rooms, user groups and bloggers that provide answers and support. Check to see how much support is available through these other resources so that you can assess the availability of “quick tips” and other guidance.

As our lives move more online every day, governments around the world are creating regulations which aim to ensure our safety, privacy and give everyone equal access to information. Digital tools are evolving quickly to keep pace with these regulations and principle among those tools are Digital Experience Platforms. Many regulatory requirements set policies and business practices you need to implement. You must then adopt necessary governance in line with those policies. You will want to make sure your CMS can support the various regulations that apply to your business and your jurisdiction. A proper evaluation of the considerations in this section may require a more in-depth knowledge of some of these regulations. Make sure to consult with the appropriate expert to understand your obligations.

Privacy

Many jurisdictions have specific requirements that govern when you can collect certain user information. And, when you do collect user information you may have obligations to disclose how that data is stored, used, and shared. You will want to make sure your infrastructure supports your privacy needs and allows you to manage data in accordance with your own privacy policy.

Accessibility

Web technology exists to help a variety of users understand the information on your website. Many people can interact with a typical browser while someone with a visual or auditory impairment may leverage a screen reader for assistance. Many jurisdictions, including the province of Ontario or the state of California have very strict laws which require websites to accommodate users with accessibility needs. In this situation, the wrong technology choice can be a big setback.

Data Retention

Content management and digital experience systems always use a database and other files to save your content. This data is located on the servers that host your experiences. Often, the hosting and the platform are tightly coupled. Review the hosting requirements for your software and make sure your data will be backed up and protected. Some jurisdictions put special data storage requirements on industries such as healthcare or finance. Storing your user data outside of your own jurisdiction may also create a risk for your business that needs to be considered.

GDPR & Cookie Acceptance

The General Data Protection Regulation (GDPR) is a very broad set of rules that applies to how personal data is defined and how that data is managed for people from the European Union and the European Economic Area. A common part of these regulations results in the familiar alert appearing on web pages to acknowledge the use of cookies. Cookie acceptance functionality and other data management features should be considered when selecting your web solution.

As the African proverb says, “...if you want to go far, go together.”

You certainly care a lot about your business success – and so do your customers, partners, and staff. Success with your digital experiences will certainly involve several experts. The good news is that the tech world is full of smart people who love to innovate, problem solve and see your success come to fruition. When you select a Digital Experience Platform, look for a solution that is surrounded by a supportive community of developers, users, and the broader digital industry.

Developer Community

Most developers (especially the ones we know) are smart, helpful and resourceful, but obviously that isn’t always the case. The developer community for a Digital Experience Platform will be comprised of newbies who are just learning the system and veteran experts. A good way to evaluate the strength of this community is to look for developers with specialized certifications and experience. Many DXP vendors will have a program to recognize trained developers and seasoned solution providers.

User Community

Why does a healthy DXP user community help you achieve success? There are several reasons to look for a thriving user base, including access to extra help, online resources, tips and even potential staff to help you execute your business plans. An active user community is also a great indication of the popularity and effectiveness of a particular system.

Industry Recognition

You are undoubtedly a pioneer in some regard – by pushing the boundaries of your business, your marketing, your sales or another experience. The system you choose to underpin your digital experience needs to enable that effort – and not get in the way. What kind of platform are others in your industry using? What do the sales and marketing experts recommend? You want to strike the right balance of choosing a system that has been tried and tested with one that is ready to help you innovate and embrace the future.

The story of the project that went over budget is all too familiar. Don't let your project be another victim of unanticipated costs. On the flip side, a good digital experience platform can introduce automation and efficiency. Technology can also bring flexibility and agility to your business – helping you capitalize on new revenue opportunities. Make sure you pick a solution that will give you a positive return on your investment.

Total Cost of Ownership


Software licensing, plugin costs, API access, traffic thresholds and user fees are all potential expenses that may contribute to the total cost of your digital experience tech stack. Additionally, you may need to license fonts, images, and other assets to support your content plan. Make sure you can inventory all the elements that are part of your solution before you start building a new digital experience. Beware of free systems that come with restrictions that will hold you back. Additional components will often add costs to a free platform that quickly escalate.

Hosting & Maintenance

Every system will come with its own set of system requirements (in other words – the hosting technology required to operate your solution). Beyond simply keeping the system running, there is also regular maintenance required to keep your system operating reliably. Quite often, the catalyst for improving your entire digital experience is the need to modernize an existing, aging, and cumbersome platform. Hosting needs may be simplified with a new platform and your costs may decrease. But make sure to also consider maintenance requirements going forward. The more components that are involved, the more maintenance you might need in the future. Just like maintaining a car – it is always more cost effective to keep up with maintenance than to do more costly repairs when things break.

Growth & Efficiency

A fresh, exciting, and engaging digital experience will boost your business. Of course, there are costs involved in these strategies, but there are also new revenue opportunities. For many businesses, the digital realm is the market and digital experience investment brings obvious benefit. For others, the ROI may be less obvious. Determining the economic value of a new digital experience should involve careful consideration of any cost savings that can come from automation and added efficiency. Growth opportunities are measured by the potential boost in selling to a new audience, selling a new product or another expansion of your sales and marketing efforts. A good, well implemented Digital Experience Platform can be a hard-working, productive resource. Consider how you will want to justify the project investment and measure success.



**Getting Help
Choosing Your
Digital Experience
Platform.**



Flywheel Strategic has been building digital experiences for years. Our staff are trained and certified in several technologies. It is our job to stay on top of digital technologies and bring forward robust, practical, and innovative solutions to help our clients grow. Even a single conversation will help accelerate your Digital Experience Platform choice. Talk to us today to better understand our services, our approach, and our initial thoughts about your Digital Experience project.

Before Our Call

There isn't a lot you need to do to prepare for your first call with Flywheel. We will want to know a few details about your project and your business goals – everything you're already familiar with. Our intent in an initial call is to identify if there is alignment between what you are looking to accomplish and the services we provide at Flywheel. Consider some of these questions in advance of our first conversation:

- > What is the business looking to accomplish?
- > What does success look like for your project?
- > What kind of economics need to be considered for this project to be worthwhile?
- > What kind of timelines did you want to try and follow?
- > Can you outline your current digital ecosystem (tools, platforms, etc.)?
- > Are there any other systems, integrations or technical requirements involved?
- > What are the marketing, sales or other communications campaigns that are in place at the moment?
- > What resources are also available to support your project (people, brand assets, etc.)?

During Our Call


Talk to anyone at Flywheel and you will learn that everyone likes to take on new challenges and learn about new businesses. We are not an agency that turns out templated solutions or a repeat of what we have done for someone else. Of course, we leverage best practices and bring our experience to bear, but we want to apply our expertise to the unique challenges that you are facing. We will go through the questions we outlined above as well as some others that arise out of our conversation. You will gain the most insight and clarity when you can be as forthcoming as possible about your current situation and business realities.

We also want to hear your questions. It is important for you to establish a good understanding and appreciation for the work we do and the process we follow to get that work done. In fact, the one thing we ask you to consider on the first call is whether you are comfortable with HOW we do what we do. Project success is dependent on having synergy between our teams. You will learn about our Flywheel Momentum Building Process – this is an approach we take for all our projects. There will be many other details to explore after our first call – if we have initial alignment on services and process.

After Our Call

The next step after an initial call is to work with you to establish an appropriate project size for your situation. We are working towards a more structured, formal recommendation for your project and that needs to include the right economic framework. The “sizing conversation” that comes next will establish the necessary parameters we need to continue delivering advice for your situation. After our initial call, consider the information you have collected about Flywheel and let us know if you need any other clarification before we continue with further discussions.





**Question to Ask
When Choosing a
Digital Experience
Platform.**

Here are some questions to consider when you are looking to choose a new Digital Experience Platform (DXP). Remember – one component of a DXP should be a good Content Management System (CMS). Some of these questions may refer to the whole platform or just the CMS. And some of these questions will help you consider project approach, potential effort and other required resources. You'll likely come up with your own questions to improve upon this list.

Process & Approach

- I want to make sure my brand is perfectly represented online.
- How will the design process work and how does my brand come to life on the website?
- How long will it take for new staff to learn the CMS?
- What kind of training is available to my business users?
- What happens if I need a new developer for my website?
- How easy is it to publish new content?
- Where can I go to learn more and get help?
- Will the website adapt to new user journeys that we establish in the future?
- I need to improve my digital marketing, will this DXP help?
- Are there competent agency partners to help me with all aspects of my project from design to planning to development and beyond?
- What happens when my business grows?
- What kind of success have other businesses/clients had by working with you?
- What kind of efficiencies should we expect to realize with this new platform?
- What is your support process after the completion of the project?



Features and Benefits

- What kind of security concerns should I have? How are those addressed by the DXP?
- Will my website go down? What happens if I get a spike in traffic?
- How can I recover from a service interruption?
- Is my data secure?
- Will I get hacked? What happens if I do?
- Does the DXP meet modern accessibility (WCAG) standards?
- Will my website meet accessibility requirements?
- What if I want to add a new page / section to my website?
- How can I connect the DXP to the rest of my digital ecosystem / other backend systems?
- I already have Google Analytics, but what other data is available to me to help me understand my visitors and their behavior?
- Will the website talk to my CRM?
- I have a lot of content, are there any limits in the CMS?
- Are there any limitations to the number of users that are licensed to use the DXP?
- Can different users be assigned different permissions?
- What kind of recovery options exist for my data or for restoring specific revisions?
- How do I know if my website content is helping?
- How can I improve my SEO?
- Will it be easy to share my content on social media?
- Will I be able to manage customer data reliably?
- How will the CMS help me manage privacy settings?
- Ecommerce is core to my business, how will the DXP help enable transactions?
- Will the DXP keep up with my team's content plan?
- How can the website help me build leads and collect user information?
- What are the hosting and maintenance requirements for the DXP?
- Are there any additional modules, plugins or customizations required?
- What kind of documentation and training material is available?
- Are there any public forums or another knowledge base available?



DXP Selection Checklist.

DXP Evaluation Process

Consider the following steps for a DXP Platform evaluation.
Refer to the full guide for details on each step.

1. Establish Your Evaluation Criteria

2. Prioritize the Criteria

3. Build a Consideration List

4. Establish a Short List

5. Deeper Dive

6. Trial / Proof of Concept

7. Recommend

8. Finalize



DXP Evaluation Criteria

Consider the following criteria when evaluating Digital Experience Platforms for your brand or business. Refer to the full guide for details on each item.

A fillable [Excel template is also available on the Flywheel website](https://flyw.co/dxp-template) (<https://flyw.co/dxp-template>).

○ Partner Network

- Agency Experience

○ Flexibility

- Technical Flexibility
- Design Flexibility
- Content Flexibility

○ Scalability

- Business Growth
- Traffic Growth
- Content Size

○ Reliability

- Support
- Track Record
- Data Integrity

○ Security

- Security Testing
- Third Party Validation
- User & Access Roles
- Audit Logging

○ Integration

- API
- Web Services
- Web Hooks & Service Hooks
- Third Party Modules

○ Training & learning curve

- Documentation
- Training Videos
- Live Training & Mentoring
- Other Resources

○ Regulatory

- Privacy
- Accessibility
- Data Retention
- GDRP & Cookie Acceptance

○ Community

- Developer Community
- User Community
- Industry Recognition

○ Economic Value

- Total Cost of Ownership
- Hosting & Maintenance
- Growth & Efficiency



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