Hot Vendors in Content Management And Collaboration, 2013

Summary: Content management and collaboration continue to be in high demand in enterprises. Cloud delivery models give IT and business buyers expanded options.

Tablets and increased computing power are fueling a demand for better ways to access, share and collaborate on content. At the same time, enterprises have legacy content management applications that overlap each other and remain in place due to complex workflow or records management requirements.

Content Management

In content management, the shift is toward the business user, business applications and mobile. Cloud content management is emerging and growing fast. New ways of authoring are also emerging, as are extensions to legacy offerings, particularly those that add to and extend the capabilities of Microsoft Office.

Today users want more than just to store content in the cloud and access it from anywhere. First, whatever they do, they want to do from their mobile devices, no matter where they are or what else they are doing. They also need quick, easy and transparent ways to connect to anyone they want to share the content with, whether inside or outside their enterprises, with access and authentication set-up so that teams can be flexible and respond to the real world in real time.

The rise of tablets and the demand to share content have led to the growth of cloud file sharing and cloud content management. Many consumer-focused services have grabbed the attention of business users. That said, a new set of emerging offerings do it in a highly secure way. Accellion and Watchdox, two vendors in this Hot Vendor report, represent this trend.

On top of that, the growing number of SaaS (software as a service) applications that need content integrated with them is...
creating a significant opportunity for cloud content management providers that integrate with those offerings. Two of the Hot Vendors mentioned below do just that.

This research note is not intended to be a complete list of vendors in the markets being discussed. It does highlight vendors that have interesting, cutting-edge products, services or technologies. (See the footnote on Page 1 for our warranty disclaimer.)

For 2013, we selected six hot vendors in content management and collaboration:

- Accellion
- Alfresco
- Axceler
- Percussion
- SpringCM
- WatchDox

**Accellion**

**Secure Mobile File Sharing**

Accellion provides enterprise file sharing, synchronization and workflow capability with emphasis on securing content, particularly when that content is mobile. A key strength is Accellion’s flexible deployment options, which enable implementation via public cloud, private cloud, hybrid and combinations of each model.

What got our attention is Accellion’s ability to support secure content environments by offering a FIPS 140-2 Level 1-certified module that can be implemented using any deployment model. Accellion can handle large files of any size and has successfully tested larger than 100Gb for downloads, and its file synchronization works across PC, tablet and smartphones with the ability to track versions.

- **Company:** Accellion
- **Products:** Multiple
- **Website:** [www.accellion.com](http://www.accellion.com)
Alfresco

Alfresco has quietly migrated from a pure community-based open source ECM platform to one that is now an enterprise-grade offering with a solid records management module. Alfresco also recently hired Cisco veteran Doug Dennerline as CEO. Doug will serve as a catalyst to expand the Alfresco team and to drive execution.

What makes Alfresco hot is its ability to leverage its large community to drive innovation. This has allowed the company to rapidly expand its ECM product offerings, including a solid records management module. Due to its expanded ECM Suite, Alfresco has been replacing legacy ECM offerings including but not limited to IBM FileNet. One of the reasons for its success is its ability to support hybrid environments (cloud and on-premise). Enterprises should evaluate Alfresco as an alternative to legacy ECM providers.

- **Company:** Alfresco
- **Products:** Multiple
- **Website:** www.alfresco.com

Axceler

Axceler is known for its ability to effectively manage a Microsoft SharePoint environment, including multiple versions and various deployment models. As a result, it has become one of the go-to product families for managing SharePoint. Axceler ControlPoint and other offerings allow enterprises to manage the growing set of SharePoint farms in many enterprises, as well as the intricate SharePoint upgrade process.

What makes Axceler hot is its ability to innovate and add new capabilities such as the new ViewPoint product, which will allow for the oversight and management of social networks like Yammer. As ESNs continue on their collision course with content management, having tools to provide the analytics on what is happening with both content and users will be critical. Axceler is ahead of the curve with this approach.

- **Company:** Axceler
- **Products:** Multiple
- **Website:** www.axceler.com
Percussion

Web content management provider Percussion Software is one of the few commercial WCM platforms based on J2EE, which makes it highly scalable. A little over two years ago Percussion embarked on a complete makeover of its management team and its product family.

What makes Percussion hot is its new approach that lets enterprises import website design and content with very little services or HTML work. Import tools often cannot recognize a design theme, and this is what separates Percussion from others. This import capability, combined with Percussion’s easy-to-use CMS, will save marketing departments and webmasters a lot of time.

- **Company**: Percussion Software
- **Products**: Multiple
- **Website**: [www.percussion.com](http://www.percussion.com)

SpringCM

SpringCM is one of the newer cloud content management products. It offers a secure and easy approach to content management in the cloud. SpringCM CEO Chris Junker and CMO Ben Kiker are both former Interwoven executives; Interwoven was a pioneer in web and enterprise content management.

What makes SpringCM hot is its easy approach to content management, with straightforward tagging and foldering, and its integration with cloud applications like Salesforce, NetSuite and others. While other cloud vendors focus on content storage and sharing, SpringCM goes a step beyond with powerful workflow for putting content to work in the context of business processes like contract management and employee on-boarding.

Native iOS and Android apps, along with a robust content sync engine, let users work with content in a way that maps to their roles. As the need to make content available inside cloud applications accelerates, having a secure repository to manage all that content is critical. SpringCM has a partnership with Salesforce.com, in which Salesforce sales execs receive credit for sales of SpringCM via AppExchange. We expect the Salesforce partnership to accelerate SpringCM’s growth.

- **Company**: SpringCM
- **Products**: Multiple
- **Website**: [www.SpringCM.com](http://www.SpringCM.com)
WatchDox

WatchDox does heavy lifting when it comes to content and document security. They offer the ability to manage content in the cloud as well as on-premise, making them unique in the growing space of security-focused cloud content management providers.

What makes WatchDox hot is its ability to wipe content no matter where it is. WatchDox will soon also allow users to edit content securely across any device. This makes them ideal for managing extremely sensitive content, such as movie scripts, business plans, board minutes etc. that may be deployed on BYOD devices such as iPads. WatchDox has also done its homework and can integrate with existing Microsoft DRM protocols, something most others can’t do.

- **Company:** WatchDox
- **Products:** Multiple
- **Website:** [www.watchdox.com](http://www.watchdox.com)

Aragon Advisory

- Enterprises should establish standards for cloud content management, particularly around security.
- Firms with legacy web content management tools should look at newer and easier ways to manage their websites.
- Social networks and content management continue on a collision path. Look at more seamless ways to integrate them.

Bottom Line

Content management in the cloud continues to grow in popularity due in part to the explosive increase in the quantity of content. Enterprises still need to product their content, while at the same time taking steps to make that as easy to do as possible. Multiple content management approaches are evolving from the ECM, social and mobile sectors, and enterprises need an overall strategy to navigate the collision.