



## HOW TO ENSURE EFFECTIVE SUPPORT FOR EKTRON CMS IN 2017 AND BEYOND

EpiServer has no plans to discontinue Ektron CMS, though the two companies merged in January 2015. This commitment reiterates in 2017 as well. EpiServer promises to extend complete support to users who wish to migrate to the integrated Digital Experience Cloud. What happens to those users who wants to stick on to Ektron?

# ektron

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# WHY IT IS OK TO STICK ON TO EKTRON?

A Web Content Management System (WCMS) makes the task of content creation, managing content, publishing it, and curating it very easy. Of the many powerful CMS solutions in the market, Ektron stands out for its many powerful features.

It is a fact that Ektron CMS has now become a legacy CMS, which will have no new versions. Whereas, EpiServer would be rolling out new features in its new offerings.

However migration is not a practical solution for everybody. Migration comes with its own set of challenges, and many enterprises may simply not be ready to bite the bullet in terms of the disruption change entails. Even when an enterprise is competent and able to migrate to a newer CMS, migration may make little sense, when the existing CMS is working well. As the adage does, “If it ain’t broke, don’t fix it.”



# BENEFITS OF EKTRON

Strengthening the case for sticking on with Ektron CMS, are the inherent advantages on offer, not easily replicable across other content management systems.

- Ektron scores very high on reliability. Powered by Microsoft's ASP.Net, the platform combines flexibility and scalability, and responds to most business requirements amazingly well. Unlike other CMS's that impose restrictions, Ektron CMS offers developers complete control over the design and development of the website.
- Most of the CMS are complex to operate even if they offer powerful features. With Ektron, the complexities usually associated with structural configurations and coding are encapsulated by the .Net framework. The simple and user friendly interface, allows to create, manage and publish content very easily. Many CMS offers cutting-edge features, but delving beyond the basic functionality requires knowledge of advanced programming skills. With Ektron, mastery over HTML or other web management codes is not required.
- Besides, Ektron offers exclusive social business software applications, making social media marketing a piece of cake. Employees may create their own professional social networking platform on-the-fly. Predefined templates and widgets make the task of creating custom pages very easy as well.
- Ektron CMS is very versatile, adapting to user requirements very well. Many businesses have found out the hard way, their CMS being incompatible with the way their business is run. As a solution, they then have to painstakingly go through the disruptive process of aligning their business models and applications to be compatible with the CMS. Ektron offers unmatched flexibility, allowing businesses to continue with their existing business models and applications, integrating the same into its flexible and dynamic workflow management system.
- Ektron scores high on resilience as well. The platform offers simple mobility and other tools, ensuring device independence,

allowing users to access their CMS from smartphones, laptops, PCs or any other device seamlessly.

- Ektron runs perfectly well on the conventional two-tier architecture that most users are accustomed to. It also offers three-tier architecture, where the developer may locate the application tier in the client's environment or an Ektron hosting environment. Such architecture offers real separation of the web server and the database. The presentation tier undertakes basic processing, and the application tier accounts for the bulk of the processes.

For the above inherent advantages offered by Ektron, not easy to replicate in other CMS, several hundreds of Ektron clients still continue to use the platform for their day to day operations, resisting the hard-sell to indulge in a needless migration.



# SUPPORT FOR EKTRON

Enterprises still require a stable platform, to sustain their content marketing campaigns, and to ensure their content is interactive and engaging, across multiple channels. For the stated reasons, there is still strong support for Ektron. The popularity of Ektron means there are few Ektron partners still offering highly professional and [advanced support](#).

The support for Ektron manifests in the following ways:

## Maintenance

The basic requirement for a support partner is the maintenance of the CMS. Any CMS requires maintenance on a regular basis. The scope of such maintenance activities include

- Support for troubleshooting, including workarounds to fix any latent bugs that may be discovered
- Rapid response to any incident, including general enquiry
- Periodic quality checks to ensure optimal performance of the website, in terms of whether the site presents content effectively as desired, whether the site is secure, and more.
- Performance and reliability testing on a periodic basis. This may include Selenium-assisted automation testing of applications.
- Additional training, including refresher training for existing employees and new users who would continue to use the legacy system.

## Integration and Data Migration

A CMS does not work in isolation. For a CMS to be effective, it has to integrate well with other enterprise solutions. Such integrations are never static, and always dynamic, reflecting the changing nature of the enterprise activities.

Integration of the CMS with third party solutions, such as new SaaS

solutions to which the enterprise subscribes, the CRM suite, the ERP tools, SharePoint, marketing automation tools, analytics tools, other CMS suite or tools take place regularly. Some of the specific integration activities for which an enterprise requires support include:

- Design, development, deployment and integration of custom widgets with third-party software.
- Development of custom widgets for accessing videos from the content delivery network, and for defining page flow in websites

Another key area where support is required is migration tasks such as migration of data and application to and from the Ektron platform. Even when there may be no business or even a technical case to migrate to another CMS, modernization of business reports and other assets are commonplace, owing to business demands. Such reports, data and applications need to be migrated to and from the CMS from time to time. Since these are not routine processes, it requires technical assistance, on an ad-hoc manner.

## Development

Just because newer versions of Ektron will not come up does not mean the CMS is dead, and no further development is possible. Beyond simply maintaining the existing application, there is considerable scope to develop and improve Ektron based CMS further. Ektron still offers the scope to develop and maintain the latest state-of-the-art websites, to gain advantage over competition. A competent partner offers upgrade advice and solutions to uphold the site.

The development requirements are especially rife to streamline the UX/UI, and to fine tune processes, to make it more seamless for end users to work with the CMS. A partner is vital to evaluate the workflow architecture and make any changes, and to ensure seamless processes. Workflows are never static, and require periodic revisions, to reflect changes in business processes, which in turn may be forced by changing market conditions, changes in technology, and other external factors. For instance, the rapid spread of mobility places demand on more customer facing apps, which require an entirely new approach to UX and the workflow, as opposed to UX for conventional PC screens.

The best approach is undertaking the development on a personalized basis, understanding the specific requirements of the client.

A case in point is [Suyati's partner expertise](#) to create a backend that allows even non-technical users to create landing pages in minutes or that of a solution provider who sells language learning resources online, using Ektron CMS. An intuitive admin dashboard allows to create different workflows for each page, and setting keycode, product price, tax settings and more, required for the ecommerce pages quite easily.

## Seek out Competent Channel Partners

Ektron has a vibrant community of partners. Those still using Ektron can seek out an established solution partner, who would have the competencies required to support the CMS in the foreseeable future.

Competence in Ektron's Framework API, along with pre-built .NET controls, and standard development tools such as Microsoft Visual Studio for optimization, puts the maintenance and development partner in good stead. Success however, depends on the ability of the partners to adapt to the latest and most innovative techniques in such framework.

Seek out partners who have an excellent team of developers, who have delivered supreme Ektron web content solutions. Make sure to select partners who have executed multiple Ektron projects, including ones that require complex tasks such as load balancing of hundreds of thousands of users a minute.

Ektron has adjudged Suyati Technologies as one of their best solutions partner. Suyati's dedicated global team offers end-to-end Ektron CMS solutions on a 24x7 basis. With our support service, your investment in Ektron does not go waste, and you can extract the maximum possible ROI for an extended period of time.



# ABOUT SUYATI

Suyati is a fast-growing, digital transformation solutions company that helps you rebuild your customer experience for the digital consumer. We collaborate with businesses to strategize and implement impactful digital initiatives that position our clients ahead of the competition. We are digital-first and we focus on delivering digital transformation solutions that support your various engagement strategies. With our niche and rich expertise in a wide range of technologies and services- CMS, CRM, e-commerce, Cloud, IoT, Data Analytics, and Product Engineering- we help companies leverage their best on web/cloud/mobile platforms.

We enable you to create insights driven customer engagement across all touch points to build a unified marketing approach. Our custom technology solutions have been deployed successfully in companies across the globe, especially in the US, UK, Europe and Australia.

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## REFERENCE

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