



# SOLODEV VS SITECORE

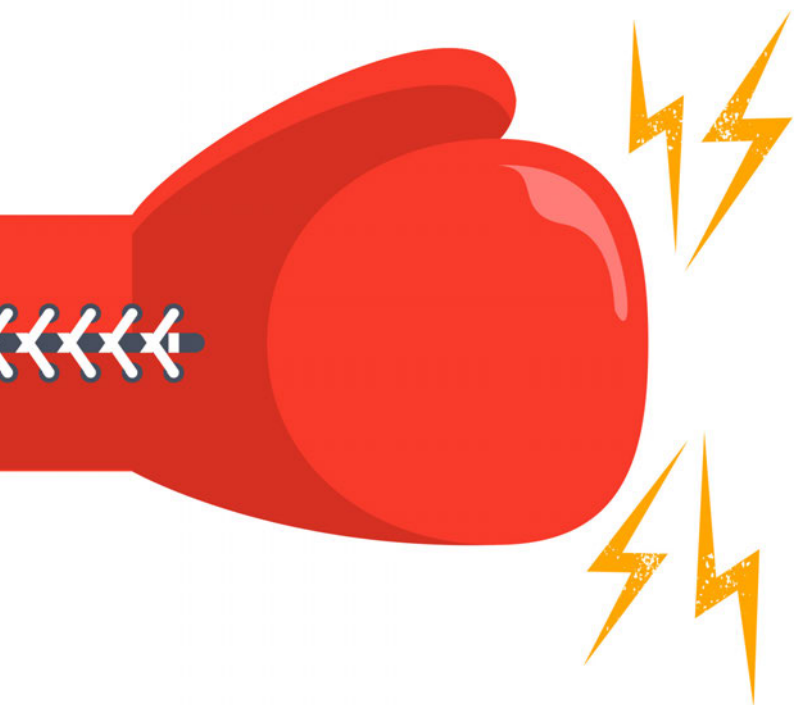
## COMPARISON GUIDE





## COMPARISON GUIDE

# SOLODEV VS SITECORE



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# FINDING A NEW CMS IS A REAL BATTLE.

If you're in the market for a CMS, you know it's a fiercely competitive space. With dozens of options to choose from, it can be difficult to see which platform is the best fit for your organization. Ultimately, your goal is to uncover the content management system that gives your team a winning solution based on your needs.

Both **Solodev** and **Sitecore** promise your target audience – and your organization – a superior experience. But there are plenty of significant differences between the platforms, making them better for certain use cases.

**Let's see how the two stack up when they go head to head.**



# MEET THE CMS CONTENDERS



**Sitecore** is a digital experience platform and content management system that connects organizations with the tools to deliver customer experiences across channels. Sitecore uses its comprehensive data and analytics tools to cultivate and nurture audience experiences. Its enterprise-focused software equips teams with automation and personalized content in real-time and is supported by Sitecore's partner community.



**Solodev DCX** is a content management and customer experience platform that lets teams work together on digital transformation. It powers organizations of all sizes to build amazing websites and applications, collaborate, review code, and publish ideas across channels and devices. Built for Amazon Web Services (AWS), Solodev is designed to integrate with almost any other app, and their 24/7/365 support is one of the reasons why they're consistently a leading "High Performer" on the G2 Grid for Web Content Management.

# SITECORE

## Advantages

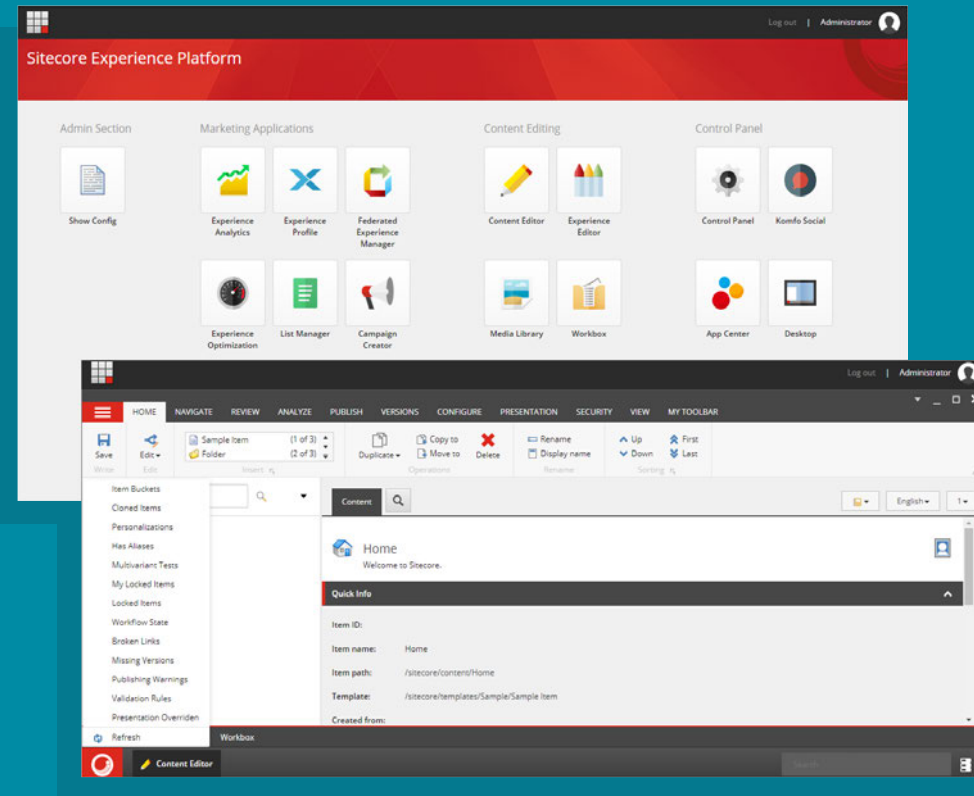


### FOCUS ON TOTAL EXPERIENCE

From the start, Sitecore Experience Platform doesn't position itself just as a CMS platform. Rather, it opts for a larger look at the customer journey and qualifies itself as an experience platform. This allows Sitecore to appeal to a variety of businesses regardless of how they want to achieve their goals. Data, content, personalization, eCommerce – Sitecore's experience-first mentality equips users with a broad selection of digital tools to craft what their audiences need.

### MULTISITE & MULTILINGUAL CMS

The Sitecore Experience Manager (XM) gives low- and no-code users the freedom to enhance content with drag-and-drop simplicity. Sitecore XM – the company's CMS offering – lets users preview content before publication in a WYSIWYG editor on any device or channel. Sitecore emphasizes the ability to relate to customers in their native language without jumping between sites. Users with preferred translation software can integrate that software with Sitecore XM.





## Advantages



### HEADLESS ARCHITECTURE

Siloed content and delivery channels only add to marketing headaches. Sitecore XP offers a headless CMS that brings digital experience to whatever device, channel or touchpoint an audience might use for true omnichannel delivery.

### NATIVE ANALYTICS AND DATA

Rather than make users integrate with third-party analytics tools, Sitecore XP – through its Sitecore Experience Database – gives users an end-to-end picture of customer interactions throughout their buying journey. It collects data from across marketing channels, stores that data over the customer's lifetime, and gives detailed reports on how those customers navigate content.

### REAL-TIME PERSONALIZATION

The SitecoreXP platform comes with machine learning features that extract audience insights from that data, streamlining redundancies in the buying process, and showcasing potential room for improvement during the sales funnel.

### MARKETING AUTOMATION

SitecoreXP includes internal marketing automation within its CMS infrastructure, consolidating all visitor data and reducing workload on marketing and sales teams. The automation platform comes with a drag-and-drop interface, making it relatively easy for low- or no-code users.



# SITECORE

## Disadvantages



### **EXPENSIVE**

While high costs aren't abnormal when it comes to enterprise CMS platforms, Sitecore is one of the most expensive products on the market. The exact cost a company will pay depends greatly on the specific needs and requirements for the software. Sitecore also comes with per user licensing, which can also rapidly stack up costs – especially for larger enterprise solutions using multiple licenses.

### **OUTSOURCING NEEDED**

While most CMS platforms have a learning curve, Sitecore's is one of the steepest. Low-code users struggle with establishing the CMS framework – and that's only further complicated by the XP platform. Sitecore's empty frameworks require someone knowledgeable in the platform, forcing most companies to pay for third-party development from their qualified partner community.

### **DIFFICULT TO INSTALL**

Several former users have noted that the difficulty of installation isn't worth the cost of the platform. The installation can be heavy-handed and frustrating for teams not familiar with Sitecore or accustomed to more streamlined CMS platforms.

### **NOT VERY INTUITIVE**

Sitecore XP promises several solutions that would be great for no-code and low-code users, but upon establishing the customized CMS, businesses have found the infrastructure itself doesn't make for easy navigating. Users have noted that Sitecore lacks the functionality for easily previewing pages or content before pushing the page live. Users also found difficulty in establishing a comprehensive multimedia repository.

# SOLODEV

## Advantages



### DIGITAL CUSTOMER EXPERIENCE (DCX) PLATFORM

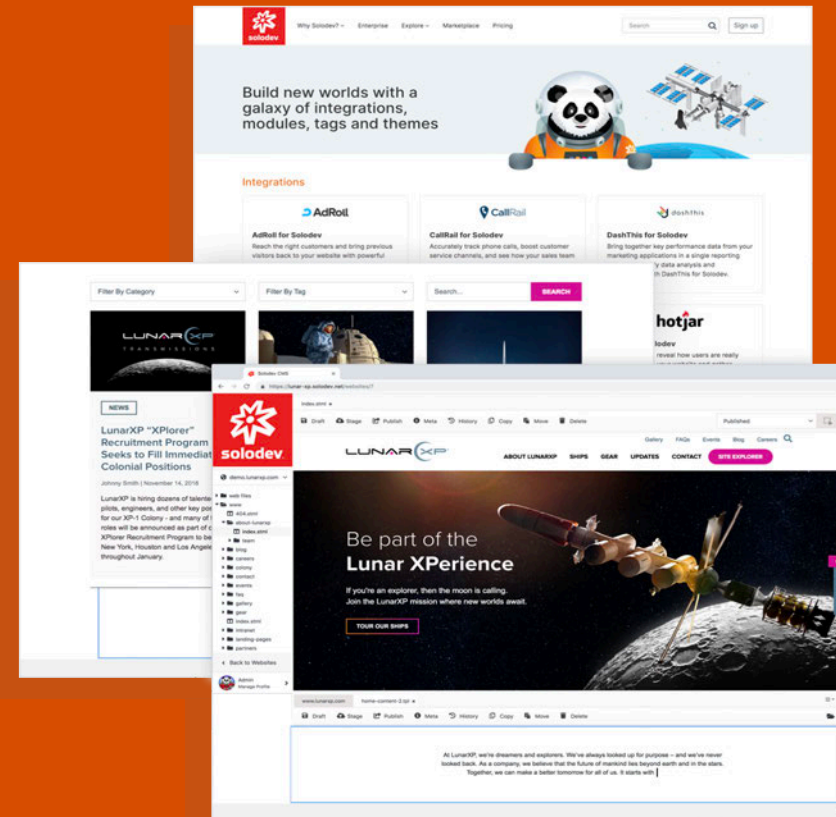
Solodev is more than a CMS. It's a content management and customer experience platform that lets individuals and teams work together on digital transformation. With Solodev, users can build amazing, feature-rich websites, portals, mobile app backends, shopping carts, and more – and connect their experiences with third-party tools like Pardot and Salesforce.

### BUILT FOR GOVERNANCE

A true enterprise platform, Solodev is designed for mission-critical applications where security, high availability, data privacy, and compliance are absolute requirements – from HIPPA to GDPR to ADA accessibility.

### CONTENT MANAGEMENT

Solodev gives content owners and designers freedom to explore their digital ideas. Whether you start with a pre-built theme or create your own from scratch, Solodev's advanced templating system makes it simple to build pages in minutes, and its modern interface makes it easy for no-code users to work in simple modules while giving developers access to code.





# SOLODEV

## Advantages



### **CX AND PERSONALIZATION**

With Solodev, users can shape the customer experience and build engaging, data-driven landing pages that convert leads, A/B test content, and integrate with advanced marketing and personalization technologies – including Amazon Personalize.

### **TEAM COLLABORATION**

From developers to marketers to the C-Suite, Solodev brings your entire team together so everyone can collaborate on your website. Share and comment on code, track changes, and control the publishing workflow with easy to use tools and permissions.

### **HOSTING ON AWS**

Built from the ground up on AWS – the most secure and scalable infrastructure on the planet – Solodev delivers the same powerful enterprise platform in the fully-managed Solodev Cloud or your own AWS account. Additionally, users can deploy in the self-service AWS Marketplace with containers, featuring Docker and Kubernetes.

### **SOLODEV MARKETPLACE**

In the Solodev Marketplace, users can rapidly integrate with leading digital marketing apps – including HubSpot, Marketo, Google Analytics and more – and shop for modules, tags, themes and templates. As a headless hybrid CMS, Solodev provides both traditional website templates and API-driven connections to almost any app or device.

### **TRAINING**

From self-guided tutorials to team orientations, Solodev offers a robust set of training options to help users become masterful in the platform. Live and on-site training sessions are available, as well as one-on-one advanced developer and admin courses.

### **SUPPORT**

Solodev has earned a 99% customer service rating from D&B as well as leading scores on the G2 Grid for their service experience. Along with hundreds of articles and tutorials, users can access 24/7/365 U.S. based help via ticketing, chat, and phone.

# SOLODEV

## Disadvantages



### **SMALLER MARKET FOOTPRINT**

Despite having a smaller, enterprise-focused market position, Solodev's aggressive growth and lower cost to entry has made it a niche challenger across the CMS industry, becoming the go-to choice for organizations looking to migrate to a secure, scalable, and redundant platform built for AWS.

### **CLOSED ECOSYSTEM OF PLUGINS**

Solodev offers a built-in system of plugins, themes, and modules that can be added and customized within the platform. Solodev's plugins are fully validated to meet rigorous security and governance requirements and proactively monitored and supported. Not only does that render them less vulnerable to hacks, but it means they won't break during updates – as many third-party open-source widgets are prone to do.

### **SMALLER USER COMMUNITY**

As a proven yet up-and-coming CMS platform, Solodev maintains a smaller community of users. However, this loyal crop of "Solo Devs" have far more agility and control over the shape and direction of the Solodev platform. This gives them a more powerful voice in the roadmap for guiding new features and functionality. In turn, Solodev is able to respond more quickly to their customers' needs, allowing innovative ideas to get to market faster.

### **HIGHER UPFRONT COST**

For enterprise customers that wish to own their CMS platform, Solodev offers traditional upfront licensing with a higher enterprise price tag. However, the Solodev Cloud – accessible through the Solodev website – features the same enterprise software in a SaaS subscription. Users can create a free account and pay monthly fees that are comparable to other platforms.

# THE “TAIL” OF THE TAPE



## ADVANTAGES

- Digital Customer Experience (DCX) Platform
- Built for governance
- Content management and customer experience tools
- Team collaboration
- Hosting on AWS
- Marketplace of integrations
- Training and support

## DISADVANTAGES

- Smaller market footprint
- Closed ecosystem of plugins
- Smaller user community
- Higher upfront cost with traditional enterprise license



## ADVANTAGES

- Total experience package
- Multi-site
- Multi-lingual
- Headless architecture
- Omnichannel
- Native data and analytics tools
- Real-time personalization

## DISADVANTAGES

- Blank slate setup
- Third-party installation needed
- Steep learning curve
- Not very intuitive
- Expensive, not including third-party assistance
- Difficult installation

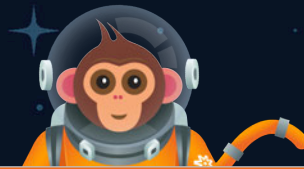
CMS vs CMS  
**ROUNDUP**

# CMS TECH SPECS



	SOLODEV	SITECORE
PRICING	<ul style="list-style-type: none"> <li>• <b>Solodev Cloud:</b> free user account with plans and paid team upgrades per user</li> <li>• <b>Solodev DCX:</b> paid subscription via AWS Marketplace or enterprise license option (one-time fee to own)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Sitecore Experience Manager, Experience Platform, Content Hub:</b> standard, corporate, and enterprise options; pricing determined by visits per year; add-ons and support available</li> </ul>
KEY FEATURES	<ul style="list-style-type: none"> <li>• Cloud-first</li> <li>• Headless architecture</li> <li>• Digital Customer Experience (DCX) platform</li> <li>• Advanced templating system</li> <li>• Asset management</li> <li>• Permissions</li> <li>• API integrations</li> <li>• Content authoring</li> <li>• Dashboards &amp; reports</li> </ul>	<ul style="list-style-type: none"> <li>• Cloud option available</li> <li>• API integrations / headless</li> <li>• Digital Experience Platform (DXP) platform</li> <li>• Personalization</li> <li>• Open marketing automation</li> <li>• eCommerce</li> <li>• Standard package: 2 million visits/year</li> <li>• Corporate package: 12 million visits/year</li> </ul>
PREFERRED HOSTING	Amazon Web Services (AWS)	Rackspace Hosting
SUPPORT	<ul style="list-style-type: none"> <li>• On-site training</li> <li>• 24/7, US-based support</li> <li>• Specific support plans available</li> <li>• Web design tutorials</li> <li>• Documentation</li> </ul>	<ul style="list-style-type: none"> <li>• Premium support available</li> <li>• Self-service resources</li> <li>• SLAs</li> <li>• Documentation</li> <li>• Training and tutorials</li> </ul>

# SOLODEV: THE G2 GRID™ LEADER



	SOLODEV
EASE OF USE	✓
EASE OF SETUP	✓
HIGHEST QUALITY OF SUPPORT	✓
MOST LIKELY TO RECOMMEND	✓
CUSTOMER SATISFACTION	✓

## Solodev DCX: The "High Performer" in Website Content Management

G2 is one of the world's most trusted software review platforms for making smart buying decisions. Why? Because they only feature *verified reviews from real users*. The Summer 2019 G2 Grid for Web Content Management (WCM) reflects 9,600+ reviews, and Solodev outperforms WordPress and other leading CMS platforms in nearly every category!

**[Click here](#) to get a free copy of the G2 Grid report – a \$599 value!** In the report, you'll learn why Solodev DCX is the preferred platform for building amazing digital customer experiences.



# THE BOXING BELL

When it comes to a CMS, it's tough to land a knockout. But the more you know about the different options, the smarter your decision becomes to meeting your organization's needs.

There are several major considerations when looking at SitecoreXP for a content and customer experience solution. Does your company require a large-scale content delivery system? Is your organization large enough to warrant the time, manpower and resources required to get SitecoreXP up and running? SitecoreXP offers users a comprehensive and reliable all-in-one solution that's flexible enough to integrate with third-party APIs. However, getting Sitecore's CMS up and running takes knowledge that few backend developers have readily available.

Solodev lacks the market share of Sitecore's brand name, but it gives users a faster time to implementation and an easier interface to customize the backend CMS to meet their needs. While Solodev doesn't offer a broad selection of internal marketing automaton tools, Solodev's API-first driven strategy means that it lets organizations connect to their favorite best-of-breed tools instead. Because Solodev is built on AWS, it benefits from a superior cloud experience that's providing innovative new services – including personalization technologies based on the same AI and machine learning that powers Amazon.com. Solodev also features a marketplace of integrations, giving digital pros and content owners the freedom to integrate with the best-of-breed third-party apps they prefer.

**Ready to try Solodev DCX? Visit [www.solodev.com](http://www.solodev.com)**







# ABOUT SOLODEV

Solodev, the Digital Customer Experience Platform for AWS, empowers individuals and teams to create amazing customer experiences in the cloud. Built from the ground up on Amazon Web Services (AWS), Solodev provides unparalleled security, scalability, and redundancy with 24/7/365 U.S. based support. Recognized as a leading “High Performer” on the G2 Grid for Web Content Management, Solodev is a winner of the 2017 AWS “City on a Cloud” Innovation Challenge.

An AWS Advanced Technology Partner with Competencies in Government, Education, and Digital Customer Experience, Solodev products can be purchased on-demand via the AWS Marketplace, through State and Federal Contracts, or online at [www.solodev.com](http://www.solodev.com)





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